

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, APRIL 24, 2014

Part I - OPERATIONS
GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by Vice-Chairperson, Mr. DelMonte at 6:05 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	Absent
Mr. Montello	Present	Ms. Hanlon	Absent

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

A. Approval of Minutes

The minutes of January 16, 2014 could not be approved.
The minutes of February 20, 2014 could not be approved.
The minutes of March 19, 2014 could not be approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:
Administration Update – April 2014
Finance Update – April 2014
Housing Update – April 2014
Sales Update – April 2014
SMG Update – April 2014
Delaware North Update – April 2014

Mr. Siciliano discussed the busy schedule we have had in the building, as well as the upcoming Sensational Spring Weekend and 2 proms this weekend.

Mr. Reidenbach had questions regarding the decrease in event days in March, which were answered by Mr. McNicholas. The decrease is due to the way the events fell on the calendar this year.

Correspondence/Communication: A thank you letter from the Girl Scouts of Central and Southern NJ was included in the packet.

Motions:

None.

D. Chairperson's Report

Committee Reports:

- o **Buildings and Grounds** – Mr. Siciliano reported that Phase 2 and 3 of the loading dock project are complete. Also, the 2014 Capital Budget has been submitted to NJSEA and we are awaiting final approval.

Ms. Hanlon arrived at 6:15 p.m.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: A letter to Chris Fox regarding claim for copper wire theft was included in the packet.

E. Executive Session

Nothing.

F. Any matter of immediate attention - Nothing.

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

Mr. Reidenbach made a motion to go into the GWTIDA portion of the meeting, second by Mr. Patterson.

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	Absent
Mr. Montello	Yea	Ms. Hanlon	Yea

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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REGULAR MEETING, THURSDAY, APRIL 24, 2014

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of January 16, 2014 could not be approved.
The minutes of February 20, 2014 could not be approved.
The minutes of March 19, 2014 could not be approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – April 2014
Finance Department Update – April 2014
Marketing/Public Relations Update – April 2014

Mr. Morey commented that when approached by the public and asked what GWTIDA does with their money, it is nice to be able to guide them to our newsletter. Mr. Rose also stated that GWTIDA did a presentation in March that was open to the public.

Correspondence/Communication – A letter of invitation to the Unlocking of the Ocean on Friday, May 23rd at Noon was included in the packet. Mr. DelMonte asked that Board Members please RSVP to Beverly Trapp as soon as possible.

Motions:

Mr. Reidenbach made a motion to approve the bill list in the amount of \$136,777.55, 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	Absent
Mr. Montello	Yea	Ms. Hanlon	Abstain

Motion was moved and approved.

Mr. Siciliano distributed the 2013 GWTIDA audit to the members of the board. It was mentioned that the Management Discussion and Analysis is particularly important to read.

Mr. Siciliano reviewed key points of the audit and reviewed with the Board the financial statements presented.

Mr. Reidenbach had questions on the audit, which were answered by Mr. Siciliano. An income and expense statement broken out by fund was discussed and Mr. Morey asked that the document be emailed to the board.

Mr. Siciliano stated that we are obligated to bring to the Board's attention the section of the audit entitled "Schedule of Findings and Responses". Mr. Siciliano reported that there were no Findings or Recommendations, and reviewed the Summary of Results on page 31. There were no questions on the audit report.

Mr. April read the resolution into the minutes.

Mr. Reidenbach made a motion to accept the 2013 GWTIDA Audit as read into the minutes, second by Mr. Morey.

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	Absent
Mr. Montello	Yea	Ms. Hanlon	Abstain

Motion was moved and approved.

Mr. Siciliano discussed letter sent to three Mayors regarding events in the Wildwoods. The City of Wildwood passed a resolution putting a participant fee on certain events taking place in the City of Wildwood. Resolution as passed was either beach fee or user fee and therefore put their beach offset payment in jeopardy. Mr. Siciliano and Mr. Byrne met with the City of Wildwood to do what they could to assist in the situation. Mr. Byrne and Mr. Siciliano met with the municipalities and the business community to make them aware. Part of the resolution created the possibility of certain events going to other communities. We felt strongly obligated to do all in our power to ensure events took place on the island and to make sure they happened where we all believe they should happen.

Mr. April reiterated that the GWTIDA Board gave the authority for Mr. Siciliano and Mr. Byrne to deal with the issue to the best of their ability. Several meetings took place with business organizations and partners, who asked that their economic impact not be taken away. Mr. Siciliano and Mr. Byrne met separately with the three Mayors.

Mr. Siciliano then read the letter from Mr. Byrne to Mayor Troiano, Mayor Groom and Mayor Rosenello into the minutes. In regards to bullet #2, the ordinance was rescinded yesterday at 4:00 p.m. In regards to bullet #3, the number is determined and agreed upon to be \$45,000. Based on the authority given to the Chairman, this is the agreement that took place between all parties involved. The City of Wildwood rescinded their fee ordinance and fees will revert back to their 2013 ordinance.

The Board was asked to ratify the agreement and support the Chairperson on actions that he took to make this happen, based on the authority of the board. Mr. April added that based on comments made by Commissioner Byron at the April 23rd commissioner's meeting that GWTIDA hasn't approved the plan yet", the plan does in fact need to be ratified.

Mr. Reidenbach made a motion to ratify the agreement as proposed in the letter to the Mayors of the City of Wildwood, City of North Wildwood and Borough of Wildwood Crest from Chairperson Tom Byrne, dated April 7, 2014, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

Mr. Morey stated that the Morey Organization promotes and operates approximately 7 events on the Wildwood Beach and zero permits being issued to date. It was never the Morey's notion for GWTIDA to pay for any of their events. We are proud to do our events on their own, and are not looking for GWTIDA to pay their bills in the past, present or future. I believe the affirmative vote tonight was a wise move for GWTIDA in part because the City of Wildwood would have lost revenue as a result of being in violation of the omnibus agreement and when appropriate it makes sense for GWTIDA to help protect the city. Also, this solution doesn't just secure the Morey's events, but also secures all other beach events which I believe involve a total of approximately 14. The real goal is for a long-term solution and for the security of all future events. It is our hope that through GWTIDA, promoters will have that security after this year to do great events, knowing there is a place where they're welcome and know what they're dealing with, going in and coming out from an event. Mr. Morey went on to thank all 3 Mayors, Mr. Siciliano and Mr. Byrne for the great job they all did throughout this process.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Ms. Murphy stated that the report was included in the packet and reported that the Icon Wall Unveiling will be done in conjunction with the Unlocking of the Ocean on Memorial Day Weekend. Mr. Rose added that we hope that this unveiling will be the first in a series of Icon Walls in the Wildwoods.
- **Special Events:** Mr. DelMonte stated that the report was included in the packet, and reported that the Farmer's Market on Schellenger and Pacific Avenues is moving forward, and will be held on Saturdays from June 28th through August 30th. All vendors have been secured.
- **Strategic Planning:** Mr. Morey reported that an estimate has been received on the Welcome to Wildwood sign on Route 47, in the amount of \$750,000. In addition, the Downtown Parking is back on the table for discussion, and there is hope that the area will become a professionally run parking facility. Mr. Morey also discussed the new in-room guide, published

by Exit Zero, entitled "Welcome to the Wildwoods". Mr. Patterson had questions regarding the blacktop work that is being done on and around the George Reading Bridge, which were answered by Mr. Morey.

Old Business – Nothing.

New Business – Ms. Hanlon suggested that the board visit the website, visitnj.org, and see the Industry Info section. We were up in visitation since last year, and the tourism economy sustained 2013.

Policies/Procedures – Nothing.

Correspondence/Communication – Letter to three Mayors from Mr. Byrne, as discussed above.

D. **Public Comment** – Nothing.

E. **Executive Session** - None.

F. **Any matter of immediate attention**
The next GWTIDA Board Meeting will be held on Thursday, May 15, 2014.

G. **Motion to Adjourn**
Mr. Montello made a motion to adjourn, 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	Absent
Mr. Montello	Yea	Ms. Hanlon	Yea

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary