

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

REGULAR MEETING, THURSDAY, DECEMBER 20, 2012

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

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

A. Approval of Minutes

Mr. DelMonte made a motion to approve the minutes from October 18, 2012, second by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

The minutes of November 15, 2012 could not be approved due to absences of board members present at that meeting.

B. Executive Director's Report

Included in the board packet were:

- Administration Update – December 2012
- Finance Update – December 2012
- Housing Update – December 2012
- Marketing/Public Relations Update – December 2012
- Sales Update – December 2012

SMG Update – December 2012
Delaware North Update – December 2012

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

Correspondence/Communication: Nothing.

Motions:

Mr. Byrne gave a history of the V-Zone application and discussed the need to obtain additional funding needed to complete v-zone removal process. Because of the length of time that has passed, we need to reapply our v-zone application. Some of the costs are duplicates. Four components that make up the application include Dr. Weggel, Joe Lomax, Hatch, Mott McDonald, and a processing fee to FEMA. A new survey is needed from Hatch, Mott, McDonald and the process needs to move forward. The amount totals just under \$16,000. Additional discussion ensued. Questions were asked by several board members and answered by Mr. McNicholas and Mr. Byrne. Our vision is a host hotel and we need to move forward.

Mr. Patterson made a Motion to Approve Funding in the amount of \$16,000 for Costs Associated with Re-Submitting V-Zone Application to FEMA, second by Mr. Morey.

Roll Call:

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

Motion was moved and approved.

Mr. Byrne stated that the SMG Contract with GWTIDA expires on 12/31/12 and we have a need to extend the current contract for a one month period during the negotiation process. SMG was the only bidder.

Mr. Patterson made a motion to approve the extension of the SMG Contract for a one month period, beginning on 1/1/13 and ending on 1/31/13, during the negotiation process, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Yea	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 reported on the Mayor's Meeting that was held on November 29th. It went very well and was a very productive meeting with open and honest discussion, Minutes will be sent out to board members prior to the next board meeting. Mr. Byrne named attendees of the meeting. There was good progress made. In addition, the Borough of Wildwood Crest passed a resolution at their December 12th meeting in support of asking the State for additional tax money to be returned to GWTIDA. There was a lot of work done by the staff and other committee members as well. Complaints were discussed and addressed, and municipal support was discussed. It brought some light to some misconceptions that are out there. Mr. DelMonte also did a nice job with events.

Mr. Byrne stated that Mr. Siciliano and Mr. McNicholas prepared several exhibits for the Mayor's meeting. Funding spreadsheets and a list of payouts to municipalities by GWTIDA were distributed to members of the board. Having a transparent newsletter was previously discussed. This information perhaps takes the place of that.

Committee Reports:

- **Buildings and Grounds** – Mr. Reidenbach stated that minutes were included in the packet and there is nothing to add at this time.
- **Entertainment & Sales** – Mr. Byrne stated that minutes were included in the packet and there is nothing to add at this time.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

D. 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. DelMonte.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent

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

Motion was moved and approved.

Mr. April stated that in Executive Session, the Board discussed our Reserve Account held by NJSEA, in the approximate amount of \$6.8 million. We will hopefully be taking steps to protect it. No formal action was taken.

E. Any matter of immediate attention - Nothing.

**F. Motion to go into the GWTIDA/Advertising portion of the meeting.
Mr. DeIMonte made a motion to go into the GWTIDA portion of the meeting, second by Mr. Reidenbach.**

Roll Call:

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

Motion was moved and approved.

Respectfully,



Fran Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, DECEMBER 20, 2012

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the October 18, 2012 meeting were approved.

The minutes from the November 15, 2012 meeting could not be approved.

B. Executive Director's Report

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

There were no questions.

Correspondence/Communication – Nothing.

Motions:

Ms. Murphy stated that the Advertising Committee met with Suasion Communications and Brushfire Communications regarding the RFP for Public Relations Services for GWTIDA. It is the committee's recommendation to the board to move forward with Suasion Communications for the next 3 years. There were questions asked which were answered by Mr. McNicholas and Mr. Rose.

Mr. Patterson made a motion to award the Public Relations Contract for Public Relations Services for the Greater Wildwoods Tourism Improvement & Development Authority to Suasion Communications, in the amount of \$241,000, subject to the availability of funds, for a three-year period, beginning on January 1, 2013 and ending on December 31, 2015, second by Ms. Murphy.

Roll Call:

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

Motion was moved and approved.

Mr. Reidenbach made a motion to approve the bill list in the amount of \$878,986.38, second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

Mr. Byrne stated that we need to adopt the 2013 GWTIDA budget. It has been sent to Trenton, and the State reviews and signed off on it. We then do a budget adoption. Mr. April read the appropriate portions of the resolution into the minutes:

WHEREAS, the 2013 Annual Budget and Capital Budget as presented for adoption reflects each item of revenue and appropriation in the same amount and title as set forth in the introduced and approved budget, including all amendments thereto, if any, which have been approved by the Director of the Division of Local Government Services; and

WHEREAS, the Annual Budget as presented for adoption reflects Total Revenues of \$ 3,447,000, Total Appropriations, including any Accumulated Deficit, if any, of \$3,547,000 and Total Unrestricted Net Assets utilized of \$100,000; and

WHEREAS, the Capital Budget as presented for adoption reflects Total Capital Appropriations of \$ -0-; and Total Unrestricted Net Assets planned to be utilized of \$ -0-.

Mr. Reidenbach made a motion to adopt the 2013 Tourism Budget, as presented, second by Mr. DelMonte.

Roll Call:

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

Motion was moved and approved.

Mr. Byrne discussed the need to approve the 2013 GWTIDA Board Meeting Schedule. He noted that there is a date conflict in March of 2013 due to the New Jersey Conference on Tourism. There are two options: We could either schedule the meeting for the week prior, leaving only 2 weeks between meetings, or we could meet on Wednesday, March 20th. The board discussed and decided that March 20th would be the best option.

Mr. DeMonte made a motion to approve the 2013 Board Meeting Schedule as presented, with one change, moving the March Board Meeting from March 21st to March 20th, due to a conflict in schedule with the New Jersey Conference on Tourism, second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Ms. Murphy discussed the meeting that was held prior to the board meeting. There will be a bi-weekly prize for the "What do you Love" contest. Prizes will entice people to participate all summer long. The committee is also starting to plan for 2013 and has an additional meeting scheduled for January.
- **Finance:** Mr. Byrne stated that there was nothing to add at this time.
- **Special Events:** Mr. DeMonte stated that the people who ran the Monster Truck Building had a dispute with the City of Wildwood, so the Greater Wildwood Hotel Motel Association took it over with our funds. We used to broker a deal with the GWHMA and the City of Wildwood to put the GWHMA back into the Monster Truck building to sell their merchandise and rent Monster Trucks, etc. If we do that, with all parties in agreement, we become the lessor to GWHMA, and the lessee with the City of Wildwood. We would put up the \$30,000 for the lease, which the GWHMA would pay us back by running the building, and there are 3 events, including Monster Trucks, Car Show and Motorcross. If we broker that deal, we will not give GWHMA money specifically for those events. If we don't do the deal, we would probably still give money for those events. We would like to get that building open.

Mr. April stated that because of certain quirks in the law, the City of Wildwood cannot restrict the use of the building in a lease beyond the Local Public Contracts Law. Under our enabling legislation, we could do that because our purpose is to promote tourism economic development in the city. We could lease the building from the City of Wildwood, in a local agreement, and then we can sub-lease it to GWHMA for restrictive purposes of economic improvement and tourism development. It requires putting the cart before the horse. We need to have the agreement with GWHMA, but they are going to sub-lease it from us before we are going to lease it from the City of Wildwood. This is a pass through. It is my understanding that Mr. Siciliano received a phone call from someone in the

city asking if we would be willing to broker a deal.

Mr. Byrne stated that we are looking for approval for the Executive Director to move forward with the city and explore that deal, and act as a liaison between the GWHMA and the city. Our exposure would be the amount of the rent if GWHMA didn't pay, we would still need to pay the city. That is our liability. We think it's something we should explore. Mr. April stated that it is our purpose to have those events on the island. Both leases have to come back to the board for approval.

A motion is needed to authorize the Executive Director to enter into negotiations with the City of Wildwood and the Greater Wildwood Hotel Motel Association for the lease and sub-lease of the Monster Truck building.

Mr. Morey discussed the state of the building and the need to have it repaired. Our name will be on it. Mr. Byrne stated that we will be in a better position to do that. We need to include in the negotiation process making improvements to the building. Mr. Reidenbach suggested having Mr. Stokes do a sketch, being paid for by other than GWTIDA.

Mr. Patterson made a motion to authorize the Executive Director to enter into negotiations with the City of Wildwood and the Greater Wildwood Hotel Motel Association for the lease and sub-lease of the Monster Truck building, and include in those negotiations discussion on making improvements to the building, second by Mr. Reidenbach.

Roll Call:

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

Motion was moved and approved.

Mr. DelMonte discussed the Event Support spreadsheet that was provided to the board, and asked if there were any questions.

Example #32, funding was ok'd, however did not happen, therefore was not taken out of our budget. Ms. Trapp stated that it is a working document. There are events that we funded last year, which do not appear because there is no current funding application in on that event. The document will change. A zero amount in the 2013 column could be something we were going to come back to, or was declined. Ms. Trapp is available to answer any specific questions.

Mr. Byrne stated that in the spirit of more openness, that is what this sheet is for. It is good that people know, however it would be bad for people to go back to certain people and state that they are not getting funded. Because the zeros do not mean necessarily that someone isn't getting funded, but instead means that we maybe haven't decided yet. It is a public document; however we need to use it

appropriately.

Old Business – Nothing.

New Business – Nothing.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

D. **Public Comment** – Nothing.

E. **Executive Session**

Nothing.

F. **Any matter of immediate attention**

Mr. Patterson asked about the New Jersey Methodist group that may be moving their convention to the Wildwoods Convention Center. Mr. Lynch stated that he spoke with Bishop Schol, and although they have not yet made a final decision, they are optimistic. Hopefully we will have a final answer by the next board meeting.

Mr. Byrne wished all a Happy Holiday.

G. **Motion to Adjourn**

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

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Fran Feketics
Board Secretary