

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

**REGULAR MEETING, THURSDAY, APRIL 19, 2018**

**Part I - OPERATIONS  
GWTIDA as agent for NJSEA**

Call to Order: The Meeting was called to order by 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	Absent	Mr. Barnabei	Present
Mr. Reidenbach	Present	Mr. Greenland	Present
Mr. Morey	Present	Mr. Hamlin	Present
Mr. Montello	Present		

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

**A. Approval of Minutes**

**Mr. Patterson made a motion to approve the minutes from the Regular Meeting on March 15, 2018, second by Mr. Reidenbach.**

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Mr. Greenland	Yea
Mr. Morey	Yea	Mr. Hamlin	Yea
Mr. Montello	Yea		

**Motion was moved and approved.**

**B. Public Comment – None.**

**C. Executive Director's Report**

Included in the board packet were:  
Administration Update – April 2018  
Finance Update – April 2018  
Housing Update – April 2018  
Sales Update – April 2018  
SMG Update – April 2018  
Delaware North Update – April 2018

**Correspondence/Communication: None.**

Mr. Siciliano reported that we did receive revenues for January and February. The 2% tax collections for January were \$63,800 and the February collections were \$63,600. We are 8% behind collections from last year due to the fact that we lost the Futsal event.

Mr. Siciliano reported that bids came in on Tuesday for Security Services at the Wildwoods Convention Center. We received 2 bids, one from Strike Force, and one from RSP, and are currently in the review process. We will do our due diligence and hopefully make a recommendation by the May Board Meeting.

Mr. Lynch distributed a Booking Recap Report, spanning from April 2002 to December 2017. The following are some highlights of this report:

- In 2017, we had 120 group bookings. Of those 120, 21 of them were new.
- We saw 240,000 guests through our doors in 2017.
- We had 212 event days in 2017 (paying guests), which equates to 45 weekends booked in the building in 2017. We were 14 bookings down from last year.
- In 2017 the Wildwoods Convention Center generated \$335,330 in room rentals. This was an increase of \$2,419 over last year's room rental totals.
- It is estimated that the Wildwoods Convention Center generates over 1 million dining opportunities into the community on a yearly basis.
- Also, the groups that utilize the Wildwoods Convention Center produce over 1,425 separate events and meetings inside the Wildwoods Convention Center on a yearly basis.

Mr. Lynch is proud of what we all do from a Sales, Marketing, Events, Calendar of Events, Food & Beverage and SMG standpoint. We really have a great staff. Mr. Lynch also thanked our Chairperson for booking the JIF training sessions. Mr. Morey added that it would be great to include the Sales Recap handout in the newsletter. Mr. Reidenbach asked how we compare to Ocean City, MD, and Mr. Lynch will research this topic.

**Motions:** None.

**D. Chairperson's Report**

Mr. Byrne reiterated meetings held and attended throughout the month.

**Committee Reports:**

- **Buildings and Grounds** – Mr. Greenland stated that minutes of the meeting were included in the packet. Landscaping company is going well. Also, Janice Jeffery has been hired from within as our new groundskeeper. We are very happy with her and she is a very good employee.

**Old Business:** Nothing.

**New Business:** Nothing.

**Policies/Procedures:** Nothing.

**Correspondence/Communication:** Nothing.

E. **Executive Session** – None.

F. **Any matter of immediate attention** - Nothing.

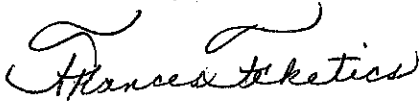
G. **Motion to go into the GWTIDA/Advertising portion of the meeting.**  
**Mr. Reidenbach made a motion to go into the GWTIDA portion of the meeting, second by Mr. Greenland.**

**Roll Call:**

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Mr. Greenland	Yea
Mr. Morey	Yea	Mr. Hamlin	Yea
Mr. Montello	Yea		

**Motion was moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, APRIL 19, 2018

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of March 15, 2018 were approved.

B. Executive Director's Report

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

Events Department Update – April 2018  
Finance Department Update – April 2018  
Marketing/Public Relations Update – April 2018

Mr. Siciliano stated that the 1.85% tax collections are down 1%. Food & Beverage is impacted from January and February, and the hotel side holds its own. Mr. Siciliano explained the process and history of collection numbers.

Mr. Greenland commented on the think tank meeting Mr. Byrne had with business leaders, and Mr. Morey discussed the importance of the dialogue.

**Correspondence/Communication** – None.

Motions:

**Mr. Reidenbach made a motion to approve the Bill List in the amount of \$281,153.90, second by Mr. Greenland.**

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Mr. Greenland	Yea
Mr. Morey	Yea	Mr. Hamlin	Yea
Mr. Montello	Yea		

**Motion was moved and approved.**

C. Chairperson's Report

Mr. Byrne reiterated meetings attended throughout the month. Mr. Reidenbach had questions regarding the 200 block of Schellenger Avenue, which were answered by Mr. Byrne. There are no discussions to date, on that area. Mr. Morey asked about new zoning as it relates to narrowing commercial and expanding residential zones.

## Committee Reports:

- **Advertising:** Mr. Barnabei distributed a mock-up of our new website. Mr. Rose added that we are receiving and making adjustments to it, and are on track to launch the new site in July. There is an ease of navigation with large photos, and a trip builder will be available to build your itinerary from your phone. The committee has also directed our PR agency to go after more feature stories and high impact publications. The Sr. Editor of Smarter Travel Magazine will be in the Wildwoods from May 16-20 to write on the best things to do in the Wildwoods. We hope to confirm other travel writers in the near future. Mr. Rose also reported that a TV show, "Shifting Gears", will come to the Wildwoods to film during the Race of Gentlemen event from June 7-10. A lot of B-Roll of the Wildwoods will be included.
- **Special Events:** Mr. Siciliano stated that we have gone through most of our events. One issue on the committee's agenda has been resolved, which is our Family Holiday Celebration and Byrne Plaza Holiday event. The result of those discussions is that the Family Holiday Celebration, originally scheduled for December 8<sup>th</sup> (as is the date of the Byrne Plaza holiday event), has been moved up one week to December 1<sup>st</sup>, due to the Cheerleading event also moving to the 1<sup>st</sup>. Cheerleading requested that our event also be moved, and the vendors for our event informed us that it would not be feasible for them to participate unless the Cheerleaders were on the same weekend. So our Family Holiday Celebration and convention center tree lighting will be held on Saturday, December 1<sup>st</sup>, the Christmas Parade will be on December 7<sup>th</sup>, and the Byrne Plaza holiday event will remain on December 8<sup>th</sup>. All worked out well. Mr. Siciliano, Mr. Byrne and Ms. Trapp did a great job in negotiating all parties involved.

Ms. Trapp added that we will have a new event in October – The North American Sea Glass Festival. Educators coming in for that event realized that the National Marbles Tournament beach marbles are found in 18 countries around the world. Connected the educator with committee to incorporate marbles into the sea glass event. Additional discussion on marbles and event funding. As of now, marbles is a PR event, which has now added night play. Mr. Morey suggested that if we have a multi-year contract, perhaps we could raise money to refurbish or get a new stadium. Signage to include "Home of the National Marbles Tournament" was also suggested.

- **Strategic Planning:** Mr. Morey gave an update on the Rio Grande Avenue Project. It is still scheduled to start in September 2018. It was also reported that the Race of Gentlemen event is looking to have their headquarters here in the Wildwoods.

**Old Business** – Mr. Byrne and Mr. Morey discussed a request from the Borough of Wildwood Crest to fill out a Financial Disclosure Form. Mr. April stated that the law does not apply to GWTIDA and also we are not included in the drop down menu for the form. Mr. April will send correspondence regarding this issue.

Mr. April also reported that nothing new has been received regarding the Declaratory Judgement.

Mr. Byrne discussed parking as it relates to the convention center hotel. It was suggested that we trade our last lot for the North lot, in order to provide adequate parking for the hotel developer. Mr. April stated that this would be a material change in the RFP, NJSEA has stated that they do not want to incur any costs at all for this project, also they would not want to give up the parking revenue generated from that lot, and, making such a change would create the need for us to begin the process from the beginning and go out for RFP again.

Mr. Byrne gave an update on the C5 Project. The bill is out of committee and has been introduced by Senator Van Drew. Triad has contacted us and we are discussing how to move forward.

**New Business – None.**

**Policies/Procedures – None.**

**Correspondence/Communication – None.**

D. **Public Comment** – None.

E. **Executive Session** – None.

F. **Any matter of immediate attention**

Our next Board Meeting will be held on Thursday, May 17, 2018 at 6:00 p.m.

G. **Motion to Adjourn**


**Mr. Reidenbach made a motion to adjourn, second by Mr. Patterson.**

**Roll Call:**

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Mr. Greenland	Yea
Mr. Morey	Yea	Mr. Hamlin	Yea
Mr. Montello	Yea		

**Motion was moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary