

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, APRIL 16, 2015

**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	Absent

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

**A. Approval of Minutes**

**Mr. Patterson made a motion to approve the minutes from February 19, 2015, second by Ms. Murphy.**

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. Greenland made a motion to approve the minutes from March 19, 2015, 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.**

**B. Public Comment**

Nothing.

**C. Executive Director's Report**

Included in the board packet were:

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

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

**Correspondence/Communication:** Nothing.

**Motions:**

Mr. Siciliano stated that we need to increase the Triad Associates contract by \$2,000 for the NJEDA/USDA grant application for the host hotel. This will cover what we need to do to close and move forward.

**Mr. Patterson made a motion to increase the Triad Associates Contract by \$2,000 from \$10,000 to \$12,000 for the NJEDA and USDA Grant Applications for the Host Hotel Project, 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.**

**D. Chairperson's Report**

Mr. Byrne reported that the Wildwood Business Improvement District meeting, which was included in his report, was cancelled.

**Committee Reports:**

- **Buildings and Grounds** – Mr. Greenland reported that the wooden steps directly to the boardwalk across from the Administrative Entrance will be constructed shortly, weather permitting. Also, parking lot signage is on target to be ready by Memorial Day Weekend.
- **Housing** - Mr. DelMonte reported that the committee met to discuss issues with the housing program, and that hoteliers need to be re-educated on the housing process. Another meeting will be held shortly with the committee, and then a meeting with hoteliers will be scheduled. This will give us the opportunity to train and walk through the Passkey system. Mr. Morey

suggested having a more frequent business to business newsletter, to inform business owners of these kinds of topics.

**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	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.**

Respectfully,



Frances Feketics  
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, APRIL 16, 2015

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of February 19, 2015 and March 19, 2015 were approved.

B. Executive Director's Report

**Department Updates** – Included in the board packet were:

Events Department Update – April 2015

Finance Department Update – April 2015

Marketing/Public Relations Update – April 2015

Mr. Rose stated that he received a request from the Cape May County Chamber of Commerce (CMCCOC) regarding GWTIDA having a position on offshore drilling. If so, a letter will be written by Mr. Siciliano. Mr. Rose gave background. NJTIA, the CMCCOC, Senators, Congressmen, have all written letters of support, opposing offshore drilling. Tourism is our lifeblood, and any chance of an oil spill would destroy tourism. Additional discussion ensued.

Mr. Patterson had questions on the Baby Parade information included in the Events Department Update, which were answered by Ms. Trapp. They had to pick a new date for the parade due to the Globetrotters being in the building. The Globetrotters presented an opportunity to us to be a part of the event, which is a great value. The Baby Parade Committee agreed to the new date of July 28<sup>th</sup>, and will be working with the PR and Marketing Departments of the Globetrotters. Also, the Monster Truck event, scheduled for October 2-3 will not happen. They are searching for a new date to hold the event. The Race of Gentlemen will go back to Schellenger Avenue. Mr. DelMonte asked Ms. Trapp to send an email out to the community regarding the event changes.

**Correspondence/Communication** – Nothing.

Motions:

**Mr. Patterson made a motion to write a letter that GWTIDA does not support offshore drilling because of the detriment that could happen if there was a potential oil spill, 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.**

Mr. Siciliano stated that Triad Associates contract includes two projects: 1) NJEDA/USDA grant application for a host hotel, and 2) document to submit to NJ Senate and Assembly so we could seek additional funding. We had awarded them \$17,500. In 2014, we spent \$11,800. The remaining funding expired. We are asking the GWTIDA Board to authorize \$15,000 to Triad for 2015 to take us through the development and meeting process and bring us to conclusion. We met with Triad on April 29<sup>th</sup> to review the draft C5 document. Mr. Byrne elaborated on the document. We would like to work on infrastructure improvements with 2 projects: host hotel and C5. We want the same thing as Atlantic City, with a continuing source of matching tax revenue. This will ultimately increase revenue to the State of New Jersey.

**Mr. Morey made a motion to authorize a contract to Triad Associates in the amount of \$15,000 for C5, for GWTIDA to receive additional tax revenues for future tourism improvement and development projects, second by Mr. Montello.**

**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. Patterson made a motion to approve the Bill List in the amount of \$61,431.73, second by Ms. Murphy.**

**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.**

Each board member was given a copy of the GWTIDA audit for December 31, 2014, and Mr. Siciliano explained the audit.

- The auditor's report on pages 1-3 – We provide the auditors with a set of Financial Statements at the end of the year. Ford, Scott and Associates audits the financial statements and our financial records and have determined that our statements present fairly, the financial position of the GWTIDA.
- Pages 4-12 – Management Discussion and Analysis – This section of the audit report is a very informative narrative of GWTIDA revenue streams, programs and historical data. It provides the reader of the financial report background to help understand the Authority.

- Page 13 is a condensed statement of Net Position (Balance Sheet) which reflects assets, liabilities and capital as of December 31, 2014.
- Page 14 contains a condensed statement of revenues, expenses, and changes in net position. Shows the income and expenses of both the General Fund and the TDF Fund for the year ending December 31, 2014. Overall, the General Fund gained \$5,116 and the TDF Fund lost \$35,083, due to the TDF collections being down in 2014.
- Pages 15 & 16 – is a narrative of the significant variations in amounts from 2013 to 2014.
- Basic Financial Statements – pages 19-22 repeats the front half of the audit. Pages 23-28 contain notes to the financial statements. It also outlines the policies and procedures, debt service, capital assets, etc.
- Page 31 is a schedule of Findings and Recommendations.
- There were no incidents of non-compliance, no material weaknesses or significant deficiencies identified. There were also no prior year findings. Therefore, we need a motion to accept the 2014 GWTIDA Audit.

Mr. April read the resolution regarding the acceptance of the 2014 GWTIDA audit into the minutes.

**Mr. DelMonte made a motion to accept the 2014 GWTIDA Audit, as read into the minutes by Mr. April, second by Mr. Patterson.**

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 read the certification and asked all Board Members to sign.

**C. Chairperson's Report**

**Committee Reports:**

- **Advertising:** Ms. Murphy stated that we are almost to press for the newsletter. Also, our Advertising has been changed this year to begin in March.
- **Special Events:** Mr. DelMonte stated that the Polish Festival has been cancelled.
- **Strategic Planning:** Mr. Morey discussed the John's Tire and Auto project. It is expected to be completed for next year. Mr. Morey also discussed the U.S. Coast Guard Community Designation given to Cape May County. The event will be held from May 8-10. With \$3 million in permanent party spending, there is a significant impact made to our economy. The training facility in Cape May is the only one left in the entire country. There are also

a huge number of civilians working on the base. This is untapped from a marketing standpoint. Mr. Morey also discussed the Wildwood redevelopment plan, and reported that the City of Wildwood was unable to obtain an ABC license for the beach bar, therefore, the beach bar will not happen.

**Old Business** – None.

**New Business** – Mr. Siciliano stated that he attended the Greater Wildwood Chamber of Commerce Membership Luncheon, at which a State of the Cities Address was given by Mayor Troiano, Mayor Groom and Mayor Rosenello. Mr. Siciliano and Mr. Byrne had several meetings with the 3 Mayors over the winter to discuss some issues. During the address, Mayor Rosenello thanked GWTIDA for the work we did with the municipalities to help us bring some issues to resolve. Mayor Groom also thanked us for what we do, and discussed the important role GWTIDA plays in our community.

**Policies/Procedures** – None.

**Correspondence/Communication** – Included in the packet was a note from John Kelly of the Cape May County Chamber of Commerce, regarding our GWTIDA Presentation, as well as an invitation for the Unlocking of the Ocean, scheduled for Friday, May 22<sup>nd</sup> at Noon. GWTIDA Board Members were asked to RSVP to Beverly Trapp if they have not already done so.

D. **Public Comment** – None.

E. **Executive Session** – None.

F. **Any matter of immediate attention**  
The next GWTIDA Board Meeting will be held on Wednesday, May 20, 2015.

G. **Motion to Adjourn**  
**Mr. Patterson 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