

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

REGULAR MEETING, THURSDAY, AUGUST 15, 2013

**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	Present	Ms. Murphy	Present
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Present	Ms. Hanlon	Present

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

Mr. Byrne reminded members of the board of the importance of the quorum calls that are made to them each month.

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 done on the Chairperson's behalf, 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.

A majority of members of the Authority (6) shall constitute a quorum for conduct of its meetings. If members are unable *at the time of the call* to respond that they are definitely "able" to attend, we will need to count that member as "unable" to attend, for the purposes of obtaining a quorum.

Quorum calls are made on the Friday before each meeting. Mr. Byrne thanked all for their cooperation in this matter.

Mr. Byrne also thanked members of the board for their confidence and vote as Chairperson of the Authority, and looks forward to working with the board and GWTIDA staff in the upcoming year. Mr. Byrne will meet with Mr. Siciliano to discuss committees, and there may be some changes made, as there are a few big initiatives that we will be working on next year.

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from July 18, 2013, second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

B. Executive Director's Report

Included in the board packet were:

- Administration Update – August 2013
- Finance Update – August 2013
- Housing Update – August 2013
- Marketing/Public Relations Update – August 2013
- Sales Update – August 2013
- SMG Update – August 2013
- Delaware North Update – August 2013

Mr. Siciliano stated that we have not received tax collection numbers from the State. We have, however, received unconfirmed numbers for June, and we are under our budgeted number by 20%. For the first 6 months of the year, we anticipated \$1 million of the tourism tax. The unconfirmed number quoted was \$800,000, which means we would be off \$210,000.

Comment was made on Item #1 of Finance Update – Operations. We will get new number next week.

Mr. Siciliano stated that June was the wettest on record that we have had, and schools let out later this year. We have no idea what July's numbers are at this point.

Parking revenues are \$6,000 under what they were in 2011, however it seems we are doing ok on daytrips. Everyone seems to be down financially for the summer.

It was reported that the Food & Beverage RFP came in on August 6th. We had 1 company respond – Delaware North. The information was sent to NJSEA, and Mr. Siciliano will be meeting with Mr. McNicholas to review, will call NJSEA, and will report to the board the status of the RFP.

Ms. Hanlon had questions which were answered by Mr. Siciliano. Had it not been for the hotels being full of families displaced by Hurricane Sandy, would the numbers be worse? We may want to look at the real numbers, per Ms. Hanlon.

Mr. Reidenbach had questions regarding the parking comparison. He asked if we can add the number of cars to the chart. Mr. Siciliano stated that we can.

Mr. Patterson had questions regarding the Statement of Operations. We are down event days and people, however Food & Beverage was double. Mr. Siciliano stated that this was due to the Greater NJ United Methodist Convention. Mr. Siciliano continued to explain accrual vs. cash accounting.

Mr. Greenland had questions on parking. Were weeks 13 and 17 weather related? Mr. Siciliano replied that they were, in fact, weather related and we were very lucky to have events in the building. 2012 was the best year we have ever had in parking.

Correspondence/Communication: Nothing.

Motions:

None.

C. Chairperson's Report

Mr. Byrne stated his update was included in the packet, and reiterated meetings he attended throughout the month.

Committee Reports:

- **Buildings and Grounds** – Mr. Reidenbach stated that the report was included in the packet and highlighted that we saved \$25,000 in energy costs from our solar project.

Old Business: Nothing.

New Business: Mr. Lynch stated that we reached \$10,042 in ticket sales for Dom Irrera. We are currently 50% of where we need to be. This number covers all entertainment and travel, with 347 tickets sold. 800 tickets sold would be a sellout Great job to Mr. Rose. Dom Irrera is also doing a lot to get the word out. There was a great article in the At the Shore newspaper as well, which was shown to the board.

Mr. Siciliano stated that a gentleman that has worked at the Wildwoods Convention Center for quite some time, with SMG as a lead for parking, Walter Cottman, has passed. His services will be on Saturday from 9-11 a.m. at Mount Olive Baptist Church. Walter was part of our family and will be missed.

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

Roll Call:

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

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, AUGUST 15, 2013

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the July 18, 2013 meeting were 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 2013.

Ms. Murphy commented on the Events Department Update. The Wildwoods Waddle was a great addition to the Baby Parade this year, and it was very well done. A great job was done by Ms. Trapp and Baby Parade Committee.

The CBS Buzz Bus was in our turnaround today from 3-7 p.m. Also, Orr at the Shore was part of the CBS 3 visit today.

Correspondence/Communication – Nothing.

Motions:

Mr. Patterson made a motion to approve the bill list in the amount of \$526,966.82, second by Mr. Reidenbach.

Roll Call:

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

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

Mr. Byrne stated that he and Mr. Siciliano were invited to a meeting held in the boardroom. The City of Wildwood determined that they would charge Roar to the Shore \$29,000 for police for the event and are looking for reimbursement from Roar to the Shore. Mr. Siciliano brought a copy of the TDF contract, stating that we provide funding to the three municipalities for event support for police, fire, EMTs, etc. up to \$75,000 a year which started in 2012. The city representatives were unaware and will look into where the money is going. It was stated that attendees are down and hotels are off for the event this year. Attendees at the meeting

included Cape Classics, Roar to the Shore, Chris Fox, Chief Long, Commissioner Leonetti, and Mr. Siciliano, Ms. Trapp and Mr. Byrne.

- **Advertising:** Ms. Murphy stated that the report was included in the packet. Locations need to be identified for possible icon walls, and then we will contact artists. The committee is also working on the 2014 new advertising campaign. It will focus on the Wildwoods emotional connection to our visitors. Signature Communications will present on August 29th, and we will report back to the board.
- **Finance:** Mr. Siciliano stated that there was nothing to add at this time.
- **Special Events:** Mr. DelMonte stated that the committee continues to work on the 10th revision of the Events Funding Criteria. This is an ongoing process, and it is being scrutinized heavily. Ms. Trapp is doing an excellent job. Although we are not finished yet, we are very close to completing the project. The new applications will start coming in October.

Ms. Hanlon had questions regarding the amount of money we have earmarked for events. Mr. Siciliano stated that we have \$600,000, and that it is based on TDF collections.

- **Strategic Planning:** Mr. Morey stated that the Seaview Avenue bike entrance is in review. The Executive Director of the Wildlife Refuge hopes to get this project funded through the County. Mr. Morey stated that no other parts of the project are funded and suggested calling a Strategic Planning Committee Meeting with Triad to identify any available pools of money for way-finding. Mr. Siciliano to set up meeting shortly. Mr. Byrne mentioned Mayor Troiano possibly being able to obtain large LED signs for the project.

Mr. Morey reported that he had discussions with Commissioner Byron regarding tax rebates. Mr. Siciliano stated that we should have an answer from FEMA by our next board meeting.

Mr. Patterson stated that the area that used to be John's Tire and Auto looks nice and mentioned that the Cape May County Chamber of Commerce is looking for beautification award nominations and suggested nominating the new mini-golf businesses that have opened on the island.

Old Business – Nothing.

New Business – Nothing.

Policies/Procedures – Nothing.

Correspondence/Communication – Mr. Siciliano discussed the incident regarding the vet and service dog on the boardwalk. A facebook post has been put out by the local Commander of the America Legion, and we have been in touch with the State Commander of each of the service organizations. They know that we are supportive of them and that this was an isolated incident. Harry Tweed posted that the act is viewed as an error of judgment and they appreciate the swift action

that was taken. This was an unfortunate incident.

Mr. Byrne stated that we try to keep members aware of situations that arise via emails, etc. A letter was sent to the State of NJ by the City of Wildwood regarding the city asking the State for money. Mr. Siciliano received a letter/press release announcing that the City of Wildwood was going to take action against the State of NJ/NJSEA/GWTIDA for not living up to the terms of the Omnibus Agreement. A conference call was held with NJSEA President Wayne Hasenbalg and CFO Lennon Register. They have reviewed all correspondence and have been brought up to speed, as we are their agents. Mr. Siciliano stated that a letter was sent by NJSEA to the Treasurer of the State of New Jersey, as required by contract, and to date, Mr. Register has not received a response.

D. **Public Comment** – Nothing.

E. **Executive Session** - Nothing.

F. **Any matter of immediate attention**

The next GWTIDA Board Meeting will be held on Thursday, September 19, 2013.

Mr. Greenland commented that he has been a board member for a year now, and has learned a lot about the convention center and staff. He stated that he is very impressed with Mr. Siciliano and his staff, they are good people, and the authority and building is a well-oiled machine. Mr. Greenland thanked Mr. Siciliano and his staff for doing a great job and stated that there is a lot that we do that people don't know about. Mr. Siciliano went on to thank Mr. Greenland and all of the members of the board for their support, which means so much to all of us.

G. **Motion to Adjourn**

Mr. Patterson 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. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea	Ms. Hanlon	Yea

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary