

**GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER**

REGULAR MEETING, THURSDAY, JANUARY 21, 2010

**Part I - OPERATIONS
GWTIDA as agent for NJSEA**

Call to Order: The Meeting was called to order by Chairperson, Mrs. Franco at 6:00 p.m.

The Pledge of Allegiance was recited.

The Open Public Meetings Act was read by our Chairperson, Mrs. Franco.

Roll Call:

Mrs. Franco	Present	Mrs. Erceg	Absent
Mr. Johnson	Present	Mr. Reidenbach	Present
Mr. Morey	Present	Mr. DeMonte	Absent
Mrs. Crossen	Present	Ms. Ostrander	Present
Mr. Montello	Present	Mr. Patterson	Present

Also present were Mr. Siciliano, Ms. Feketics, Ms. Kane, Ms. Trapp, Mr. McNicholas, Mr. Rose, Mr. Lynch and Mr. April.

A. Approval of Minutes

Mr. Reidenbach made a motion to approve the minutes from December 17, 2009, second by Mr. Johnson.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Absent
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Yea	Mr. DeMonte	Absent
Mrs. Crossen	Yea	Ms. Ostrander	Yea
Mr. Montello	Yea	Mr. Patterson	Yea

Motion was moved and approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

Administration Update – January 2010

Finance Update – January 2010

Housing Update – January 2010

Marketing/Public Relations Update – January 2010

Sales Update – January 2010

SMG Update – January 2010

WellBread Update – January 2010

Mr. Siciliano stated that there are no motions on this side of the meeting.

Mr. Johnson had a question about energy on demand generator program. Ms. Kane stated that they are still researching the process and working on permitting. We are interested in the program and are pursuing it. The deadline is February 4th per Mr. Johnson. Additional discussion ensued. There were no other questions on the department updates.

Ms. Kane stated that the plunge was successful, with 558 jumpers. Mrs. Franco congratulated the staff on a great job.

Mr. Lynch discussed events happening, including wrestling and cheerleading, and the fact that we are relying heavily on youth organizations. He also discussed an event that will take place on August 13th and 14th, a Cultural Exchange event. Country Weekend is moving forward, which will have the same format as the 50's weekend, and we hope to be able to give an update soon. Also, the Polar Plunge has turned into a weekend event, and has generated many more room nights as in the past.

Mr. Rose discussed the Country Weekend event on October 22nd and 23rd. WXTU, the #1 Country Station in the Philadelphia market, will be meeting with Andy Cripps of Country Weekend, to become a major media sponsor of the event.

Mrs. Franco stated that Bev Trapp has been attending TDC meetings at Wildwood City Hall, and those meetings have been very productive.

Mr. Siciliano discussed the history of 2% tourism tax. November numbers came in. November plan was 48,000, while showing a collection of \$151,000. That is not a realistic number, and reiterated that we will need to wait until December to know what we've done for the year. Mr. Siciliano stated that we really do need to evaluate the numbers per year, due to the fact that there is such a fluctuation in the numbers.

Correspondence/Communication: Nothing.

Motions: None.

D. Chairperson's Report

Committee Reports:

Buildings and Grounds – Mr. Reidenbach stated that the committee will meet next month.

- **Finance** – Mr. Siciliano stated that we will have our actual year-end numbers by next month.
- **Housing** – Nothing.
- **Staffing** – Nothing.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

E. **Final Public Comment** – Nothing.

F. **Executive Session** – Nothing.

G. **Any matter of immediate attention**
Nothing.

H. **Motion to go into the GWTIDA/Advertising portion of the meeting.**

Mr. Johnson made a motion to go into the GWTIDA portion of the meeting, second by Mrs. Crossen.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Absent
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Yea	Mr. DelMonte	Absent
Mrs. Crossen	Yea	Ms. Ostrander	Yea
Mr. Montello	Yea	Mr. Patterson	Yea

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

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Part II – GWTIDA/Advertising and Promotions

A. **Approval of Minutes**

The minutes from December 17, 2009 were approved.

B. **Public Comment**

Nothing.

C. **Executive Director's Report**

Department Updates – Included in the board packet was an Events Department Update and a Finance Department Update for January 2010. There were no questions.

Correspondence/Communication – Nothing.

Motions:

Mr. Johnson made a motion to approve the Bill List in the amount of \$39,116.33, second by Mr. Patterson.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Absent
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Yea	Mr. DelMonte	Absent
Mrs. Crossen	Yea	Ms. Ostrander	Yea
Mr. Montello	Yea	Mr. Patterson	Yea

Motion moved and approved.

D. **Chairperson's Report**

Committee Reports:

- o **Advertising:** Mr. Johnson discussed advertising on gas pump TV screens, which was suggested by Signature. The Advertising Committee decided against it. Billboards were also discussed. They will be placed in Pittsburg, Allentown, Scranton, Philadelphia, New York and North Jersey. It was decided that last year's slogan will be kept alive. Mr. Johnson discussed the billboard deal that Morey's Piers made with GWTIDA. This will be further discussed. Mr. Patterson asked if anything was planned for Canada. Mr. Johnson stated that we are working on Canada and will be in their inserts in February and March. It has been found that Canadians book their trips early. Mr. Lynch also stated that the Cape May County Chamber of Commerce will be making a big push on the New York Freeways. Mr. Rose stated that our biggest concentration comes from suburbs of Montreal first,

then Quebec. Website hits have started to decline. An analysis will be done to see what can enhance this aspect. In the past, GWTIDA staff has made presentations to the Greater Wildwood Chamber of Commerce and the Greater Wildwood Hotel & Motel Association members. This year, instead of making separate presentations, we will select a date and deliver a presentation from the convention center and invite the business community to see the 2010 media campaign and a 2009 convention center recap. Mr. Johnson stated that there was an article in the paper, where Mr. Rosenello made an announcement about the fireworks. To clarify, the fireworks are still being worked on, and they are still not resolved.

Mr. Siciliano stated that at the North Wildwood event meeting, we learned that on the day when we normally do our Unlocking of the Ocean, there is going to be an unveiling of the Vietnam Memorial Wall. We need to regroup to see how we do the event this year. We all want to support the Memorial, and still have the Unlocking of the Ocean, certainly a fun event. We want to be able to work out and coordinate both events. Also, the school kids could go from our ceremony to the memorial ceremony to learn the real meaning of Memorial Day.

- **Appropriations:** Mr. Siciliano gave the Board an update on the Greater Wildwood Hotel & Motel Association vs. State of New Jersey lawsuit. When the decision was made from the court, it was suggesting that the Dept. of Treasury look at their definition, and that they suggested that they do something about it – take more solid ground on what the definition is. Not hearing anything, the GWHMA attorney, Frank Corrado put in a request for a hearing. The Attorney General's office stated they were in fact doing something. A letter was sent to Frank Corrado to show what they were working on. As a result, Frank Corrado pulled the request for the hearing, and GWHMA is waiting to see what the Treasurer does with that definition. Then, there will be a chance for GWHMA to comment or challenge. There is a timeframe for this to happen – within a month. Also, the State of New Jersey does have a new Treasurer.
- **Finance:** Nothing.
- **Staffing:** Nothing.
- **Strategic Planning:** Nothing.
- **Housing:** Nothing.

Old Business – Ms. Trapp stated that she reached out to Dr. Salvatore regarding the air show. Mr. Siciliano and Ms. Trapp will meet with him next week.

New Business – Mr. Patterson had questions on nominations for the NJ Governor's Tourism Awards. Mr. Rose stated that we are nominated for the Best Advertising Campaign, Best PR Campaign and Best Website.

Mr. Morey had questions on how the Facebook trend affects us. Mr. Rose stated that if utilized, we could get negative threads. However, we are on Facebook on

the convention center side, sending out information on events, and things that are happening in the Wildwoods.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

E. **Final Public Comment** – Nothing.

F. **Executive Session**
Nothing.

G. **Any matter of immediate attention**
The next GWTIDA Board Meeting will be held on Thursday, February 18, 2010.

H. **Motion to Adjourn**
Mr. Johnson made a motion to adjourn, second by Mrs. Crossen.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Absent
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Yea	Mr. DeMonte	Absent
Mrs. Crossen	Yea	Ms. Ostrander	Yea
Mr. Montello	Yea	Mr. Patterson	Yea

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary