

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

REGULAR MEETING, THURSDAY, MAY 20, 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	Present
Mr. Johnson	Present	Mr. Reidenbach	Present
Mr. Morey	Present	Mr. DeMonte	Present
Mrs. Crossen	Present	Ms. Ostrander	Absent
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.

A. Approval of Minutes

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

Mr. Johnson made a motion to approve the minutes from April 22, 2010, second by Mrs. Erceg.

Roll Call:

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

Motion was moved and approved.

B. Public Comment

Mrs. Franco asked if there were any members of the public who would like to comment at this time. Members of the public – Mayor Gary DeMarzo and Mr. Will Morey, chose to hold their comment until a later time in the meeting.

C. Executive Director's Report

Included in the board packet were:

Administration Update – May 2010

Finance Update – May 2010

Housing Update – May 2010

Marketing/Public Relations Update – May 2010

Sales Update – May 2010
SMG Update – May 2010
WellBread Update – May 2010

Mr. Siciliano stated that there are no motions on this side of the meeting. All information is in the report, and there were no questions.

Ms. Kane discussed the Solar Project pre-bid meeting, which had a great turnout with 45 attendees. Mr. Siciliano explained the Solar Project to the members of the public.

Mr. Federici reported that WellBread is adding julienne vegetables to the menus.

Mr. Siciliano informed the Board that Doreen Becher, our Catering Manager, will be relocating within Delaware North at the Meadowlands. She will be staying for approximately 1 month, and we wish her well and will miss her.

Mr. Lynch discussed having Tall Cedars Convention at the same time as the car show. Tall Cedars were very pleased with the arrangement and the weekend, and voted to stay in the Wildwoods through 2017.

Mr. Lynch also discussed a significant booking, which is our first International Booking, the Princeton Plasma Physics Convention. It brought over 250 attendees from Japan, Korea, China, Russia, and many other nations. The technology was unbelievable and the University level is happy with the accommodations. We will now start to target universities more. Very please with the job that Ms. Kane and Mr. Federici did – Thank you to all.

Mr. Lynch reviewed the booking numbers with the Board and discussed a new booking – The American Marching Association.

Mrs. Erceg commented on the Tall Cedars combining with the Car Show, and asked about the possibility of moving the 60's Weekend into May, during the Car Show Weekend. Mr. Lynch will follow up.

Correspondence/Communication: Nothing.

Motions: None.

D. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. Reidenbach reported that minutes of the Buildings & Grounds Committee Meeting were included in the packet. Mr. Johnson thanked the committee in reference to purchasing new folding chairs for outside events. Mr. Reidenbach also mentioned that the yellow tram car lines in front of the building are being repainted.
- **Finance** – Mrs. Erceg stated that all information is included in the packet.
- **Housing** – Mr. Crossen stated that all information is included in the packet. Mr. Siciliano discussed the Passkey software rewrite. It is being tweaked

and should be completed by June 1st.

- **Staffing** – Mr. Siciliano informed the Board of Directors that Ms. Doreen Becher will be leaving our facility and transferring to another facility within the WellBread organization. We will miss Doreen and wish her well, as she goes above and beyond the call of duty. Mrs. Franco thanked all the staff for all they do.

Old Business: Mr. Siciliano discussed Chris Freeman’s portion of the Arts Package, which includes the neon lighting in the tower. Installation has begun and the project is anticipated to be complete by the end of Memorial Day Weekend. We will unveil the project and plan an official “lighting” shortly after. Mrs. Franco mentioned that the money for the Arts Package comes from an allocated construction budget. Tom Nussbaum’s railing and mosaic portion will begin to be installed by mid-August.

New Business: Mr. Patterson had questions regarding the Governor’s attendance for the Unlocking of the Ocean event. Per Ms. Trapp, the Governor’s office has declined the invitation.

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.

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

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Yea	Mr. DelMonte	Yea
Mrs. Crossen	Yea	Ms. Ostrander	Absent
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, MAY 20, 2010

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from November 19, 2009 were not approved.
The minutes from April 22, 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 May 2010. There were no questions.

Mr. Siciliano spoke about the Marble Display. We are also looking forward to the Unlocking of the Ocean event on Friday, May 28th, and the Unveiling of the Vietnam Veterans Memorial Wall on Saturday, May 29th.

Mr. Johnson commented on the Car Show and complimented them on spreading out the cars on the Boardwalk. They did a phenomenal job and a big Thank You goes out to Ms. Bev Trapp for all her efforts.

Correspondence/Communication – Nothing.

Motions:

Mr. Johnson made a motion to approve the Bill List in the amount of \$75,669.72, second by Mr. Patterson.

Roll Call:

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

Motion moved and approved.

D. Chairperson's Report

Committee Reports:

- **Advertising:** Mr. Johnson reported that advertising is in place. Today the committee approved a combination of 2 Internet addresses-philly.com and Comcast.net. We will make an investment in both to see if one has a better return than the other on our investment. Our website visits are also up by

28%. The site is doing its job. Vacations packet mailings were up 44% in April and 18% in March. The average amount of time for anyone to spend on any site is 2 minutes, and the average people are spending on our site is 7 minutes, 44 seconds. Press Conference and Fam Tour was discussed. GWTIDA will present the status of tourism. If the Board can make it at 10am tomorrow, please do so, as it is an important presentation. Upcoming events: Results of Best Beaches Contest-May 27th, Tourism Event at Ocean View Welcome Center-May 27th, Unlocking of the Ocean-May 28th, Unveiling of the Vietnam War Memorial Wall-May 29th. Centennial in Wildwood Crest discussed. Looking forward to a great summer!

- **Appropriations:** Nothing.
- **Finance:** Nothing.
- **Staffing:** Nothing.
- **Strategic Planning:** Mr. Morey discussed Centennial Park on Fern Road in Wildwood Crest and the coming together of the community, just as the community came together for the opportunity to build the convention center. The next appropriate opportunity is a series of 5 projects that the Strategic Planning Committee has been working on – called Vision 2015. 5 key projects include: 1) convention center hotel, 2) additional 700 space parking facility on dunes South of center), 3) beach park/bike path (Miami Beach) will let guests bike from hotels in Southern portion of town, 4) downtown connector-Cedar Avenue (Welcome to Boardwalk), and 5) Downtown Parking Facility.

The committee is trying to paint a picture that is 20-30 years out. We would also like to be able to accommodate charter buses as well as reignite downtown businesses in city and expansions. With more people coming to town, we are also hoping to bring some real Boardwalk cafes sometime in the future.

A resolution to support Vision 2015 has been circulated, and Mr. Morey also distributed a revised resolution, drafted by the Strategic Planning Committee, and at this time invited members of the public to speak at the meeting.

Mayor DeMarzo stated that he is very impressed with the GWTIDA Board and the energy they have. Mayor also reported that a new Boardwalk Facilities Manager and PR Firm have been hired by the City of Wildwood. The Mayor wants to be involved and stated that a vision statement can start bringing in projects to help with problems the city is having. The Vision allows us to pick a direction, He supports it, and the City of Wildwood supports it. Plan for parking fits with collaborative efforts.

Mr. Will Morey stated that events expose new prospective visitors. Events are critical to enterprise. ½ Marathon discussed. Events need infrastructure support (parking and setup demands). Mr. Morey is very excited about new events and attractions. Transportation, parking, host hotel needs to be in place. New roller coaster project presented, encompassing 2 piers, which

will have major impact. Needs parking, host hotel, connector and additional rest rooms. Need support mechanism to be successful. Enthused about plan – will bring key business and extend season a bit. Would like to come together to find a way to bring to fruition. Thank you to the GWTIDA Board of Directors.

Mr. April suggested as a SJTA board member that CRDA be named in resolution.

Mrs. Erceg voiced her opinion that she did not feel this was a collaborative effort. There was a lack of inclusion, and inclusion is important. Mrs. Erceg takes issue with GWTIDA being on the signature page of Vision 2015, however does support the beach park. Where is the funding coming from for all of these projects? Mrs. Erceg also does not feel that there is any need for additional parking, and is concerned about cost, however sees need to bus issue to be resolved.

Mr. Johnson commented on the project. Although it would be 2-3 years before this would come to fruition, we could move forward on vision and improvement to city at same time. If businesses see Vision in progress, they will be more apt to invest.

Mrs. Franco discussed the Omnibus Agreement. Loves beach park, however has a problem with parking on the beach. Mrs. Franco feels that the connector is a great idea; however a parking garage might be premature. Mrs. Franco is struggling with some of Vision 2015.

Mr. Jack Morey stated that the Strategic Planning Committee is recommending 1 resolution, written by Jack Morey and Ralph Johnson.

Mr. Siciliano explained the process.

Mr. Morey made a motion to adopt the following resolution in support of Wildwood Vision 2015, second by Mr. Johnson.

WHEREAS, the Wildwood Vision 2015 Plan includes five key projects identified by GWTIDA, Wildwood Business Improvement District, the Boardwalk Special Improvement District, and the City of Wildwood as fundamental to the long-term growth and success of the island; and

WHEREAS, the Wildwood Business Improvement District has developed a strategy, for revitalization of the Pacific Avenue/Atlantic Avenue business corridors; and has participated in the creation of a broader plan known as “Wildwood Vision 2015 – Priority Improvements to Build Commerce and Community; and

WHEREAS, included in these plans is the development of a Multi-modal Transportation Center, or Destination Station, to be located in the heart of the Business District, in the vicinity of Cedar Avenue; and

WHEREAS, the City of Wildwood, along with the Wildwood Business Improvement District and the Boardwalk Special Improvement District desires to pursue the technical and financial resources available through the South Jersey Transportation Authority and the New Jersey Economic Development Authority, the Casino Reinvestment Development Authority and other regional, State and Federal resources in order to move forward with plans, cost estimates and the feasibility analyses required to make the Multi-modal Transportation Center as set forth in the Wildwood Vision 2015 plan a sustainable reality; and

NOW, THEREFORE, BE IT RESOLVED, by the Board of Directors of the Greater Wildwoods Tourism Improvement and Development Authority that the Greater Wildwoods Tourism Improvement and Development Authority is hereby authorized to present this Resolution as evidence of our support for the Wildwood Vision 2015 Plan and further, encourage all island stakeholders to work together to bring the key elements of the Wildwood Vision 2015 Plan to fruition.

Mr. Patterson made a motion to amend to add CRDA, second by Mr. Johnson.

Additional discussion ensued.

Mr. Jack Morey accepted the amendment, second by Mr. Johnson.

Mr. Jack Morey stated that if we fail to dream and wait for money to be full, nothing will happen. The Vision is urgent, if it makes sense, it will be funded.

Mr. Siciliano stated that as part of the Strategic Planning Committee, we embraced a host hotel. Parking will come with that. Concerns on center city parking were heard. If parking is not feasible, it will not happen. GWTIDA Strategic Planning Committee is part of these projects; we just want to be sure that the right steps would be taken. We want to be a part of this process and continue partnership.

Mr. Will Morey assured the GWTIDA Board that if we don't work together, these projects will not happen. Once a resolution is passed, GWTIDA does not go away. This Vision is a collaborative effort.

Mr. April suggested further amendments to resolution.

Mr. Jack Morey accepted the proposed change, second by Mr. Johnson.
The resolution now reads:

WHEREAS, the Wildwood Vision 2015 Plan includes five key projects identified by GWTIDA, Wildwood Business Improvement District, the Boardwalk Special Improvement District, and the City of Wildwood as fundamental to the long-term growth and success of the island; and

WHEREAS, the Wildwood Business Improvement District has developed a strategy, for revitalization of the Pacific Avenue/Atlantic Avenue business corridors; and has participated in the creation of a broader plan known as "Wildwood Vision 2015 – Priority Improvements to Build Commerce and Community; and

WHEREAS, included in these plans is the development of a Multi-modal Transportation Center, or Destination Station, to be located in the heart of the Business District, in the vicinity of Cedar Avenue; and

WHEREAS, the City of Wildwood, along with the Wildwood Business Improvement District and the Boardwalk Special Improvement District desires to pursue the technical and financial resources available through the South Jersey Transportation Authority, the New Jersey Economic Development Authority, the Casino Reinvestment Development Authority and other regional, State and Federal resources in order to move forward with plans, cost estimates and the feasibility analyses required to make the Multi-modal Transportation Center as set forth in the Wildwood Vision 2015 plan a sustainable reality; and

NOW, THEREFORE, BE IT RESOLVED, by the Board of Directors of the Greater Wildwoods Tourism Improvement and Development Authority that the Greater Wildwoods Tourism Improvement and Development Authority is hereby authorized to present this Resolution as evidence of our support for the Wildwood Vision 2015 Plan and further, encourage all island stakeholders, including GWTIDA, to continue to work together to bring the key elements of the Wildwood Vision 2015 Plan to fruition.

Roll Call:

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

Motion moved and approved.

- o **Housing:** 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**
The next GWTIDA Board Meeting will be held on Thursday, June 17, 2010.

H. **Motion to Adjourn**

Mr. Johnson made a motion to adjourn, second by Mr. DeIMonte.

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary