

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

REGULAR MEETING, WEDNESDAY, AUGUST 17, 2016

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

Call to Order: The Meeting was called to order by Mr. Byrne at 6:10 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	Absent	Ms. Murphy	Absent
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Present		

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

Mr. Byrne thanked the board for their confidence in electing him Chairman again. There is much work to do, and some of the bigger projects include the convention center hotel, and additional funding for tourism infrastructure.

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from the Regular Meeting on July 21, 2016, second by Mr. Barnabei.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Absent	Ms. Murphy	Absent
Mr. Morey	Yea	Mr. Greenland	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 – August 2016

Finance Update – August 2016

Housing Update – August 2016

Sales Update – August 2016
SMG Update – August 2016
Delaware North Update – August 2016

Correspondence/Communication: None.

Mr. Siciliano reported that no tax collections were received for June to date.

Mr. Siciliano gave a brief update on the convention center hotel project. On July 28th, Joe Lomax submitted to NJDEP a pre-application meeting request. Copies of the request were distributed to all project consultants, NJSEA and Senator Van Drew. A conference call was held on August 11th with Tony Peterman, Tom Byrne, Ralph Marra, Mr. Siciliano and Mr. McNicholas to discuss the NJSEA/GWTIDA role in the project. Also on August 11th, a conference call was held with Tony Peterman, Joe Lomax, Mark Petrella, Mr. Siciliano, Mr. Byrne and Mr. McNicholas to let them know about the NJSEA conference call and to have a weekly project update. On August 12th, an email was received by Joe Lomax from the NJDEP confirming the pre-application meeting scheduled for September 7th at 1:00 p.m. in Trenton. The next consultant team conference call will be held on August 19th.

Motions: Mr. Siciliano stated that there is one motion that he would like to defer to the Tourism side of the meeting.

D. Chairperson's Report

Mr. Byrne reviewed his report and meetings held throughout the month.

Public Comment: None.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet and there were no questions. Some ongoing projects include the sign over the front door of the building, arts package repair, and window replacements.

Mr. Morey had questions regarding the square-cut concrete in the turnaround, and would like to explore the option of doing pavers. Mr. Greenland stated that the committee would look into that.

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. Greenland 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. DelMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Absent	Ms. Murphy	Absent
Mr. Morey	Yea	Mr. Greenland	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, WEDNESDAY, AUGUST 17, 2016

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of July 21, 2016 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – August 2016
Finance Department Update – August 2016
Marketing/Public Relations Update – August 2016

Mr. Greenland had questions regarding the decline of Baby Parade registrants, which were answered by Ms. Trapp. How can the committee increase registration? Additional discussion took place on the timing of the event. Ms. Trapp will take suggestions back to the baby parade committee, which is comprised of Women's Civic Club members, who are the promoters of the event.

Mr. Greenland had questions regarding the Globetrotters event and how we did in the building, as well as the publicity that the event brought to the Wildwoods.

Correspondence/Communication – Included in the packet was a letter from the Marbles Tournament, which brought in almost \$1 million in ad value. Also included was a letter of support to North Wildwood to the Cape May County Planning Department.

Motions:

Mr. DeMonte made a motion to approve the Bill List in the amount of \$196,721.09, second by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

Mr. Patterson made a motion to amend the 2016 Signature Communications contract for Creative and Media Services, from \$600,000 to \$720,000, second by Mr. DelMonte. (Tourism)

Roll Call:

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

Motion was moved and approved.

Mr. Morey made a motion to award the advertising agency contract to Fuseideas for media and marketing services for the Wildwoods Convention Center. This is a 3-year contract, beginning on January 1, 2017 and ending on December 31, 2019, with a 2-year option, 60-day outclause, and years 2 and 3 will be subject to the availability of funds, with the 3-year term totaling \$750,000, or \$250,000 per year for 3 years, second by Mr. DelMonte. (Operations)

Roll Call:

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

Motion was moved and approved.

Mr. DelMonte made a motion to award advertising agency contract to Fuseideas for media and marketing services for the Wildwoods Tourism Authority. This is a 3-year contract beginning on January 1, 2017 and ending on December 31, 2019, with a 2-year option, 60-day out, and years 2 and 3 will be subject to the availability of funds, with the 3-year term totaling \$2.1 million, or \$700,000 per year for 3 years, second by Mr. Montello. (Tourism)

Roll Call:

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

Motion was moved and approved.

Mr. Barnabei made a motion to award advertising agency contract to Fuseideas for media and marketing services for the Wildwoods Tourism Authority. This contract will begin on September 22, 2016 and end on December 31, 2016, in the amount of \$50,000, second by Mr. DelMonte. (Tourism)

Roll Call:

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

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Mr. Rose recapped the process for going out to RFP and choosing an Advertising Agency. The RFP was written in March, with a release date of June 1st. It was emailed to 42 different advertising agencies. There was a period where questions were allowed to be submitted, until June 22nd. A tremendous amount of questions were received-82-, which were responded to and posted on our website. The RFP was also posted on our site. As a result, we received 10 submissions. The sub-committee reviewed all 10 submissions and narrowed them down to 5 agencies. Those 5 agencies then made oral presentations to the Advertising Committee, over the course of 3 days, 2 hours for each presentation. During that time, the committee evaluated the presentations and read through the written presentations. Each committee member then scored each submission. A lot of time and effort was put into this process and all did a tremendous job. The committee recommends hiring a new company, Fuse Ideas, out of Boston. They have a lot of DMO experience, and are very exciting and creative, utilizing the latest philosophies. They are both traditional, however use a lot of digital. They have an in-house research department, creative, photographers, PR, and media buy departments. It is a nice size agency. We would like to take this new direction in looking towards the future. Mr. Byrne added that a lot of time and energy was put into this process, it was very detailed, and although change is difficult, a good decision was made.
- **Special Events:** Mr. DelMonte stated that post-event reports are being received and approved. The committee is already starting to prepare for 2017. It was reiterated that promoters who are seeking funding need to apply for it, and that once events are able to support themselves, they are weaned off of the seed money.

Mr. Lynch discussed the Globetrotters event. Eric Nemeth, who does PR for the Globetrotters, met with Mr. Lynch to discuss how they could get more media mentions on stations such as ESPN, etc. Maggie Warner of

Morey's Piers suggested having one of the players try to make a shot from the Sky Coaster. "Bull" made this attempt successfully and the footage reached 44 states, including 17 stations in NJ, 23 in New York and 15 in Pennsylvania, with \$1.2 million in ad value. It was also shown on ESPN, the Today Show, and numerous other stations. Eric put together a video of all the footage, which was shown to the board. Additional discussion took place. Mr. Patterson asked about attendance, which was down this year. They may change their dates to the second weekend of August next year.

- **Strategic Planning:** Mr. Morey discussed the Rio Grande Avenue Project. The administrative steps that have been taken are impressive. Presentations were made with public comment. Concerns were presented, and the next step will be to make additional changes to the plan. The county will then meet with the businesses that will be most affected by the project. This project will ease traffic coming in and going out of town, with construction to begin in 2018. Focuses of the project include: clear flooding issues, alleviate traffic congestion, and make aesthetic improvements, which GWTIDA is working on. Mr. Byrne further discussed the project. The primary goal of the county is evacuation. It is moving along and will be a huge improvement. Mr. Morey discussed beach parking. The City of Wildwood is showing signs of success with parking for events on the beach-Tim McGraw concert. CAFRA approved plan was discussed. Mr. Siciliano stated that we can have a conversation in conjunction with the developer building over lots. They are not against parking on the beach. Can we focus on parking? Mr. Byrne discussed Triad Associates document and one of the critical projects outlined in that document is overflow parking. Mr. Siciliano discussed how business is doing throughout the island.

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

Our next Board Meeting will be held on Wednesday, September 14, 2016 at 6:00 p.m.

- G. **Motion to Adjourn**
Mr. Montello made a motion to adjourn, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary