

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

REGULAR MEETING, THURSDAY, MARCH 18, 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	Present
Mrs. Crossen	Present	Ms. Ostrander	Present
Mr. Montello	Absent	Mr. Patterson	Present

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

Mrs. Franco gave Mr. Siciliano and the convention center staff a standing ovation for their efforts during the February storms and blizzard. The Board agreed that a wonderful job was done by all. The WellBread and SMG staff stepped up tremendously. A great job was also done by Chef Drew. Additional discussion took place on the building becoming a Red Cross Shelter for 3 days, and Mr. Siciliano again thanked all staff involved.

A. Approval of Minutes

The minutes from November 19, 2009 can not be approved, due to the six members present at that meeting not being present at tonight's meeting. Minutes from November 19, 2009 were not approved.

Mr. Johnson made a motion to approve the minutes from January 21, 2010, second by Mrs. Crossen.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Absent
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Yea	Mr. DeMonte	Yea
Mrs. Crossen	Yea	Ms. Ostrander	Yea
Mr. Montello	Absent	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 – February/March 2010
Finance Update – February/March 2010
Housing Update – February/March 2010
Marketing/Public Relations Update – February/March 2010
Sales Update – February/March 2010
SMG Update – February/March 2010
WellBread Update – February/March 2010

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

Mr. Patterson had a question about the lawsuit between the Greater Wildwood Hotel & Motel Association and the State of NJ. Mr. Siciliano replied that an appeal has been filed, and they are awaiting a decision by the Appellate Court.

Mrs. Franco discussed our Maintenance Reserve and the need to keep an eye on it as it relates to the State of New Jersey.

Mrs. Franco had questions on Mr. Siciliano's meeting with the new Solicitor and Engineer for the City of Wildwood. Mr. Siciliano replied that this was a meeting for introductory purposes only.

Mr. Johnson complimented Mr. McNicholas on his Board Update and use of bar graphs.

Mrs. Franco informed the Board that Mr. Siciliano was asked to speak at the Atlantic City Hotel & Lodging Association luncheon today to tell the story of GWTIDA and the Wildwoods post-GWTIDA. Mr. Siciliano stated that it is important for us to step out and speak with people in other communities, who think of the Wildwoods in a very favorable light. Some of the properties in attendance at the luncheon were Showboat, Hilton, and several Trump properties. They were very impressed with what we do. We had a plan, the plan is followed, and it is a success. It was a great day and it was also great to be able to hear that we are recognized, as well as our events. The GWTIDA Board should be proud of what it is they do, and Mr. Siciliano again thanked the Board for all their hard work.

Correspondence/Communication: Nothing.

Motions: None.

D. Chairperson's Report

Committee Reports:

Buildings and Grounds – Mr. Reidenbach reported that we will be moving forward with the Solar Project, while getting a new roof in the process. Ms. Kane discussed our roof during the storms. Mr. Siciliano stated that we will be changing out the halogen lights in the Exhibit Hall to sodium, which will be good for both the budget and the environment.

- o **Finance** – Mr. Siciliano again discussed the lawsuit between the GWHMA

and the State of NJ. Information was sent to Governor Christie's Office.

- **Housing** – Mrs. Crossen spoke with our Housing Manager, Joy Kelley. There are some issues that need to be discussed, and Mrs. Crossen would like to have a meeting next week.
- **Staffing** – Mrs. Franco reported that the committee will be meeting on Tuesday, March 23rd at 10:00 a.m.

Mr. Federici discussed the staff and the great job they did during the February storms and Blizzard.

Mr. Rose stated that the first mailing of the fulfillment package has gone out. He then distributed 2010 Calendar of Events to members of the Board.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Mr. Siciliano discussed letters that were received from Atlantic City Electric, Bill Davenport and Chief Tom DePaul, Borough of Wildwood Crest regarding everyone's efforts during the storm and blizzard in February. Mr. Johnson suggested that we ask the State of NJ for grant money if they are going to depend on the convention center to be a shelter. Could generators/assistance possibly be given to us? Mr. Siciliano will follow up. Mr. Patterson then discussed the limited broadcast area for those without electricity during the storms. No one was able to get any information over the radio. Is there a license that we could possibly pursue obtaining?

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. DeMonte	Yea
Mrs. Crossen	Yea	Ms. Ostrander	Yea
Mr. Montello	Absent	Mr. Patterson	Yea

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, MARCH 18, 2010

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from November 19, 2009 were not approved.

The minutes from January 21, 2010 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 February/March 2010. There were no questions.

Mrs. Franco stated that Ms. Trapp, GWTIDA's Event Coordinator, goes above and beyond the call of duty. Several applications that were received today were discussed, including the proposed marathon and air show. Mr. Siciliano stated that we may be able to make something happen with the air show for 2010; however the event will have much room to grow for 2011.

Mr. Morey had questions on the airshow, and Mr. Siciliano replied that he and Ms. Trapp met with Dr. Salvatore twice. A proposal has been received for something to happen over the Naval Air Station, however it was then asked if they can add the Wildwoods beach as a location for the event. Mr. Siciliano will reach out to Will Morey to see if it is a possibility to add a stunt portion over the Wildwoods Beach.

Correspondence/Communication – Nothing.

Motions:

Mr. Johnson made a motion to approve the Bill List in the amount of \$123,143.66, second by Mrs. Crossen.

Roll Call:

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

Motion moved and approved.

Mr. Siciliano stated that due to the Governor's Conference on Tourism being on Thursday, April 15th, the same day as our next Board Meeting, would it be possible to change the April GWTIDA Board Meeting and Advertising Committee meeting to the following week, Thursday, April 22nd.

Mrs. Crossen made a motion to change the April GWTIDA Board Meeting and Advertising Committee Meeting from Thursday, April 15, 2010 to Thursday, April 22, 2010, second by Mr. Johnson.

Roll Call:

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

Motion moved and approved.

D. Chairperson's Report

Committee Reports:

- **Advertising:** Mrs. Franco stated that Mr. Montello has been placed on the Advertising Committee as an alternate member. Mr. Johnson discussed the fireworks proposal. No decision has been made to date. SID may change time of fireworks from 10:30 to 10:00 p.m. Vietnam Memorial Wall was discussed. The unveiling will be held on Saturday of Memorial Day Weekend. Convention center staff will offer assistance for that event. Our new website is up and running, and is a vast improvement. Memorial Benches were discussed.
- **Appropriations:** Mr. Siciliano gave the Board an update on the Greater Wildwood Hotel & Motel Association vs. State of New Jersey lawsuit.
- **Finance:** Mrs. Franco welcomed Mr. Patterson to the Finance Committee.
- **Staffing:** Nothing.
- **Strategic Planning:** Mr. Morey reported that he is working with the Borough of Wildwood Crest for a new bandstand.
- **Housing:** Nothing.

Old Business – Nothing.

New Business – Mr. Morey asked if the convention center was interested in pursuing food marketing, such as organic items, etc. Are we interested in a strategic marketing statement? Mr. Siciliano stated that it could be part of our menu, however, we do catering and concessions. The option can be discussed with WellBread.

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, April 22, 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. DelMonte	Yea
Mrs. Crossen	Yea	Ms. Ostrander	Yea
Mr. Montello	Absent	Mr. Patterson	Yea

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary