

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

REGULAR MEETING, THURSDAY, AUGUST 16, 2012

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

Call to Order: The Meeting was called to order by Chairperson, Mr. Byrne at 6:30 p.m.

Salute to flag.

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

Roll Call:

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

Also present were Mr. Siciliano, Mr. McNicholas, Mr. Rose, Ms. Trapp, Mr. Lynch, Ms. Kane, Mr. Federici, Ms. Feketics, Mr. April and Ms. Christie Rotunda from the Wildwood Leader.

Mr. Byrne thanked the board for their votes and confidence in him as Chairperson. Mr. Byrne also welcomed Mary Nell Murphy and George Greenland to the board and looks forward to working with them both, as well as our newly elected Vice Chairperson Robert DeMonte.

A. Approval of Minutes

Mr. Reidenbach made a motion to approve the minutes from July 19, 2012, with one amendment, that the Solar Project will be held on July 24th, not June 24th, seconded by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

B. Executive Director's Report

Included in the board packet were:

Administration Update – August 2012
Finance Update – August 2012
Housing Update – August 2012

Marketing/Public Relations Update – August 2012
Sales Update – August 2012
SMG Update – August 2012
Delaware North Update – August 2012

Mr. Siciliano reported that the Chairperson's Report included an outline of some of the projects that are being worked on and the different committees they fall under. There are a lot of things we have our hands in right now, which Mr. Byrne will discuss.

Mr. Byrne congratulated the staff on a job well done on the Solar Project Unveiling. The project received a lot of positive PR and was nicely done.

Mr. Patterson had questions on the Administrative Update regarding v-zone change and notification of property owners, which were answered by Mr. Siciliano.

2% collections through June were discussed by Mr. Siciliano and Mr. McNicholas.

Mr. Siciliano stated that he will schedule a board orientation meeting with Ms. Murphy and Mr. Greenland in the near future to catch them up on a lot of what they are seeing and hearing at the meeting.

Correspondence/Communication: Nothing.

Motions:

None.

C. Chairperson's Report

Mr. Byrne gave an overview of his report and discussed events and meetings attended throughout the month. It has been a very busy month with a lot going on. We are involved in a lot and doing a lot.

Mr. Byrne discussed a meeting he attended with the CMC Freeholder's regarding the Rio Grande Avenue Project that the county and city has asked us to get involved with.

Mr. Byrne also attended a meeting with Mr. Siciliano and Mr. Lennon Register, Sr. Vice President of Finance and CFO. Our surplus is taxpayer's money. It is a protected surplus that is used for this facility. We also discussed the v-zone project and the host hotel.

Mr. Siciliano and I met with Senator Van Drew on July 30th at 8 p.m. to discuss future funding and sales tax, giveback theories. Senator Van Drew gave some good feedback. This will be discussed further under the Appropriations Committee.

We met with Mike Zumpino to discuss meeting with Senator Van Drew.

Met with Mayor Groom to discuss some things going on and it was a productive meeting.

Mr. Byrne ran through his list of projects and initiatives that GWTIDA is currently involved with directly or has/may need to have a position on as they relate to enhancement and development of tourism in the Wildwoods. We are getting involved in new projects and the community values us as a partner. This action plan is reviewed on a daily basis to keep projects moving. Thank you to Mr. Siciliano and Ms. Feketics for their assistance in this huge task and pointing us in the right direction.

Committee Reports:

- **Buildings and Grounds** – Mr. Reidenbach reported that the unveiling of the Solar Project was held on July 24th at 11:00 a.m.

- **Entertainment & Sales** – Mr. Lynch reported on the Globetrotters attendance. This year surpassed last year by 826 attendees, with over 8,700 people entering through our doors during the 4 games. 150 people were part of a basketball clinic on Wednesday and Thursday, which went phenomenally. The Globetrotters asked if they could use the building for tryouts in the future. Mr. Lynch also discussed the North American Grappling Association. They had the best year they've ever had in our building. We are currently at 138 bookings for the year, with 42 of them being new bookings. Wild 100 is coming up this weekend.

- **Appropriations** – Mr. Siciliano reported that there are matters within this committee that will be discussed in Executive Session.

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.**

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

Roll Call:

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

Motion was moved and approved.

Respectfully,

Fran Feketics
Board Secretary

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Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the July 19, 2012 meeting have been approved.

B. Executive Director's Report

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

There were no questions.

Mr. Siciliano discussed the status of our budget through July. 1.85% tax is up over our projections this year through June.

Mr. Siciliano stated that 1 week ago, a letter went public that said that the New Jersey Thunder Motorsports were cancelling their 3 fall events – Car Show, Monster Truck Show and Motorcross. When we saw that happen, it spread through the community rather quickly. We started having people calling to cancel hotel reservations, etc. We began making some calls and meeting with the GWHMA and the City of Wildwood to discuss what could be done. The GWHMA is probably going to take the full brunt of making these events happen. We are there in our capacity as the Wildwoods Tourism Authority to assist in any way we can through marketing, and to provide them with resources they may need to fund these events to get them off the ground and running. The City of Wildwood will also make sure that all of the permits are in place and all of the necessary beach access, water, electric, and track building is in place. We are positive that the Car Show & Auction will happen and that the Monster Truck Show will happen. The one issue that is stuck up in the air is the Motorcross. That is a sanctioned event that may have some legal tags on it that belong to NJ Thunder Motorsports. That issue is being looked into. We might be able to do some type of motorcycle event done by a third party if we cannot do a sanctioned event. So two of the three events are salvaged for this year, and not only do we see these events as being salvaged, we actually believe there has been a commitment made to do them better. We are in a position to talk about things that we have done this year with our TDF's and we have had requests come to us to make sure that we have police on our boardwalk, to make sure that restrooms on our boardwalk are funded and maintained, and we did that. We stepped up and did that along with the municipalities. This is just another positive use of the Tourism Development Fees that we collect here. We are able to put ourselves out there and use these monies to save these events and make sure that the seed money that is needed to keep them going is used for the right reason. As soon as we know about the Motorcross, we will be able to let everyone know.

We have also taken a look at the Celebration of Heroes Event. The Events Committee has decided to move forward with that event in 2013, however we are going to change the weekend to VFW weekend to make the military event coincide with military organizations in town. Memorial Day is a difficult weekend to change and there is already a strain on that weekend. There are already parades on VFW weekend, and that weekend is not growing. There are tons of hotel rooms available. We will check with the business community and let them know what we are doing and how we are moving forward, then reach out to our sponsors from last year. Last year, we did a concert that was not funded by a sponsor. We took it on ourselves. With this new weekend in 2013, unless we have a sponsor to fund that event, we will not be having a concert for the Celebration of Heroes Weekend. The concept will be kept in place, and will be moving forward with changing that weekend to the VFW weekend.

Mr. Morey likes the combination and applauds the change. VFW weekend will be held on June 21-22. Mr. Siciliano did speak with the VFW and has spoken to Chiefs of Police in each municipality, and they are fully on board. We do not yet know what the VFW role will be; however, they are supportive of the idea.

Mr. DelMonte thanked Mr. Siciliano and Ms. Trapp for all of their efforts and participation in many meetings, etc. to make these events happen.

Correspondence/Communication – Nothing.

Motions:

Mr. Reidenbach made a motion to approve the bill list in the amount of \$353,453.24, second by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Mr. Siciliano reported that we are wrapping up what we have put in place for this year and are getting ready for next year. We have been asked to take the lead on the grand opening/ribbon cutting of the bike ramp, Mr. Rose and Suasion Communications are taking care of this. Mr. Rose reported that this will take place sometime after Labor Day. Mr. Byrne stated that he and Mr. Rose feel the island's bikability index will increase due to the new ramp.

- **Appropriations:** Mr. Byrne stated that this will be discussed in Executive Session regarding meeting with Senator Van Drew.
- **Special Events:** Mr. Siciliano reported on the status of the Car Shows and the Celebration of Heroes at the beginning of the Executive Director's Report.
- **Strategic Planning:** Mr. Morey discussed a project being worked on, on the West side of Rio Grande Avenue. For a number of years, the primary entrance has been discussed. The county, in trying to improve ingress and egress into and off of the island, asked GWTIDA to take a look at the area. There are some concepts being worked on that we are anxious to show at some point. Mr. Morey also discussed the new bike ramp. This is a great project where 2 towns, GWTIDA, and SID got together and figured out how to make it work. It has been a very successful partnership and a great project. The boardwalk sign at the project has been another great photo opportunity on the island.

Old Business – Nothing.

New Business – Nothing.

Policies/Procedures – Nothing.

Correspondence/Communication – A letter to Commissioner Byron was included in the packet regarding incentives for host hotel and tax abatement program. We have not received a response to date.

We also received a letter from Innes Communications regarding a campaign they pitched to us last year, which was not chosen. They have informed us that the campaign won the top award from the NJ Ad Club for unused campaigns.

D. Public Comment – Ms. Rotunda discussed an iPhone app that may be included in the sundial, which is called a GEOcache.

E. Executive Session

Mr. Patterson 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. Reidenbach.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DeMonte	Yea	Mr. Barnabei	Yea

Mr. Reidenbach	Yea	Ms. Hanlon	Absent
Mr. Morey	Yea	Ms. Murphy	Yea
Mr. Montello	Yea	Mr. Greenland	Yea

Motion was moved and approved.

Mr. April stated that in Executive Session, we discussed a funding issue with Senator Van Drew and the need for some remedial legislation. In addition, we also discussed the continuing issue that is what effects use of the beach for parking would have on beach maintenance payments.

We also discussed some questions as to developing some standards for use of the building by certain applicants. No formal action was taken.

Mr. April will meet with Mr. Siciliano and Mr. Lynch next week to write some standards for review of applications in the future.

F. Any matter of immediate attention

Mr. Siciliano received a call from Vicki Clark from the Cape May County Chamber of Commerce. Their annual Installation Dinner is on Thursday, October 18th. They have invited Wayne Hasenbalg, the new President of NJSEA, to be a speaker, and he has accepted. The dinner is scheduled for the same evening as our Board Meeting. Would GWTIDA consider asking Mr. Hasenbalg to come earlier, and maybe change the time of the meeting from 6pm to 4pm, we can have him join us and meet the board, and maybe all go into the dinner and listen to him speak, or chose not to. It would be nice to have him down to see the building early and meet the board. This was a suggestion made by Mr. Siciliano. Committee meetings would have to be rescheduled. Additional discussion ensued. The GWTIDA Board feels that it is a good idea to meet Mr. Hasenbalg and suggested that Mr. Siciliano find out more about the Mr. Hasenbalg's schedule. Mr. Byrne stated that he, Mr. DelMonte and Mr. Siciliano will decide after getting more information and then Ms. Feketics to email the board to keep them informed.

Mr. Byrne stated that as a public entity, we have a legal obligation to comply with the terms and provisions of N.J.S.A. 10:4-18, which requires us to give proper notice in at least one of our official newspapers of changes or cancellations of public meetings. The deadline for legal notices for the Cape May County Herald is on the Friday before each GWTIDA Board Meeting, and the deadline for the Press of AC is by 11:00 a.m. on the Monday before each Board Meeting. Therefore, when a quorum call is made, it is important that members of the board respond in a timely manner, so that a decision may be made and so that the proper action may be taken. If you are unable at the time of the call to respond that you are definitely "able" to attend, we will need to count you as "unable" to attend, for the purposes of obtaining a quorum. Quorum calls are made on the Friday before each meeting. Thank you all for your cooperation in this matter.

Mr. Byrne stated that the next GWTIDA Board Meeting will be held on Thursday, September 20, 2012.

G. Motion to Adjourn

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

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary