

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, WEDNESDAY, AUGUST 20, 2014

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	Absent
Mr. DelMonte	Present	Mr. Barnabei	Present
Mr. Reidenbach	Absent	Ms. Murphy	Present
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Absent	Ms. Hanlon	Absent

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

A. Approval of Minutes

The minutes of July 17, 2014 could not be approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – August 2014
- Finance Update – August 2014
- Housing Update – August 2014
- Sales Update – August 2014
- SMG Update – August 2014
- Delaware North Update – August 2014

Mr. Siciliano announced that Mr. Byrne and Mr. DelMonte remain as Chairperson and Vice-Chairperson for the year 2014-2015, respectively, and congratulated them on their appointment.

Mr. Siciliano discussed our parking revenue, and stated that we are currently 12% ahead. Mr. Morey asked that our starting rate for our lots be \$10 instead of \$6. Mr. Siciliano explained the process for determining rates, and will take the suggestion into consideration.

Mr. Siciliano discussed the 2% tax, and stated that the Administrative Fee has not yet been taken out. There is a potential for \$87,000 to come out of the current number.

The Solar Output report was included in the packet, as requested.

Ms. Kane reported that the back dunes have been trimmed.

Correspondence/Communication: None.

Motions:

Mr. Siciliano stated that at the last Board Meeting, the board approved funding for Triad Associates to move forward on the application process for a grant for the host hotel. As part of the formal application, permission to file by form of resolution has been requested. Mr. April read the motion into the minutes.

Mr. Morey made a motion to authorize the submission to the United States Department of Agriculture – Rural Development Program of a Rural Business Enterprise Grant (RBEG) application, upon invitation to do so, for the purposes of conducting economic and market analyses, and engineering and architectural work related to a Wildwoods Convention Center host hotel, second by Mr. DelMonte.

Roll Call:

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

Motion was moved and approved.

D. Chairperson's Report

Mr. Byrne discussed meetings he attended throughout the month. There were no questions.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland discussed the refurbishing project for the Wildwoods sign. The project is proposed to include painting the back sign blue, the poles black, and the front sign silver, and is projected to cost \$13,000. There is approximately \$10,000 left in the budget for maintenance of the sign. The committee has recommended a November 3rd start date for the back letters. Those letters will be taken down first, with the front letters remaining. There will be a portion of the Wildwoods sign erected at all times, to continue to allow photographs to be taken at any time.

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

Roll Call:

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

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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Part II – GWTIDA/Advertising and Promotions

A. **Approval of Minutes**

The minutes of July 17, 2014 could not be approved.

B. **Executive Director's Report**

Department Updates – Included in the board packet were:

Events Department Update – August 2014

Finance Department Update – August 2014

Marketing/Public Relations Update – August 2014

Mr. Siciliano discussed the 1.85% tax collections.

Mr. Rose discussed the Fire Hydrant Sculpture Unveiling event at the Dog Beach. It was a great event and was well attended. Mr. Rose also reported that the Fox morning show will be filming live on the Boardwalk at Schellenger Avenue on the Friday of Labor Day Weekend.

Correspondence/Communication – Nothing.

Mr. McNicholas stated that Bill #14000044 needs to be removed from the Bill List. The new amount needing approval is \$388,211.35.

Motions:

Mr. Morey made a motion to approve the bill list in the amount of \$388,211.35, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

C. **Chairperson's Report**

Mr. Byrne discussed Business Leader Meeting held with the Greater Wildwood Hotel Motel Association, the Greater Wildwood Chamber of Commerce, the Wildwood Business Improvement District, the Boardwalk Special Improvement District, and GWTIDA, to discuss beach events and fees. This is an ongoing forum, and was asked for by the business community. One topic discussed the Electronic Dance Music concerts. The business community wanted to go on record with the

City of Wildwood to inform them of their dissatisfaction of the events. A Letter was formulated, with signatures from each of the above mentioned business organizations.

Committee Reports:

- **Advertising:** Ms. Murphy reported that an artist has been chosen for the second icon wall mural, which is scheduled to be unveiled on October 17th. Also, a test wrap will be done on the electrical boxes located at Rio Grande Avenue at the Wildwoods sign.
- **Special Events:** Mr. DelMonte reported that the committee is working on funding and costs associated with events from 3 municipalities. We need a five year plan and in order to complete plan we need concrete numbers from cities to work into a formula.

Mr. Byrne explained the process and history of funding to the municipalities. Beach user fees as they relate to the City of Wildwood were also discussed. The City of Wildwood would like to raise their revenues, however doing so by instituting a beach user fee would mean the city would lose \$505,000 from GWTIDA. Mr. Byrne and Mr. Siciliano met with the city, and it was a good, productive meeting. There is cooperation between the City of Wildwood and the community. The next step is to go to the municipalities with a proposal.

Mr. DelMonte stated that the Greater Wildwood Chamber of Commerce will not be moving forward with the Sensational Spring Weekend in the future. They may look at a new event, to be determined. The Fall event will continue and tickets are selling well.

- **Strategic Planning:** Mr. Morey stated that Mayor Troiano did a great job answering questions on beach fees. Mr. Morey asked the board how they would feel about having a third party concept of a study on beach fees done. Discussion ensued on other towns and their beach fees. What would the impact be to the tourism economy?

Mr. Byrne stated that the Rio Grande Avenue Project is on track. Next step is to meet with Triad to work on signage and improvements for project including hotel and overflow parking. Mr. Morey would like to revisit the Vision 2015 Plan and look at priorities. Mr. Byrne will go to the Rio Grande Avenue Project Meeting.

Old Business – None.

New Business – None.

Policies/Procedures – None.

Correspondence/Communication – None.

D. Public Comment – None.

E. **Executive Session** - None.

F. **Any matter of immediate attention**

The next GWTIDA Board Meeting will be held on Thursday, September 18, 2014.

G. **Motion to Adjourn**

Mr. DeIMonte made a motion to adjourn, second by Mr. Byrne.

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary