

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

REGULAR MEETING, THURSDAY, NOVEMBER 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 Open Public Meetings Act was read by our Chairperson, Mrs. Franco.

Roll Call:

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

Also present were Mr. Siciliano, Ms. Feketics, Ms. Kane, Ms. Trapp, Mr. McNicholas, Mr. Rose, Mr. April, Commissioner Brannen – City of Wildwood and Mike Posternock.

Mrs. Franco welcomed Commissioner Brannen and Mike Posternock to the meeting.

A. Approval of Minutes

The Regular Meeting Minutes from September 23, 2010 could not be approved, due to the fact that all 6 members present at tonight's meeting were not also present at the September 23, 2010 meeting.

Mrs. Crossen made a motion to approve minutes from October 21, 2010, with one correction under the housing committee report, second by Mr. Johnson.

Roll Call:

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

Motion was moved and approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

Administration Update – November 2010

Finance Update – November 2010

Housing Update – November 2010

Marketing/Public Relations Update – November 2010

Sales Update – November 2010

There were no questions on the Executive Director’s Report.

Mrs. Franco discussed the importance of board members responding as to whether or not they are able to attend meetings. If a meeting needs to be cancelled, there needs to be ample time to advertise that notice.

Mr. Rose stated that facebook fans now total over 1,600, which is a 12.5% increase from last month.

Correspondence/Communication: Nothing.

Motions: Mr. Siciliano stated that a motion is needed regarding RFP responses for the Solar Project. Initial bids were rejected and the project went out to bid a second time. A 3-page Executive Summary was included in the packet. Gabel Associates, who also works with NJSEA, was hired as a consultant and led GWTIDA through the process. A second round of site inspections and pre-bid meetings were held. Two companies, Tioga Energy and USA Electrical, bid on the project, and Gabel Associates, Ms. Kane, Mr. Pino and Mr. McNicholas did an in-depth review and preliminary comparison. Interviews with each company were held, and then presentations were made. After final review, it was taken to the Buildings & Grounds Committee to discuss findings. The Buildings & Grounds Committee unanimously recommended that the Board award the Solar Contract to Tioga Energy, Inc. based on their qualifications among many other things. Tioga Energy had the better overall package for the Wildwoods Convention Center by far. Mrs. Franco reiterated that according to the summary, if we move forward with Tioga Energy we will receive \$373,200 in total energy savings, \$20,800 in projected SREC shared value, and \$405,000 in avoided roof replacement costs. We will get a 50,000 sq. ft. new roof with a 20-year warranty. Mr. Siciliano explained shared value and SRECs to the Board. Mr. Posternock also shared his knowledge of SRECs with everyone.

Mr. Reidenbach made a motion to award the Solar Project contract to Tioga Energy, Inc, as a contractual agent for NJSEA, pursuant to PPA submitted by Tioga Energy, Inc., second by Mr. Johnson.

Roll Call:

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

Motion was moved and approved.

D. Chairperson’s Report

Committee Reports:

- o **Buildings and Grounds** – Mr. Reidenbach stated that minutes were

included in the packet and had nothing to add at this time.

- **Finance** – Mrs. Erceg stated that there was nothing to add at this time.
- **Housing** – Mrs. Crossen stated that we are having issues with certain properties trying to negotiate direct with customers. This is an on-going issue. Housing is down from last year at this point in time; however, hopefully events will bring more people and more heads in beds as the economy starts to improve.
- **Staffing** – Mrs. Franco stated that a meeting will be held after the Thanksgiving holiday.

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

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

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

REGULAR MEETING, THURSDAY, NOVEMBER 18, 2010

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Meeting Minutes from September 23, 2010 were not approved.
The Meeting Minutes from October 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 November 2010. There were no questions.

Correspondence/Communication – Nothing.

Motions:

Mrs. Crossen made a motion to approve the Bill List in the amount of \$92,223.01, second by Mr. Johnson.

Roll Call:

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

Motion moved and approved.

Mr. Siciliano discussed the bid report for the printing of the 2011 Calendar of Events, which was distributed to the Board. Seven bids were received on Tuesday at 2:00 p.m. The low bidder was Mark Lithography, at \$27,900. Color Source came in second and Dean's Graphics came in third. All top 3 companies have printed our Calendar of Events in the past, and are all capable of producing the product, however, the lowest responsible bidder was Mark Lithography, and the Advertising Committee recommends that the award go to them.

Mr. Johnson made a motion to award the contract for the printing of the 2011 Calendar of Events to the lowest responsible bidder, Mark Lithography, in the amount of \$27,900, second by Mr. DeMonte.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Absent	Mr. DeMonte	Yea

Mrs. Crossen Yea
Mr. Montello Yea

Ms. Ostrander Yea
Mr. Patterson Absent

Motion moved and approved.

D. Chairperson's Report

Committee Reports:

Advertising: Mr. Johnson reported that the minutes of the Advertising Committee meeting on October 21st were included in the packet. There were no questions. Mr. Johnson also stated that the committee did a great job; however, the proposed advertising campaign will go back to the drawing board. We are moving away from "Are You Free This Summer" campaign and are trying to not spend too much on a whole new production. The committee is not happy with what was brought to the table and will be asking Signature Communications to come up with a new advertising scheme. Mr. Johnson also stated that he feels it is essential that all of our projects are as good as possible. We are also looking at what Atlantic City is doing. They are reviewing their room revenue as opposed to their gambling revenue. Although our events are doing well, we may want to bring in our top event organizers to discuss how we can do better for next year.

- **Appropriations:** Mrs. Erceg stated that Mrs. Franco, Mr. Siciliano and Mr. Tecco will be travelling to Trenton on Monday to meet with the Treasurer's Office regarding the transient rental tax issue.
- **Finance:** Mrs. Erceg stated that there is nothing further to report.
- **Staffing:** Mrs. Franco state that there is nothing further to report.
- **Strategic Planning:** Mr. Siciliano stated that there is nothing further to report.
- **Housing:** Mrs. Crossen stated that there is nothing further to report.

Old Business – Nothing.

New Business – Mr. Siciliano discussed the proposed 2011 Board Meeting Schedule, which was included in the packet for review. It will be voted on at the December meeting. There are 2 suggested changes, which include April's meeting due to Holy Thursday, and September's meeting due to Firemen's Weekend.

Mrs. Franco wished everyone a wonderful and Happy Thanksgiving.

Mr. Montello left the meeting at 6:40 p.m.

Mrs. Franco again welcomed Commissioner Brannen to the meeting.

Commissioner Al Brannen suggested inviting Grace Hanlon to the Wildwoods. Atlantic City events were discussed. Mrs. Franco reiterated how important it is for the municipalities to help the tourism industry and not make it difficult for our vendors to bring their event into town. Ms. Ostrander stated that the Wildwoods have something that will take a long time for Atlantic City to catch up to, one of which is our beach.

Commissioner Brannen discussed his letter that was sent to GWTIDA and stated that he believes there may have been some confusion with it. It was not concerning parking on the beach, but rather events and overnight events on the beach. The City needs to start charging something for these events. We need to get more revenue from the people coming in, or we are going to have to offer them less.

Mr. Reidenbach left the meeting at 6:50 p.m.

Commissioner Brannen discussed a 1 day event fee, and an overnight fee. What does GWTIDA think? Comm. Brannen would like GWTIDA's input and cooperation on the subject. Mr. Johnson stated that GWTIDA is directed by legislation. Mr. April stated that "no beach operation offset payments may be made to a municipality in any year in which municipality imposes beach fees, beach taxes, or similar user fees, or beach tag type fees where access to or use of a beach within the boundaries of that municipality". There could be an event fee, however it can not just be charged to a vendor on the beach. Instead it should be charged no matter where the event is in the municipality. Fees can be set per head, for wherever the event is located, applied uniformly around town, this would not offend the statute, per Mr. April. It could be a per head/per day charge.

Mr. Siciliano stated that legislation prohibits beach fee or user fee for the beach. An event fee, however, that is uniform on any event, whether it is located at Fox Park, Atlantic Avenue, Pacific Avenue or the beach, in no way, shape or form can be construed by GWTIDA to be a beach fee. Mr. Siciliano further stated that even if the city went ahead and implemented the event fee, and then later, another commissioner decides that they are going to charge to park on the beach, we still have our issue with our legislation.

Mr. Siciliano offered to sit on a committee and work with the City of Wildwood and Commissioner Brannen to assist in any way he can. We can work together on a formula that makes sense. Commissioner Brannen thanked Mr. Siciliano.

Mrs. Erceg is concerned that the City of Wildwood is getting dangerously close to violating the legislation. Commissioner Brannen, take message back to fellow commissioners and help them understand it. They need to realize the possible impact of these actions and the risk of harm to our present business people who have been traditionally paying heavy-duty taxes, which we are hoping decreases under the current administration. Mrs. Erceg also understands the need of the City of Wildwood to make money because we are in a budgetary problem. The other commissioners have to be aware of the impacts of their actions.

Mrs. Franco reiterated Mr. Siciliano's offer to the City of Wildwood to work together on a formula for event fees. Mrs. Franco thanked Commissioner Brannen.

Happy Thanksgiving to All. Best Wishes to all for more good business and good

health ahead.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

E. Final Public Comment – Nothing.

F. Executive Session
There was no Executive Session.

G. Any matter of immediate attention
The next GWTIDA Board Meeting will be held on Thursday, December 16, 2010.

H. Motion to Adjourn
Mr. DeMonte made a motion to adjourn, second by Mr. Johnson.

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary