

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, WEDNESDAY, APRIL 18, 2013

Part I - OPERATIONS
GWTIDA as agent for NJSEA

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

Salute to flag.

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

Roll Call:

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

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

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from November 15, 2012, seconded by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

Mr. DelMonte made a motion to approve the minutes from December 20, 2012, seconded by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

Mr. Patterson made a motion to approve the minutes from January 17, 2013, seconded by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

Ms. Murphy made a motion to approve the minutes from February 21, 2013, seconded by Mr. DeMonte.

Roll Call:

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

Motion was moved and approved.

Mr. DeMonte made a motion to approve the minutes from March 20, 2013, seconded by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

B. Executive Director's Report

Included in the board packet were:

- Administration Update – April 2013
- Finance Update – April 2013
- Housing Update – April 2013
- Marketing/Public Relations Update – April 2013
- Sales Update – April 2013
- SMG Update – April 2013
- Delaware North Update – April 2013

Mr. Patterson had questions on the location of the Cape May County Tourism Conference being held on April 25th. It will be held at the County offices on Moore Road.

Mr. Siciliano discussed the second meeting that was held with several commissioners, operations department and the Executive Director of DRBA. It included discussion on possible partnerships with us in the Wildwoods and packages we could offer our conventioners, and ridership discounts. We are awaiting additional ideas from them, and it was a very good meeting.

Correspondence/Communication: Nothing.

Motions:

None.

C. Chairperson's Report

Mr. Byrne stated his update was included in the packet, and reiterated meetings he attended throughout the month. He also discussed attending the NJ Conference on Tourism and how wonderful it was.

Committee Reports:

- **Buildings and Grounds** – Mr. Byrne stated that the update is included in the packet. Mr. Greenland mentioned the soffit project which is underway. Mr. Byrne added that it looks great.
- **Entertainment & Sales** – Mr. Lynch gave a Sales Department update at this time, and discussed bookings in the building. Mr. Greenland stated that Ms. Murphy attended the committee meeting that was held to discuss and share ideas on Youth Events as they relate to entertainment. Mr. Greenland also asked the board to share any ideas they might have. Mr. Morey mentioned Randy Henges from ABS Sign and his son are involved in youth racing, and thought this type of motorcross event on the beach in the shoulder seasons might be a successful event.

Ms. Hanlon left the meeting at 6:18 p.m.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

D. Executive Session

Nothing.

E. Any matter of immediate attention - Nothing.

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

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

Roll Call:

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

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, WEDNESDAY, APRIL 18, 2013

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the November 15, 2012 meeting were approved.
The minutes from the December 20, 2012 meeting were approved.
The minutes from the January 17, 2013 meeting were approved.
The minutes from the February 21, 2013 meeting were approved.

B. Executive Director's Report

Department Updates – Included in the board packet was an Events Department Update and a Finance Department Update for April 2013.

Mr. Siciliano reported that we should have official February tax collection numbers available next month.

There were no questions on the department updates.

Correspondence/Communication – Mr. Byrne discussed a letter received regarding questions on TDF billing. Mr. Siciliano responded to the letter, and it was a very good response. Mr. Greenland asked if we were often under fire from the public and questioned if we should be saying more about what the money is used for. Mr. Byrne replied that perhaps we should self-promote, however we have only received isolated letters and some phone calls, which were fielded by our staff. Mr. Morey mentioned that perhaps we could generate a newsletter to get the word out. Mr. Byrne stated that a newsletter is on the radar screen. Mr. Siciliano further discussed history of letters received and history of TDF billing.

Motions:

Mr. DeMonte made a motion to approve the bill list in the amount of \$179,632.69, second by Ms. Murphy.

Roll Call:

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

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Ms. Murphy stated that the update is included in the packet. Work is ongoing with our website. The committee will meet again to discuss the PR campaign and what events will be highlighted with what Suasion proposed to us as add-ons to the traditional press releases that we do every year.

The committee met with Scott Spiers from Comcast, who will go to local businesses to tell them about a co-op program that could help them advertise their business in conjunction with our commercial that can go to any Comcast outlet. This would be at a significant decrease in actual amount that the advertising would cost. We will be able to approve the actual commercials that go out to the public.

- **Finance:** Mr. Siciliano stated that the auditors were in house from Monday until today. Their fieldwork is complete, and an exit conference will be scheduled shortly. A report will be available by the May board meeting.
- **Special Events:** Mr. DelMonte stated that parade meetings are currently being held. Ms. Murphy had questions on our monthly mailing, which were answered by Ms. Trapp. Our monthly mailings are now sent out electronically.

Mr. Siciliano stated that there has been an official change in the date for the Baby Parade. The Baby Parade will now be held on July 31st instead of on August 7th.

Mr. Byrne stated that Mr. DelMonte and the committee are working on updating the funding application to objectify the criteria and create a more formal process. They are making good strides. Kudos to the committee – it is a big project.

- **Strategic Planning:** Mr. Morey gave an overview on upgrades that the County is doing to enhance Rio Grande Avenue and the entryway to the island. We hope that the project will be completed by 2014. Mr. Morey distributed plans and photos which included an arched sign on Route 47, which will be back-lit, site plans of the Welcome Center, and LED billboard signs and possible locations. The committee recommends moving forward with these plans. County Engineer Dale Foster still needs to approve the plans, and the roadwork portion of the project is already funded. The goal is for certain portions of the project to get funded in the future. Timing of demolition of the John's Tire & Auto building was discussed. Mr. Morey added that these plans are concepts at this point, and we do not know where the money is coming from to complete the projects. The board is comfortable with the plans and submitting them to Dale Foster for his review. We are not making any kind of monetary commitment.

Also, Mr. Morey mentioned that a mini-golf course is planned for the area by Gary Papa at Rio Grande and Susquehanna Avenues.

Mr. Patterson made a motion to approve the conceptual plan of the Strategic Planning Committee, including gateway project, signage and LED lighting at Susquehanna and Rio Grande Avenues in Wildwood, for presentation to Cape May County Engineer Dale Foster, second by Mr. DelMonte.

Roll Call:

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

Motion was moved and approved.

Mr. Siciliano discussed the v-zone. FEMA is having problems with including our convention center building in the v-zone. He has spoken with Joe Lomax, and as a result, our building will be removed from the application and we will be applying for the lot only, to be taken out of the v-zone.

Mr. Siciliano and Mr. Byrne will choose 3 dates for next week to meet with Mr. Hasenbalg of NJSEA via phone to further discuss incentives for host hotel.

Mr. Morey stated that sketch work is continuing on a bike path leading to the Wildlife Refuge, and hopes to have the plans complete by next month. Location of the path was discussed, and Mr. Byrne also stated that this project will greatly improve bike-ability on the island, allowing visitors to travel from the sea wall in North Wildwood to the Wildlife Refuge.

Questions regarding the bike path were answered by Mr. Morey.

Mr. Byrne discussed that he spoke with Patrick Rosenello, who as the WBID, asked for some PR assistance from GWTIDA for the parking garage project. The committee decided that we would reach out to Susan Schmidt from Suasion and discuss how we can do a PR campaign if the WBID were to enter into a contract with the City of Wildwood. Also, the City of Wildwood is holding a transportation study meeting on May 6th or 7th. It seems that these two meeting topics have been combined. We will confirm what role we are being asked to play and will get more detail.

Mr. DelMonte had questions on the beach bar proposed to be placed behind our back deck. Mr. Siciliano stated that we have heard nothing, however will follow up. Mr. Byrne further discussed meeting regarding beach fees, where plans to support the plan to develop the beach was discussed. We are concerned with what will be placed in the back of our building.

Old Business – Nothing.

New Business – Nothing.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

D. Public Comment – Nothing.

E. Executive Session

Mr. Montello made a motion to go into closed session for the reason of discussing possible litigation in connection with pending legislation and any matter the disclosure of which constitutes an unwarranted invasion of privacy, such as personnel matters, any matters involving the purchase lease or acquisition of real property with public funds, any pending litigation or contract negotiation other than covered by subsection (4) in which the body may become a party, any matter falling within Attorney/Client privilege, to the extent that confidentiality is required in order for the Attorney/Client to exercise his ethical duties as a lawyer and that after discussion are therefore no longer sensitive, the results of the discussions may be disclosed to the public following the adoption of a motion authorizing such disclosure by the Authority, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

Mr. April stated that in Executive Session, the Board discussed three topics:

- 1) Proposed lease of the building located at 4101 Boardwalk in Wildwood and adjacent piece of beach, by GWTIDA from the City of Wildwood, and GWTIDA doing a sub-lease with the Greater Wildwood Hotel Motel Association (GWHMA) to maintain the monster truck building and car show and related events. No formal action was taken.

Mr. DelMonte made a motion to authorize the Executive Director, Chairman and Mr. April to continue negotiations with the City of Wildwood and the Greater Wildwood Hotel Motel Association for the lease and sub-lease of the building located at 4101 Boardwalk in Wildwood, upon terms and conditions to be set and consistent in both leases, second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

- 2) Request by GWHMA to lease through GWTIDA, property on the beach on Roberts Avenue for a paid parking facility on the beach and what effect that would have on our legal obligations to the City of Wildwood under the Omnibus Agreement and enabling legislation. No formal action was taken.

Ms. Murphy made a motion to authorize the Executive Director to respond to a request made by the GWHMA to lease property on the beach, through GWTIDA, for a parking facility on the beach, consistent with the policy adopted by GWTIDA in 2010 when the City of Wildwood approached GWTIDA about parking on the beach, second by Mr. Morey.

Roll Call:

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

Motion was moved and approved.

- 3) Continued discussion on tax abatement and concepts as they relate to securing a host hotel for the Wildwoods Convention Center and what needs to be done as it relates to the existing mortgage on the building and discussion with NJSEA through the Chairman and Executive Director. No formal action is needed.

F. Any matter of immediate attention

The next GWTIDA Board Meeting will be held on Thursday, May 16, 2013.

G. Motion to Adjourn

Mr. Montello made a motion to adjourn, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary