

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

REGULAR MEETING, THURSDAY, OCTOBER 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 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	Absent	Mr. DeMonte	Present
Mrs. Crossen	Present	Ms. Ostrander	Present
Mr. Montello	Absent	Mr. Patterson	Absent

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

Mrs. Crossen made a motion to approve the Re-Organization minutes from August 19, 2010, second by Mr. Johnson.

Roll Call:

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

Motion was moved and approved.

Mr. Johnson made a motion to approve the minutes from August 19, 2010, second by Mrs. Crossen.

Roll Call:

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

Motion was moved and approved.

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.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – October 2010
- Finance Update – October 2010
- Housing Update – October 2010
- Marketing/Public Relations Update – October 2010
- Sales Update – October 2010
- SMG Update – October 2010
- WellBread Update – October 2010

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

Dinner served to the Advertising Committee was excellent, and raised the bar.

Our facebook page now has over 1,300 fans and is continuing to grow and progress every week.

Mr. Lynch reported that the PBA is pulling out of Atlantic City. John has spoken to them about coming to the Wildwoods and will reach out to them again. The Wildwood Warrior 50 + is also trying to return to the Wildwoods.

Ms. Trapp thanked everyone for a great job and a great crowd during 50's Weekend.

Correspondence/Communication: Nothing.

Motions: Nothing.

D. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. Siciliano reported that the committee will bring a recommendation to the Board at the November Meeting on the solar project. The 1st bids were rejected, and we received 2 bids at the second opening. We are in the process of reviewing and comparing what we have received. Both companies have what we are looking for, and we will award to one of those companies. The decision to go back out to bid was a good one.
- **Finance** – Mr. Siciliano stated that the committee met and minutes were included in the packet.
- **Housing** – Mrs. Crossen stated that we are having issues with certain properties trying to negotiate direct with customers. This is an on-going issue. Mrs. Franco added that there were plenty of rooms available for the NJ State Firemen's Convention. If it weren't for the firefighters, we may not have this facility.

Mr. Siciliano stated that he and Mrs. Franco met with Steve Tecco and Frank Corrado regarding the Greater Wildwood Hotel & Motel Association lawsuit. We received a letter from Mr. Corrado, which stated that we have a period of time where we can comment. The definition is being re-written for tax on hotel and motel rentals; however they are putting in writing what their policy is now. Mr. April stated that there may be a hearing on the rule before it is adopted. We may want to send Mr. Corrado there to argue the case. GWTIDA should also go to hearing and speak face to face.

- **Staffing** – Mrs. Franco stated that a meeting will be held shortly.

Old Business: Nothing.

New Business: Mrs. Franco stated that she received a letter from Commissioner Brannen regarding beach fees. The letter is asking the GWTIDA Board of Directors for their opinion. Mr. April stated that we do not have the power to give any relief. Only the legislature can grant relief. We cannot close our eyes to the law. GWTIDA has an obligation to follow the law and the law is clear. We are governed by state statute. Additional discussion ensued. The GWTIDA Board of Directors agreed that Mr. April would respond to Mr. Brannen's letter.

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

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, OCTOBER 21, 2010

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Re-Organization Meeting minutes from August 19, 2010 were approved.
The Regular Meeting minutes from August 19, 2010 were approved.
The Meeting Minutes from September 23, 2010 were not 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 October 2010. There were questions on the Marketing Update which were answered by Mr. Rose. There was a 10% decrease in vacation packet requests from last year to this year to date. Mr. Johnson also thanked Ms. Trapp for all she does.

Correspondence/Communication – Nothing.

Motions:

Mrs. Crossen made a motion to approve the Bill List in the amount of \$268,834.08, second by Mr. Johnson.

Mr. Siciliano explained that there are 3 items on the bill list, #38, 39 and 40, for NJ Thunder Motorsports. The Advertising Committee asked the Board to approve the bill list, subject to the staff meeting with NJ Thunder Motorsports, and asking what happened during these events with charging for access to the beach. Do they actually need the advertising dollars that GWTIDA gave them? Mr. Siciliano needs to report back what he finds before he releases the money.

Mrs. Crossen made a motion to approve the Bill List in the amount of \$268,834.08, and the Executive Director is authorized to review items 38, 39 and 40, in the amount of \$16, 400, and is further authorized to pay those portions which he believes is actually owed, and to report the same in his report at the next meeting, second by Mr. Johnson.

Roll Call:

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

Motion moved and approved.

Mr. Siciliano explained that at this time every year, we go into the process where we have set an annual budget, then make decisions during the year, and those decisions sometimes require us to amend certain budget line items, and we need to submit our amended budget now. During the course of the year, we increased the amount of money spent on event funding; however there was a reduction in cost of providing services under expenses.

Mr. Johnson made a motion to amend the 2010 Tourism Budget from \$2,834,600 to \$2,893,050 in Appropriations, with the addition coming out of surplus, second by Mr. DelMonte.

Roll Call:

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

Motion moved and approved.

Mr. Siciliano stated that the Finance Committee asked that the Board consider the proposed budget for 2011. The committee is asking that the Event Support be increased from \$ 550,000 to \$600,000. Also, Destination Marketing to stay the same. Total budget is 2,823,000.

Mr. Johnson made a motion to Approve the 2011 Tourism Budget which Reflects \$2,823,000 in Revenues, \$2,915,595 in Appropriations, and \$92,595 from Operating Reserve, second by Mrs. Crossen.

Roll Call:

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

Motion moved and approved.

Mr. Johnson made a motion to Authorize Finance Department to Bid the Printing of the 2011 Calendar of Events, second by Mr. DelMonte.

Roll Call:

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

Motion moved and approved.

D. Chairperson's Report

Mrs. Franco stated that committees would be reviewed. The Appropriations and Finance Committees may be combined. We also need to discuss all other committees and how they will function in the future. We may also want to review or update the By-Laws, which were last revised on March 17, 2005. It may be time to look at them again. Mr. Siciliano and Mr. April will review and possibly bring suggestions forward. Ms. Feketics will email By-Laws to Mr. April.

Committee Reports:

Advertising: Mr. Johnson reported that the minutes of the Advertising Committee meeting on September 23rd were included in the packet. There were no questions. Mr. Johnson also stated that the meeting held on October 21st, prior to the Board Meeting, was a great meeting, and the next meeting will be held on November 18, 2010.

- **Appropriations:** Mr. Siciliano stated that there is nothing further to report.
- **Finance:** Mr. Siciliano 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. Lynch invited all to attend the Pumpkin Run on October 30th. All money raised goes to all island-wide schools, and the cost to walk is \$25.

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, November 18, 2010.

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

Roll Call:

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