

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

REGULAR MEETING, THURSDAY, APRIL 19, 2012

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

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

Salute to flag.

The Open Public Meetings Act was read by our Solicitor, Mr. April.

Roll Call:

Mrs. Franco	Absent	Mr. Montello	Present
Mr. Morey	Present	Mr. Patterson	Present
Mr. Reidenbach	Present	Mr. Byrne	Present
Mrs. Crossen	Present	Mr. Barnabei	Absent
Mr. DeMonte	Present	Ms. Hanlon	Present

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

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from March 22, 2012, second by Mrs. Crossen.

Roll Call:

Mrs. Franco	Absent	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Abstain	Mr. Byrne	Yea
Mrs. Crossen	Yea	Mr. Barnabei	Absent
Mr. DeMonte	Yea	Ms. Hanlon	Abstain

Motion was moved and approved.

B. Executive Director's Report

Included in the board packet were:

- Administration Update – April 2012
- Finance Update – April 2012
- Housing Update – April 2012
- Marketing/Public Relations Update – April 2012
- Sales Update – April 2012
- SMG Update – April 2012
- Delaware North Update – April 2012

Mr. Siciliano distributed the invitation for the City of Wildwood Centennial Opening Ceremonies.

Mr. Siciliano stated that Tracey DuFault from the Greater Wildwood Chamber of Commerce asked if there is anyone that would like to have 2 tickets for the 60's Concert coming up next weekend. We are a sponsor of that event, and please let us know by tomorrow and we will pass along the information.

Mr. Siciliano mentioned that yesterday, he and Mr. Rose went to Monmouth Park to meet with all of the New Jersey DMO's. The Wildwoods were very happy to be invited as part of the Southern Shore Region to get a first meeting with Wayne Haselbalg, who is the new President of the New Jersey Sports and Exposition Authority (NJSEA), and 2 members of his staff, John Samerjan and Helen Strutt. We are all beginning to find out that the Department of Travel and Tourism is being moved under NJSEA. Ms. Hanlon stated that this will hopefully be done by July 1st either by Executive Order or by legislation. It is a positive work in progress. The state is relooking the NJSEA. A lot of things that they were involved in are now being taken off of their hands and they are privatizing a lot of things. Giants Stadium is now owned by the Giants and the Jets. Monmouth Park and Meadowlands Racetrack are being privatized, and it sounded like that may also happen with the IZOD Center. The Wildwoods Convention Center and one or two other holdings, such as the Aquarium, may remain under their oversight as landlord. The big part of what they are changing under their scope of oversight is events that come to the State of New Jersey. Events like the Superbowl for 2014, Formula One Racing, Wrestlemania. These will all come under the auspices of NJSEA. The meeting was sort of a feel good introduction to them, and we think there may be many more meetings. In addition, there will be individual visits to each of the DMO's and the opportunity for us, as the Wildwoods, is if there are things that come up that are huge events, they are the organization that we would turn to, to get assistance on having maybe funding assistance, but definitely some infrastructure assistance also. So, from a standpoint of the meeting overall, it was awesome. We got to also meet the new President of the NJSEA and see an old friend of ours, John Samerjan.

Mr. Morey had questions on our management fee and if we anticipated it staying the same. Mr. Siciliano replied that the management fee is a landlord relationship issue that we would have to address separately from yesterday's meeting. That meeting was very positive and was about letting us know that they are going to have Travel & Tourism come under them, which means the state advertising budget comes under them, and it was a very interesting conversation. Mr. Siciliano had the opportunity to bring up the hotel/condo tax and fell on fresh ears for the first time. It was a positive meeting to let everyone know what is going on; however, there is still a lot that we don't know. It was more of an introduction.

Mr. Patterson had a question for Mr. Federici regarding beverage revenue during the Big Band Dance Concert. Mr. Federici replied that they did a little over \$800.

Correspondence/Communication: Nothing.

Motions: None.

C. Chairperson's Report

Mr. April stated that Mrs. Franco was not able to attend the meeting due to having a funeral and viewing to attend this evening. The Chairperson's Report was included in the packet. There were no questions on the report.

Committee Reports:

- **Buildings and Grounds** – Mr. Reidenbach stated that the update was included in the packet. There were no questions.

- **Entertainment & Sales** – Mr. Lynch stated that the update was included in the packet. Also, this weekend is going to be one of the busiest weekends we have ever had in the building from the standpoint of having 7 separate events starting with a luncheon tomorrow through Sunday with the Morey Hospitality Ballroom Dancing event. It's going to be a great weekend.

Old Business: Mr. Siciliano updated the board on the solar project. They are making great strides on the project and everything is going very well. We fully expect the project to be completed by May 12th.

Mr. Reidenbach asked Mr. Morey for an update on the ramp on Cresse Avenue. This will be discussed on the Tourism side of the meeting.

New Business: Ms. Hanlon stated that the state will be going to International PowWow next week to attract international visitors to New Jersey and we have a new look on the New Jersey State website, visitnj.org. On the state's facebook page, there is a "spin to win" game including a prize from the Wildwoods. Make sure you play!

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.

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

Roll Call:

Mrs. Franco	Absent	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Byrne	Yea
Mrs. Crossen	Yea	Mr. Barnabei	Absent
Mr. DelMonte	Yea	Ms. Hanlon	Yea

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

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

REGULAR MEETING, THURSDAY, APRIL 19, 2012

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the March 22, 2012 meeting have been approved. Mr. DelMonte, Mr. Patterson. Hanlon and Reidenbach abstain.

B. Executive Director's Report

Department Updates – Included in the board packet was an Events Department Update and a Finance Department Update for April 2012.

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

Correspondence/Communication – Mr. Siciliano stated that there were several letters that were sent out including one inviting people to the Celebration of Heroes event on Sunday. One example was included, with a note stating who else the letter was sent to. In addition, letters were sent to Boardwalk Merchants, all Food and Beverage properties and hoteliers, asking for their participation in the Celebration of Heroes weekend. We are taking and summarizing the responses, and then putting them on our website to make people aware. We will update our page as we receive information.

Motions:

Mrs. Crossen made a motion to approve the bill list in the amount of \$135,356.55, second by Mr. Byrne.

Roll Call:

Mrs. Franco	Absent	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Byrne	Yea
Mrs. Crossen	Yea	Mr. Barnabei	Absent
Mr. DelMonte	Yea	Ms. Hanlon	Yea

Motion moved and approved.

C. Chairperson's Report

There were no questions on the Chairperson's Report.

Committee Reports:

- **Advertising:** Mr. Reidenbach asked Mr. Rose to talk about the Advertising and what the website has done with the hits. Mr. Rose stated that we did

get our PR equivalency report, which is the amount of advertising equivalency we received from all of the articles that are written about the Wildwoods, and according to the March-April report we had 32 articles published in various newspapers and publications for a value of \$102,791.00. That is the amount of advertising that we would have to spend to get that kind of coverage in those publications. It is a tremendous value for us. Year to date, since January, we have generated \$430,000.00 in advertising equivalency. Most of that, hopefully, is in the outer markets, in publications that we do not advertise in. As far as the mailing of the DVD, which began to be mailed out in March, we mailed out 4,048 DVD's. Last year, in the same time period, we mailed out 6,500 vacation packets which included all the printed matter. However, because we now have the DVD available online, we had 16,336 views of the vacation guide online that we did not have to send DVD's to via mail. If that trend continues, that will be a very good thing for us. It shows that people will look online instead of waiting for a DVD to be mailed to them. On our website this month we had 96,000 unique visits, which is up 1.4% over last year. The important thing is that the amount of time spent on our website averaged 7 minutes 26 seconds. The normal average is 2 minutes. People are engaged and moving around our website. To conclude, we had 8,001 people downloaded our vacation packet this month.

- **Appropriations:** Mr. Byrne stated that the committee will be having a meeting on Monday. The Memorandum of Understanding has been executed by all parties. It has been agreed upon and resolutions at the municipal level have been passed and mercantile bills have been sent out from each municipality. Those new fees will now begin to be collected.
- **Special Events:** Mr. DelMonte stated that a meeting was held before the board meeting. The Celebration of Heroes is moving forward. Mr. Siciliano stated that we are struggling for sponsorships, which is very disappointing. But, we have some commitments that we want to make for some entertainment because one of the big events that week is going to be the USO variety show. Right now, we have some potential talent that we have not yet gotten under contract. We will know much more tomorrow. Without sponsors, the event has to pay for itself. We feel comfortable now that if we move forward and are able to secure the talent that wants to be part of the show then we will have a successful show. We need to lock in the talent. Whenever we know, Mr. Siciliano will let the board know who the players are as far as the concert. We have over \$400,000 worth of media sponsors that are ready to blow this event up in the media in North Jersey and Philadelphia. We would like to lock in contracts by tomorrow so that we can start to advertise the event. Then we can do what we need to do to start selling tickets for the event. Mr. Siciliano will email members of the board once contracts have been signed.

Mr. DelMonte stated that emergency funding has been approved for Reality Dance. The company is going to come down, for tweeners, and film a Dancin on Air type event, once a week for 9 weeks, to show throughout the tri-state area, and has the potential to reach 2 million homes, and each week they will have a positive message to promote. They will deal with a weekly topic and use Wildwoods new stage. They will also go to a new

business each week and film a promotion. We should get some great press, and they are signed with Q102. NJ Transit will also wrap a few buses. It will be televised on WCMC and on the Internet. PHL17 may also pick up the show. Dancers are brought in for the tapings.

Strategic Planning: Mr. Siciliano reported that we reached out to Tony Peterman and the hotel report will be ready in the next week. It will be available for the next board meeting. Mr. Morey updated the board on the ADA compliant bike path that is being built in Wildwood/Wildwood Crest. Funding is in place in the amount of \$800,000. Construction has begun and it is anticipated to be completed by July 4th. The Wildwood Crest Bike Path and the Boardwalk will be connected, and enable guests to go from one end of the island in Wildwood Crest to the other end of North Wildwood. Mr. Morey presented and explained plans of the project to the board. This is one of the items that is part of the Vision 2015 Plan. This type of vision is important to the community. Vision 2015 is referenced multiple times in the funding applications. Three cities and the county have passed resolutions, as well as Greater Wildwood Chamber of Commerce, Greater Wildwood Hotel Motel Association and GWTIDA. This is really critical. The integrity of that plan, the continuing reference to that plan is really helpful when we look for money whether it's the state level or whatever level. We must appear to be one community. This bike path project is one of the first concrete messages of the Vision 2015 Plan. Mr. Reidenbach agreed that it is money very well spent and a very tourist friendly project.

Old Business – Nothing.

New Business – Mr. Reidenbach mentioned the entranceway coming into Wildwood. Years ago the MUA put the infrastructure in from the MUA plant for sprinklers. Maybe getting rid of shrub trees and putting in some nice floral stuff coming into our entranceway. Mr. Patterson stated that they did that because the Cape May County Chamber of Commerce got a grant for the underground sprinkler system which was turned over to the Cape May County Board of Freeholders because it was too big for them to handle. It had to be funded completely up front before you got your money back. We did not have that kind of capital. The water tap is there in the center island for anyone to put a sprinkler system in. Mr. Reidenbach asked if we could get someone from the Freeholders side to look into it. Mr. Morey stated that perhaps we should take a more serious look at a plan for the area, and put something down on paper. Mr. Patterson stated that there are detailed artists renderings. Mr. Reidenbach suggested that Mr. Morey contact Dale Foster. Mr. Morey will check into it. It was reiterated that it is an underground sprinkler system.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

- D. **Public Comment** – Mr. Patterson congratulated Mr. Morey and the Morey Organization for the new lights on the Ferris Wheel. It is great to see it lit up at night from Valentine's Day with a heart to St. Patrick's Day with a clover, etc. It is magnificent and impressive, and does a lot for our town.

E. **Executive Session** – Nothing.

F. **Any matter of immediate attention**

The next GWTIDA Board Meeting will be held on Thursday, May 17, 2012.

G. **Motion to Adjourn**

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

Roll Call:

Mrs. Franco	Absent	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Byrne	Yea
Mrs. Crossen	Yea	Mr. Barnabei	Absent
Mr. DeMonte	Yea	Ms. Hanlon	Yea

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary