

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

REGULAR MEETING, THURSDAY, OCTOBER 15, 2015

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

Call to Order: The Meeting was called to order by Vice-Chairperson, Mr. DelMonte at 6:00 p.m.

Salute to flag.

The Open Public Meetings Act was read by Mr. DelMonte.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Present
Mr. DelMonte	Present	Mr. Barnabei	Present
Mr. Reidenbach	Present	Ms. Murphy	Present
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Present		

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

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from the Regular Meeting on September 16, 2015, second by Ms. Murphy.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – October 2015
- Finance Update – October 2015
- Housing Update – October 2015
- Sales Update – October 2015
- SMG Update – October 2015
- Delaware North Update – October 2015

Mr. Morey had questions regarding the host hotel, which were answered by Mr. Siciliano. A meeting was held with Mr. Siciliano, Mr. Byrne, Mr. DeMonte, Mr. McNicholas, Joe Lomax of Lomax Consulting, Tom Sykes of SOSH Architects and Tony Peterman of Strategic Advisory Group last week. The NJEDA loan was approved and we were able to execute contracts with the above names parties to begin the process of discussion and timelines to deal with the hotel property. Prior to that meeting, a conference call was held with Mr. Hasenbalg and Mr. Marra of NJSEA to inform them that we are moving forward with the process and to find out what their involvement would be. There is no further liability that they would like to assume, however they fully support the project. They would like to be, however, kept in the loop on the project. It is a needed project in the Wildwoods. Mr. Lomax will lay down a timeline of things that need to get done in conjunction with them doing a pre-application conference with CAFRA, and what Tom Sykes needs to be doing to get ready. Separately, Mr. Peterman will begin to work on what he needs to do to get the RFP process moving. The next meeting with Mr. Peterman will be during the week of October 27th. We will open discussions with the City of Wildwood. Additional discussion ensued. Scope from SOSH Architects and Lomax Consulting takes us through the pre-CAFRA application. The scope from Mr. Peterman takes us through the development of the RFP, issuing the RFP, and evaluating responses. Mr. Peterman suggested 110 units in his feasibility study, however we will apply to CAFRA for approximately 200 units.

Mr. Siciliano reported that the Vaping convention originally scheduled for October 24th has been cancelled by the promoter.

Mr. Lynch discussed an article in Sports Destinations Management Magazine on youth events, which included Wildwood, NJ as one of the great places, among others such as Grand Rapids, Wichita, Pittsburgh, Greensboro and Akron, to hold these types of events.

Correspondence/Communication: None.

Motions:

None.

D. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. DeMonte reported that there was no meeting held this month.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

E. Executive Session

Nothing.

F. **Any matter of immediate attention** - Nothing.

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

Mr. Greenland made a motion to go into the GWTIDA portion of the meeting, second by Ms. Murphy.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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

REGULAR MEETING, THURSDAY, OCTOBER 15, 2015

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of September 16, 2015 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – October 2015

Finance Department Update – October 2015

Marketing/Public Relations Update – October 2015

Mr. Patterson had questions regarding the Leadership Group, which were answered by Ms. Trapp. It is through the Cape May County Chamber of Commerce. It is a national program, and the first meeting was held in our facility. Ms. Trapp is enrolled in the class.

Mr. Greenland commented on the Boots at the Beach event. It was a pretty good event, and bar owners seemed to be pleased with the turnout.

Correspondence/Communication – None.

Motions:

Mr. Patterson made a motion to approve the Bill List in the amount of \$312,256.90, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Yea
Mr. DeMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Ms. Murphy	Yea
Mr. Morey	Yea, abstain on 15-056	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

Mr. Siciliano reported that there is a need to amend the 2015 GWTIDA tourism budget, in case we receive a number that we think we might get to in our revenues, that will then make our expenditures go up. We are well within our budget.

Ms. Murphy made a motion to amend the 2015 GWTIDA tourism budget, raising operating revenues from \$3,244,992.00 to \$3,382,116, and Appropriations from \$967,290 to \$1,035,852, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Yea
-----------	--------	---------------	-----

Mr. DelMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

Mr. Siciliano discussed the need to approve the 2016 GWTIDA Budget. We have not deviated from any of the line items that we had in our current 2015 budget, except for assuming that our tourism tax would be a solid number and that our appropriations would already be at a level where we would not have to amend our budget. We are still going to put \$850,000 into advertising budget, and the event support number will stay the same. Direct mailing and calendar of events is staying the same. After November and December, once we know what our numbers are for August and September, and maybe October, when we sit with the Advertising Committee, if there are dollars that are available to us to use in our marketing scheme, we will take advantage of that. We are asking for an introduction of a budget that reflects total revenues of \$3,444,950, total appropriations, including any deficit, if any, of \$3,366,745. This leaves us with a budgeted surplus of \$79,205.00.

Mr. Morey made a motion to approve the 2016 GWTIDA budget, second by Mr. Reidenbach.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

Mr. Siciliano stated that we have been working with Triad Associates on trying to put together a report, as well as an Executive Summary to go to the State of NJ for matching funds to come back to the Wildwoods to help us with some infrastructure needs and some advertising costs, and we have struggled to some large degree on quantifying what it is that the Wildwoods bring to the table. The State of New Jersey every year, presents a report in March, which is prepared for the state that identifies tourism expenditures in the State of NJ, broken down by categories. A month later, we go to the Cape May County Tourism conference and we get another version of that report, which is broken down by county. The company that did that report is Tourism Economics. Mr. Siciliano spoke with them and discussed that we are trying to find what amount of these expenditures the Wildwoods are responsible for, and are they contracted to do the 2015 numbers for the state and county, and they are. Mr. Siciliano asked for a proposal to, while they are doing the 2015 report, give us a Wildwood report, separately. They put together a proposal, which would be \$8,500. Mr. Siciliano discussed this with Mr. Byrne, Mr. DelMonte and Triad. After all of the time and energy spent in trying to go to the state, there is no better source to quantify what the Wildwoods means to tourism in the State of

New Jersey than a report that is prepared by the firm that they employ to give them their numbers and the county's numbers. We feel that this will be extremely helpful in finalizing the document for the C5, and at the same time, if we have the numbers by end of February, this would be solid information that a potential hotel developer may want to see. With that said, we have room in the budget to approve this study to be done in conjunction with the State of New Jersey, in the amount of \$8,500. We are looking for a motion to allow us to contract Tourism Economics, in conjunction with the state and county's economic report for 2015, add a Wildwood report to it.

Mr. Morey made a motion to contract Tourism Economics, in conjunction with the state and county's economic report for 2015, add a Wildwood report to it, in the amount of \$8,500, second by Mr. Barnabei.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

Mr. Morey had additional questions regarding Tourism Economics, which were answered by Mr. Siciliano.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Ms. Murphy reported that the committee met with Tony DeMarco of Signature Communications and Michelle from Harmelin, and they gave us a recap of last year's plan, and are discussing next year's plan. We are not going to change the advertising message, ad, etc. We may change out some of the digital billboards. Mr. Patterson asked about the newsletter. It is being proofread and should be out next week.
- **Special Events:** Mr. DelMonte stated that the committee is reviewing post-event reports. North Wildwood is working on combining the following two events – Mummers Brigade and Fancy Brigade Weekend – into one big weekend in June. Each group will continue to be funded as in the past. Boots on the Beach was a great event and bar owners were very happy. It was a well-attended event.
- Mr. Siciliano added that we gave the committee a report on current TDF collections. In 2013, we had the biggest collection from the new TDF's. The cities received approximately \$60,000 each, after police and boardwalk bathrooms were paid for. Last year, it went down to \$47,000. Right now, as of August 30, the cities are \$100,000 under their collections from last year, per city. The cities collect and pass it on to us, and we pay it back. We have met our obligations for police and bathrooms on the boardwalk. If those

numbers stay the same, the cities may only be getting between \$10,000 and \$15,000. We will ask the clerks to run us a report.

- Mr. Greenland had questions regarding Police and Fire Survivor's Weekend. Ms. Trapp stated that if we committed to funding and the organization cancelled late due to rain, but they've done their due diligence with their advertising, we are committed to give the organization to give back their funding.
- Mr. Reidenbach had questions regarding the Young Avenue restrooms. It has been torn down and is being rebuilt.
- Mr. Morey had questions regarding the Roar to the Shore event in September, referencing some negative incidents that occurred. Some are thinking this is becoming a dangerous event. We give \$7,500 per year to the event, per Mr. Siciliano. This gives us an ability to get reports on the event, etc. We were fortunate that the incident was quieted down quickly, and the event went on without incident. We have been lucky and fortunate. Additional discussion ensued. Mr. Siciliano discussed the history of the event coming to the Wildwoods. Mr. DeMonte suggested maybe talking with the city. Mr. Barnabei suggested that maybe we do not fund the event in the future. Mr. Siciliano stated that we just got the post-event report today from Roar to the Shore. We can bring in the event promoter and discuss the event. Mr. Greenland suggested that we get some input from the Chiefs of Police.

Old Business – None.

New Business – None.

Policies/Procedures – None.

Correspondence/Communication – None.

D. Public Comment – None.

E. Executive Session – None.

F. Any matter of immediate attention

Our next Board Meeting will be held on Thursday, November 19, 2015 at 6:00 p.m.

G. Motion to Adjourn

Mr. DeMonte made a motion to adjourn, second by Ms. Murphy.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Yea
Mr. DeMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Frances Feketics". The signature is written in black ink and is positioned below the text "Respectfully Submitted,".

Frances Feketics
Board Secretary