

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

REGULAR MEETING, THURSDAY, SEPTEMBER 23, 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
Mr. Johnson	Present	Mr. Reidenbach	Present
Mr. Morey	Present	Mr. DeMonte	Present
Mrs. Crossen	Absent	Ms. Ostrander	Absent
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

The Re-Organization Meeting Minutes from August 19, 2010 and the Regular Meeting Minutes from August 19, 2010 could not be approved, due to the fact that all 6 members present at tonight's meeting were not also present at the August 19, 2010 meetings.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

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

Mr. Siciliano stated that there is one matter that will be discussed and have action taken.

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

Mr. Siciliano distributed a sample of the "Doo Wop" plaque, proposed by artist Christopher Freeman, to be hung in the main lobby for the Tower Light Sculpture – his portion of the Arts Package. The Board was pleased with the rendering and proposed language. Chris Freeman can now move forward with fabrication of the 8 x 10 ¼ inch brass plaque, which will be a great acknowledgement of the project.

Mr. Patterson arrived at 6:15 p.m.

Ms. Kane answered questions regarding the boiler repair, which is being deferred due to an extension. It will run as it is, however will need to comply with regulations.

Mr. Federici is ready and looking forward to the Thunder Motosports Weekend.

Mr. Lynch thanked the staff for all their work during Firemen's Weekend. All went well. Roar to the Shore also went well. The hall is ready for the auction, and so far there are about 150 cars loaded in. Mr. Lynch also reported that we are getting more inquiries about events at the convention center from bids put into State of NJ for conventions. Tattoo Beach Bash was discussed. There were about 2,700 attendees. It was a nice show and well attended. Mr. Siciliano stated that the Tattoo Convention was the only ancillary activity of the Roar to the Shore that has been successful.

Correspondence/Communication: Nothing.

Motions:

Mr. Siciliano stated that Triad Associates has been successful with securing a USDA grant in the amount of \$20,000 to pursue the v-zone matter. Last year GWTIDA approved \$16,000 for the project. This means that now the only cost to GWTIDA would be a \$2,500 administrative fee to Triad. The parcel for removal will be located at Montgomery Avenue only. Mr. Siciliano would like the Board to consider the following resolution, to authorize the Executive Director to sign paperwork and move forward with the application to USDA for a \$20,000 grant to pursue the v-zone. The resolution is as follows:

WHEREAS, the Greater Wildwoods Tourism Improvement & Development Authority is in the process of applying for a V-Zone application as a phase in the development of a hotel at the Wildwoods Convention Center; and

WHEREAS, the Greater Wildwoods Tourism Improvement & Development Authority has determined that the development of this hotel will have a positive and significant impact on the economy of the City of Wildwood in addition to the region and;

WHEREAS, the Greater Wildwoods Tourism Improvement & Development Authority desires to apply to the U.S. Department of Agriculture Rural Development for funding under the Rural Business Enterprise Grant (RBEG) Program to fund costs associated with the development of a V-Zone application.

NOW, THEREFORE, BE IT RESOLVED, that funding for the V-Zone application is hereby in all respects approved and be it further resolved that the Executive Director or his designee and the Board Chairperson are hereby authorized to execute all documents associated with the Application for USDA Rural Development funding through the Rural Business Enterprise Grant Program for funding of the V-Zone application.

Mr. Morey made the motion as stated above, 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	Absent	Ms. Ostrander	Absent
Mr. Montello	Absent	Mr. Patterson	Yea

Motion moved and approved.

Mr. Johnson informed the Board that a critical meeting with FEMA and engineers would be held on September 29th. New elevations will be discussed at that meeting.

D. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. Reidenbach reported that minutes were included in the packet. Ms. Kane reported that 12 people attended the pre-bid meeting. Some were repeats from the last meeting, and some people were new. 6 companies were represented.
- **Finance** – Mrs. Erceg stated that there is nothing further to report at this time. Mr. Siciliano will schedule a meeting for next Wednesday.
- **Housing** – Mr. Siciliano stated that over the last 2 weeks, we have seen the number of condos that were rented, specifically during the Firemen's convention, has increased. Tents, for the first time, were lined along streets in front of condos. Over 350 rooms had vacancies, and received only a small number of calls for housing. We are seeing a trend with our surveys, that ½ of attendees are staying at condos, and ½ are staying at condos, which do not contribute anything towards the convention center operations. They benefit, and we need to get them on board. Mr. Morey stated that also in the survey, it was found that over 20% of visitors were 1st time visitors. Need to accept condos as varied housing choice to get new people into the community. Condos are an important housing unit. Additional discussion ensued. Mr. Patterson had questions regarding NJ State Firemen's Convention attendance, which were answered by Mr. Reidenbach. Delegates were up about 50, and the parade lasted 2 hours, 15 minutes. The town did not see any ancillary visitors. We may need to encourage other events during Firemen's Weekend to fill the town. Mrs. Erceg discussed that this weekend was usually one of the most successful in the Fall off-season (Car Show combined with Irish Weekend). The downturn in the number of attendees this year is shocking. Car Show registration was discussed. The Hershey, PA show may be taking people away from the Wildwoods Car Show. Mrs. Franco stated that September events are vital to the economy.
- **Staffing** – Mrs. Franco stated that there is nothing further to report at this time.

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. Erceg.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Yea	Mr. DelMonte	Yea
Mrs. Crossen	Absent	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, SEPTEMBER 23, 2010

Part II – GWTIDA/Advertising and Promotions

A. **Approval of Minutes**

The Re-Organization Meeting minutes from August 19, 2010 were not approved.
The Regular Meeting minutes from August 19, 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 September 2010. There were no questions.

Correspondence/Communication – Baby Parade thank you letter was included in the packet.

Motions:

Mr. Johnson made a motion to approve the Bill List in the amount of \$233,654.38, second by Mr. Patterson.

Mrs. Franco asked how much we still owe on the loan. Mr. Siciliano will research and let Mrs. Franco know.

Roll Call:

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

Motion moved and approved.

D. **Chairperson's Report**

Mrs. Franco stated that she and Mr. Siciliano met with Senator Van Drew. The purpose of this meeting was to get an update on the progress of the NJSEA issue and, if there is any change in the way GWTIDA will be structured in the future. There is no change anticipated at this time. Both NJSEA and Senator Van Drew are happy with the structure and progress of GWTIDA. It was a very positive meeting and Senator Van Drew will give us a heads up if anything does come up. The condo tax issue was briefly discussed. Senator Van Drew was not favorable to engaging at this time. Additional discussion ensued regarding creating an additional tax and the legal procedures for doing so, and the district potentially taxing the

condos. Mr. April stated that we cannot create a tax, as an Authority. Mr. April then shared his idea on interpreting the tax. Additional discussion ensued. Mr. Siciliano will review NJSA 40:54D. It was also reported that a final decision came out of the Appellate Court regarding the Greater Wildwood Hotel & Motel lawsuit. The courts do not have jurisdiction on the matter. The court action is finished. The courts deferred it back to the Division of Taxation.

Committee Reports:

Advertising: Mr. Johnson reported that the minutes of the Advertising Committee meeting on August 19th were included in the packet. There were no questions. Mr. Johnson also discussed the meeting held on September 23rd, prior to the Board Meeting. Advertising Scheme is being discussed. Fireworks event survey was discussed. In-season. results confirmed a lot of our thoughts. Results showed that 89% of attendees had been here before, while 11% were new visitors. As far as accommodations, hotels and motels represent 43% of people, and 36% stay at condos. Day trippers were at 13%. Social media was also discussed and is in a growing stage. Mr. DelMonte had positive feedback. Mr. Johnson also reported that there was a 10% decrease in unique visitors to our website over last year. Search Engine Optimization is up, per Mr. Rose. We need to keep content fresh.

- **Appropriations:** Mrs. Erceg stated that there is nothing further to report.
- **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. Morey stated that there is nothing further to report.
- **Housing:** Mr. Siciliano stated that there is nothing further to report.

Old Business – Nothing.

New Business – Mrs. Franco thanked all committees and committee chairs for what they do. Questions were presented to the Board for future thought and discussion, including how GWTIDA is doing, where we should be going, how GWTIDA communicates with municipalities, and how we could improve. It has taken a lot to get where we are – a lot of commitment and hard work. We also have a bottom line that has to be met. GWTIDA should be safe; however we are fortunate to have locals running this facility as agents for the State of New Jersey. Suggestions would be appreciated. Mrs. Erceg responded that this is a good challenge and series of questions. Perhaps a special meeting or series of meetings should be held at a later date. Mrs. Erceg also mentioned that it is normal to level off, and we owe a debt of responsibility to the business community to set a higher bar. We need to start climbing. Dates and times will be suggested. A retreat meeting will probably need to be advertised, and therefore open to the public, per Mr. April. We may be able to go into Executive Session to discuss this topic.

Mr. Johnson had questions regarding Fox Park funding which were answered by Ms. Trapp.

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, October 21, 2010.

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary