

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, DECEMBER 19, 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	Absent

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

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from October 17, 2013, 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	Absent

Motion was moved and approved.

Ms. Murphy made a motion to approve the minutes from November 21, 2013, second by Mr. Barnabei.

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	Absent

Motion was moved and approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

Administration Update – December 2013

Finance Update – December 2013

Housing Update – December 2013

Sales Update – December 2013

SMG Update – December 2013

Delaware North Update – December 2013

Mr. Siciliano stated that there is one correction that needs to be made to the December 2013 Administrative Department Report. Mark DeBlasio's name should be struck from the record in bullet #2. Mr. Siciliano also reported that the conference call with Wayne Hasenbalg will happen after the New Year. It was reported that our 2% collections were 6% below last year.

Mr. Lynch distributed a Sales Booking Recap to the Board. In 2013, the Wildwoods Convention Center hosted 134 group bookings, of which 33 were new, with an attendance of 239,989, and 133,380 room nights, totaling 218 event days. We are open 61% of the year. Our total revenue for 2013 is \$172,446 over 2012. Mr. Lynch also distributed a Trade Show Follow Up report for the Mid Atlantic Society of Association Executives Conference that was attended in December 2013 by Mr. Lynch, Ms. Frame and Ms. Kobik of the Sales Department. Mr. Morey inquired as to what our biggest obstacle is, and it is our mid-week business and indoor corridor hotels, per Mr. Lynch. Mr. Byrne suggested that the Booking Recap be included in our periodic newsletter. Mr. Siciliano stated that we will announce our 2014 ad campaign and do a booking recap at that time, and invite the business community and members of the public.

Mr. Rose discussed economic impact planned to get out for first quarter, with emphasis, according to Mr. Siciliano, on youth activities in Spring, and in Fall/Winter.

Ms. Kane reported that the soffit will be complete tomorrow, and the new Basketball Floor, donated by the Byrne Foundation, has been installed.

Correspondence/Communication: None.

Motions: None.

D. Chairperson's Report

Mr. Byrne stated his update was included in the packet, and reiterated meetings he attended throughout the month. There were no questions.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet and highlighted several items discussed at the

meeting, including that there was mold found in the roof. Costs will be obtained to fix the issue. Mr. Greenland also discussed the Window Decorating Contest and thanked all Wildwoods Convention Center staff members who assisted in preparing the windows, judging, etc. The students will receive their prize money in time for Christmas.

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. Reidenbach made a motion to go into the GWTIDA portion of the meeting, 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	Absent

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, DECEMBER 19, 2013

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the October 17, 2013 and November 21, 2013 meetings have been approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – December 2013
Finance Department Update – December 2013
Marketing/Public Relations Update – December 2013

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

Ms. Trapp stated that the bulk of the funding decisions have been made. The Calendar of Events is coming along, and a sample was shown to the Board. We are on schedule to be on press by January 15th.

Mr. McNicholas reported that we have received our revenues through September. October tax numbers are reflected, with a positive increase in budget of \$74,000. We are ahead of the 5-year average of collections of the 1.85%.

Mr. Rose reported that the 2014 Ad Campaign is being developed, with all new print, billboards, radio, TV. It should be ready to share with the Board at the February meeting. Mr. Reidenbach had questions regarding the number of return visitors to our website. Mr. Rose replied that the report is on unique visitors and each person is counted only once.

Correspondence/Communication – Nothing.

Motions:

Mr. Reidenbach made a motion to approve the bill list in the amount of \$769,695.23, second by Mr. Patterson.

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, Abstain #32
Mr. Montello	Yea	Ms. Hanlon	Absent

Motion was moved and approved.

Mr. Siciliano discussed proposed 2014 GWTIDA Board Meeting dates, and stated that if there are any conflicts at any time, we will take care of it and either postpone or cancel any meeting as needed.

Mr. Reidenbach made a motion to approve the 2014 Board Meeting Schedule as presented, 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	Absent

Motion was moved and approved.

Mr. Siciliano stated that we need to adopt the 2014 GWTIDA budget. The 2014 budget has been introduced and sent to Trenton, and the State reviewed and signed off on it. We then do a budget adoption. This is part 2 of a 2 step process. Mr. April read the appropriate portions of the resolution into the minutes:

WHEREAS, the 2014 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 \$ 3,301,079, Total Appropriations, including any Accumulated Deficit, if any, of \$3,388,079 and Total Unrestricted Net Assets utilized of \$87,000; 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 2014 Tourism Budget, as presented, 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	Absent

Motion was moved and approved.

C. **Chairperson's Report**

Committee Reports:

- **Advertising:** Ms. Murphy stated that the report was included in the packet and highlighted several items that were discussed at the meeting, including the 2014 ad campaign. A full report and visuals should be available by the January meeting.
- **Finance:** Mr. Siciliano gave an update on the City of Wildwood RFPQ. He met with Mayor Troiano, Commissioner Byron and Chris Fox to discuss that the city was putting together an RFPQ for music events on the beach. Clear direction was given to meet with the city. If fee was determined to be a service fee, may be some portion of fees as part of maintenance, then it wouldn't constitute a user fee. In the new version, the name was changed to a service fee, but still separate and apart from services. GWTIDA would have no option but to say that beach offset payment is jeopardized. Mr. Siciliano is in the process of writing a letter to the city regarding this matter. Mr. April reiterated that the last form of RFPQ had some contradictory language. Mr. Siciliano stated that the letter is clear and may generate answers that others may be asking. He also offered to work on a formula for the city. Mr. Morey added that we need clarity and the more clear we can be the better. We need to help them create the best strategy to welcome business. Further discussion ensued on beach events and events shifting from the Wildwood beach to other locations.
- **Special Events:** Mr. DelMonte stated that the committee, with the assistance of Ms. Trapp and Mr. Siciliano, has generated a new scoring system for event funding. The process is a more detailed task. Thank you to Ms. Trapp and Mr. Siciliano for a great job done.
- **Strategic Planning:** Mr. Morey discussed the possibility of measuring various levels of economic activity to see how the Wildwoods compared on a regional basis.

Old Business – Nothing.

New Business – Nothing.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

D. **Public Comment** – Nothing.

E. **Executive Session**
None.

F. **Any matter of immediate attention**
The next GWTIDA Board Meeting will be held on Thursday, January 16, 2014.

- G. **Motion to Adjourn**
Mr. Montello 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	Absent

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary