

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, DECEMBER 18, 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	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, Ms. Kane, Mr. Federici, Ms. Feketics and Mr. April.

**A. Approval of Minutes**

**Mr. Patterson made a motion to approve the minutes from November 20, 2014, 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.**

**B. Public Comment**

Nothing.

**C. Executive Director's Report**

Included in the board packet were:

Administration Update – December 2014

Finance Update – December 2014

Housing Update – December 2014

Sales Update – December 2014

SMG Update – December 2014

Delaware North Update – December 2014

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

**Correspondence/Communication:** None.

**Motions:**

None.

**D. Chairperson's Report**

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

**Committee Reports:**

- **Buildings and Grounds** – Mr. Greenland reviewed portions of the meeting minutes and thanked all who helped with the Greater Wildwood Elks Holiday Window Decorating Contest again this year. The contest went well and PR will be done shortly.

Mr. Byrne stated that he attended a WBID meeting and questions were raised on how to receive extra tax money from the State.

Mr. Patterson had questions on the solar roof and power purchase agreement, which were answered by Mr. Byrne.

Mr. Greenland discussed our new 23-ft. Christmas tree, which looks beautiful. Great job was done by all. Our engineers did a phenomenal job assembling the tree, with 1,632 individual lights, twice.

**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. Patterson 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	Absent	Mr. Greenland	Yea
Mr. Montello	Yea	Ms. Hanlon	Absent

**Motion was moved and approved.**

Respectfully,

A handwritten signature in cursive script that reads "Frances Feketics". The signature is fluid and elegant, with a large initial 'F'.

Frances Feketics  
Board Secretary

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Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of November 20, 2014 were approved.

B. Executive Director's Report

**Department Updates** – Included in the board packet were:

Events Department Update – December 2014

Finance Department Update – December 2014

Marketing/Public Relations Update – December 2014

Mr. Siciliano discussed the Family Holiday Celebration and Tree Lighting. Also, the parade was one of the longest in several years. A great job was done by Jodie DiEduardo, as well as our staff. Thank you to Beverly Trapp and Fran Feketics, our Food and Beverage Department, and SMG. The event is a true community event, had a great turnout, and was enjoyed by all.

Mr. Siciliano reviewed the history of the 1.85% tax.

**Correspondence/Communication** – None.

Motions:

**Mr. Reidenbach made a motion to approve the Bill List in the amount of \$843,005.87, 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.**

Mr. Siciliano stated that we need to adopt the 2015 GWTIDA budget. The 2015 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 2015 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 \$ 3,259,992, Total Appropriations, including any Accumulated Deficit, if any, of \$3,291,530 and Total Unrestricted Net Assets utilized of \$31,538; 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 2015 Tourism Budget, as presented, second by Mr. DeIMonte.**

**Roll Call:**

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DeIMonte	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 discussed proposed 2015 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. Greenland made a motion to approve the 2015 Board Meeting Schedule as presented, second by Mr. Patterson.**

**Roll Call:**

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DeIMonte	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 committee is moving forward with the 2015 Advertising and Marketing Campaign. We are looking to spend some money for research, to solidify thoughts for our Marketing Campaign, such as where we place ads, timeframes, etc. The last time research was done was in 2006. We will also be asking guests opinions on beach fees in the survey process.

- **Special Events:** Mr. DelMonte stated that the committee is continuing the review process for funding applications that are being received. Mr. Morey had questions and concerns regarding funding, which were addressed and answered by Mr. Byrne.

Mr. Byrne discussed meetings held with Mayor Troiano, Mayor Groom and Mayor Rosenello regarding beach events and fees. We worked together to come up with a formula for beach cost reimbursement. The City of Wildwood then decided to leave their fees the same as last year. If we don't operate under the MOU, the majority carries weight of the agreement. BSID is contributing \$25,000, and GWTIDA is contributing \$10,000. Mr. Siciliano will finalize a new MOU, which will clearly state that this is a 5-year deal or they will forfeit the money.

**Old Business – None.**

**New Business –** Mr. April discussed a bill that is in legislature, which merges Hackensack CVB with NJSEA into a new authority. There is no mention of the Wildwoods Convention Center in the bill. The Meadowlands Authority is bigger than NJSEA, and there is talk about a new commission. We do not know what effect this could have on us, if any. Mr. Siciliano discussed bond issues that would need to be taken care of, and that it would be a very long process. Mr. April will keep us posted of any updates.

Mr. Byrne discussed the City of Wildwood Re-Development Plan. It was suggested that we get some guidance. Maybe have Mr. April interpret and answer any questions we have. What rights do we have? We need someone to represent our interests. What would we lose and how would it affect us? Mr. April went on to explain the two types of redevelopment zones in the State of New Jersey. A municipality has the right to declare an area in need of redevelopment. This can be done one of two ways: 1) the planning board can develop a redevelopment plan, hold a public hearing, and the city adopt an ordinance, or 2) a Re-Development Commission can be created. Mr. April further noted that the basis of the plan has to do with zoning and zoning rules. Once an area is declared in need of re-development, there are zoning rules for that area – height, use, etc. We need to outline our concerns and have someone research it. Mr. Morey discussed his concern with the speed at which this is all happening.

The board agreed that the Executive Director, Chairperson, Vice Chairperson and Solicitor would come up with a plan on the matter and report back to the board. We need a lot of guidance, and possible engineering and planning. Mr. Siciliano said that we need to discuss specific concerns and how they will impact the Wildwoods Convention Center and potential host hotel, as well as general questions.

Mr. Siciliano will forward the email from Mr. April to the board.

**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, January 15, 2015.

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	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