

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

REGULAR MEETING, THURSDAY, AUGUST 18, 2011

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

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

Salute to flag.

The Open Public Meetings Act was read by our Chairperson, Mrs. Franco.

Roll Call:

Mrs. Franco	Present	Mr. Reidenbach	Present
Mr. Johnson	Present	Mr. DeMonte	Present
Mr. Morey	Present	Ms. Ostrander	Present
Mrs. Crossen	Present	Mr. Patterson	Present
Mr. Montello	Present	Mr. Byrne	Present

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

Mrs. Franco thanked everyone for their continued support and appreciates it greatly. In checking the attendance records between 2001 and 2011, there have been 128 Board Meetings, of which Mrs. Franco has attended 124. Mrs. Franco also stated that she is excited about our new Board Member Tom Byrne and hearing new ideas and bringing new excitement to the board. We welcome Tom Byrne wholeheartedly to GWTIDA. Mr. Byrne also stated that he is excited to be a new Board Member and looks forward to learning a lot.

Mr. Johnson thanked the board for their support and confidence and will continue to work for the entire island.

Mrs. Franco introduced Mr. Byrne to Board Members and staff in attendance.

A. Approval of Minutes

Mr. Johnson made a motion to approve the minutes from July 21, 2011, second by Mrs. Crossen.

Roll Call:

Mrs. Franco	Yea	Mr. Reidenbach	Yea
Mr. Johnson	Yea	Mr. DeMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Yea
Mrs. Crossen	Yea	Mr. Patterson	Yea
Mr. Montello	Yea	Mr. Byrne	Abstain

Motion was moved and approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – August 2011
- Finance Update – August 2011
- Housing Update – August 2011
- Marketing/Public Relations Update – August 2011
- Sales Update – August 2011
- SMG Update – August 2011
- WellBread Update – August 2011

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

Correspondence/Communication: Nothing.

Motions: Mr. Siciliano stated that at the July 21st Board Meeting, the board approved \$22,000 to have the Strategic Planning Committee move forward with the hotel study performed by the Strategic Advisory Group (SAG). The committee met with SAG and the original proposal was tweaked as a result of requests made by the committee to increase the scope of work for the project. Based on the additional work, the cost of the study increased from \$19,200 to \$24,200, plus expenses. The new proposal addresses the proper and necessary scope of work and the committee is recommending that the Board consider a \$5,000 increase to move forward. Mr. Siciliano explained the history of the project, and Mrs. Franco commended Mr. Siciliano on all of his efforts and work. Mr. Byrne had questions on the agency we are working with for the v-zone change, which is FEMA. Mr. Siciliano then explained the process of the v-zone removal.

Mr. Patterson made a motion to approve additional funding for professional fees for a hotel study to be conducted by the Strategic Advisory Group in the amount of \$5,000, from \$22,000 to \$27,000, due to a change in scope of the original proposal, based on comments and requests received from the Strategic Planning Committee, second by Mr. Morey.

Roll Call:

Mrs. Franco	Yea	Mr. Reidenbach	Yea
Mr. Johnson	Yea	Mr. DelMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Yea
Mrs. Crossen	Yea	Mr. Patterson	Yea
Mr. Montello	Yea	Mr. Byrne	Yea

Motion was moved and approved.

Mr. Siciliano stated that the Advertising Committee has been working on a RFP process and received 6 responses, which were reviewed by the committee. Four companies were chosen to present. Of those four, two companies were eliminated and 2 were further evaluated. The Advertising Committee is recommending and would like to move forward with Signature Communications.

Mrs. Crossen made a motion to award the advertising agency contract to Signature Communications. This is a 3-year contract, beginning on January 1, 2012 and ending on December 31, 2014, with a 2-year option, 60-day out clause, in the amount of \$750,000 convention center side, with years 2 and 3 subject to the availability of funds, second by Mr. Johnson.

Roll Call:

Mrs. Franco	Yea	Mr. Reidenbach	Yea
Mr. Johnson	Yea	Mr. DeMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Yea
Mrs. Crossen	Yea	Mr. Patterson	Yea
Mr. Montello	Yea	Mr. Byrne	Yea

Motion was moved and approved.

Mr. Johnson thanked the committee and staff. A lot of research and reading was involved and all of the companies were good. Signature Communications has a 13 year history with us and the Board looks forward to where they will take us for the next couple of years. Mrs. Franco also thanked the staff involved in this process, including Mr. Siciliano, Mr. Rose, Ms. Hallman and Mrs. Trapp.

Mr. Siciliano thanked everyone for a great job with the Harlem Globetrotters. Their event was a success and was in part due to a grass roots effort from the staff. The Globetrotters have never seen what they saw in our facility, in any other venue they have been in across the United States. The event brought 8,000 through our building, and we did not lose money on the event. The tram car PR on Wednesday lit up the boardwalk and the staff went well above and beyond. Floss re-recorded "Watch the Globetrotters, please!" which played during the Globetrotters ride up and down the boardwalk, and Gigi enjoyed one of his best days in all his years with the tramcar, interacting with them. We are speaking with them about returning next year, and they have an interest in returning as well. Ms. Kane also stated that they would like to utilize accommodations in the Wildwoods next year. In addition, all commercials for next years Globetrotters advertising were filmed during their 4-day Wildwood event.

Mr. Lynch stated that with 8,000 attending the Globetrotters, 5,000 attending the WWE, 15,000 estimated to attend the Waterford Crystal Warehouse Sale, and 20,000 attending Delia's, we have had in a 3-4 week period, over 48,000 guests come through our doors. Mr. Lynch also stated that he added the suggested components into the Sales Department Report.

Ms. Trapp stated that TDC is moving forward and is on track. The Baby Parade went well; however, attendance was down due to the weather. We are currently also preparing for the Wild Half Marathon. Mrs. Franco thanked Ms. Trapp for her efforts and hard work. Mr. Johnson mentioned that the Ocean City Baby Parade received very light coverage.

Mr. Federici stated that our new Chef did a wonderful job with dinner this evening. Mr. Reidenbach asked about a breakdown in numbers on the East Hall concessions and the West Hall concessions. Per Mr. Federici, typically the East hall is busier. Mr. Reidenbach suggested adding signage on the back wall to bring

more people to the West Hall concessions. Mr. Federici will look into it.

D. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. Siciliano provided the Board with an update on the Solar Project. The solar project is still on hold and we are awaiting further information from Tioga Energy. We would have liked to have had more positive feedback at this time, but we are still working diligently on getting this project off the ground. Mr. Siciliano also discussed a major problem with our #2 chiller. The variable frequency drive and a 1,600 amp breaker went down. The problem was deemed to come from a condensation problem which caused both of those items to burn up. We have sent the breaker to West Virginia to see if it can be rebuilt and at this time, we have no confirmation on that, however, a new one would cost \$18,000.00 so we are hoping it can be rebuilt. The variable frequency drive (VFD) is \$30,000.00 and the labor to take the old out and install the new, is \$21,000.00. Originally, Carrier informed us that the problem was not covered under our maintenance agreement. SMG, John Pino and Helen Kane, met with Carrier and negotiated hard with them to agree that the labor portion should be covered. At this time, we have ordered the new VFD and will install as soon as possible. Mr. Siciliano stated that the decisions that were made and knowledge of Ms. Kane and Mr. Pino saved us approximately \$50,000. Mr. Patterson had questions on federal tax credits as it related to solar panels. Mr. Siciliano stated that we are locked in with our SREC's, however, we do not know if that lock in has an expiration date because the project is not actually started. We are still planning on moving forward. Ms. Kane informed the Board that the VDF is in. All computers should be shut down and the second chiller will be started up on Saturday morning.
- **Finance** – Mr. Siciliano stated that collections through June are up 20% over last year and are doing well. Parking revenue is up 8-9%.
- **Housing** – Mrs. Crossen stated that there is nothing to add at this time. Mrs. Franco stated that she is concerned that some of the events that Joy Kelley is trying to book are not going through the housing program. Perhaps it is time that we reach out to the Greater Wildwood Hotel Motel Association to get them to understand what the program is all about.
- **Staffing** – Mrs. Franco stated that there is nothing to add at this time.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

E. Final Public Comment – Nothing.

F. **Executive Session** – Nothing.

G. **Any matter of immediate attention**
Nothing.

H. **Motion to go into the GWTIDA/Advertising portion of the meeting.**

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

Roll Call:

Mrs. Franco	Yea	Mr. Reidenbach	Yea
Mr. Johnson	Yea	Mr. DelMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Yea
Mrs. Crossen	Yea	Mr. Patterson	Yea
Mr. Montello	Yea	Mr. Byrne	Yea

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, AUGUST 18, 2011

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Meeting Minutes from July 21, 2011 have been approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Department Updates – Included in the board packet was an Events Department Update and a Finance Department Update for August 2011. There were no questions.

Correspondence/Communication – Nothing.

Motions:

Mrs. Crossen made a motion to approve the bill list in the amount of \$415,467.29, second by Mr. Johnson.

Roll Call:

Mrs. Franco	Yea	Mr. Reidenbach	Yea
Mr. Johnson	Yea	Mr. DelMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Yea
Mrs. Crossen	Yea	Mr. Patterson	Yea
Mr. Montello	Yea	Mr. Byrne	Yea

Motion moved and approved.

Mr. Siciliano stated that the tourism marketing portion of the advertising agency contract needs to be awarded.

Mrs. Crossen made a motion to award the advertising agency contract to Signature Communications for Tourism Marketing. This will be a 3-year contact, beginning on January 1, 2012 and ending on December 31, 2014, 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 \$1.8 million, or \$600,000 per year for 3 years, second by Mr. Johnson.

Roll Call:

Mrs. Franco	Yea	Mr. Reidenbach	Yea
Mr. Johnson	Yea	Mr. DelMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Yea
Mrs. Crossen	Yea	Mr. Patterson	Yea

Mr. Montello

Yea

Mr. Byrne

Yea

Motion moved and approved.

Mr. Siciliano discussed original funding of the Friday Night Fireworks and Laser Show. The contract stated that we would look at the quality of the first three shows as it relates to the laser portion. We felt that we were not getting what we were paying for, as a result of our observations. We spoke with Patrick Rosenello and came to a decision to eliminate the lasers due to them not living up to what we thought they would be. Also, the City of Wildwood had issues with the vendor who was handling the bathroom contract on the boardwalk. The city voided the contract and the BSID picked up \$40,000 in expenses to help keep the restrooms open. GWTIDA took the \$21,000 now not being spent on lasers and are going to redistribute to BSID for their other events to help offset their costs in operating the bathrooms for the balance of the summer. BSID is still spending the money on events, as we are reallocating the funds to other BSID events.

D. Chairperson's Report

Mrs. Franco stated that the Chairperson of the Authority creates committees and also assigns members to them. She also asked if committee chairs were happy with their members.

Committee Reports:

- **Advertising:** Mr. Johnson reported that the minutes of the Advertising Committee meeting on July 21st were included in the packet. There were no questions. Mr. Johnson reported on the topics of the Advertising Committee Meeting of August 18th, including the completed RFP for advertising agency services. Mr. Johnson thanked the committee and believes some very good decisions were made. The committee is working on a Memorial Day Event, called "We'll Remember", which is a celebration of our armed forces. We have brought in Diane McGraw to spearhead the planning efforts, and a proposal was presented at the meeting today. Negotiations are ongoing and funding will come out of next years advertising budget. The event will add to everything that is already happening on Memorial Day Weekend. Diane McGraw is currently looking into getting some sponsorships for the event. Although her ideas are great, we may need to phase them in each year, with room to grow. The event had great potential and it is a full community event.
- **Appropriations:** The Appropriations Committee needs to be activated. Mrs. Franco asked Mr. Johnson to Chair the Appropriations Committee, to which Mr. Johnson replied in the affirmative. Because the committee currently lacks a City of Wildwood appointment, due to Mrs. Erceg's absence, Mr. Johnson asked Mr. Byrne if he would like to join the Appropriations Committee, to which Mr. Byrne replied in the affirmative.
- **Finance:** Mrs. Franco stated that she will now be the Chair of the Finance Committee.

- **Staffing:** Mrs. Franco stated that there is nothing further to report.
- **Strategic Planning:** Mr. Morey distributed copies of the Cresse Avenue Bikeway Project, which is nearly fully funded, thanks to the DEP and the help of the Lieutenant Governor. Mr. Morey also distributed an updated copy of the 2015 Plan.
- **Housing:** Mrs. Crossen stated that there is nothing further to report.
- **Entertainment/Sales:** Mrs. Franco stated that the committee will meet soon.

Old Business – Nothing.

New Business – Nothing.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

E. Final Public Comment – Nothing.

F. Executive Session
Nothing.

G. Any matter of immediate attention
The next GWTIDA Board Meeting will be held on Thursday, September 22, 2011.

H. Motion to Adjourn
Mr. DeMonte made a motion to adjourn, second by Mr. Reidenbach.

Roll Call:

Mrs. Franco	Yea	Mr. Reidenbach	Yea
Mr. Johnson	Yea	Mr. DeMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Yea
Mrs. Crossen	Yea	Mr. Patterson	Yea
Mr. Montello	Yea	Mr. Byrne	Yea

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary