

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

REGULAR MEETING, THURSDAY, DECEMBER 21, 2017

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

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

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

A. Approval of Minutes

Mr. DelMonte made a motion to approve the minutes from the Regular Meeting on September 21, 2017, 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	Absent	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

The minutes of October 19, 2017 cannot be approved due to lack of quorum.
The minutes of November 16, 2017 cannot be approved due to lack of quorum.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – December 2017
- Finance Update – December 2017
- Housing Update – December 2017
- Sales Update – December 2017
- SMG Update – December 2017
- Delaware North Update – December 2017

Correspondence/Communication: None.

Mr. Siciliano reported that we are still waiting our October tax collection numbers.

Motions:

Mr. DelMonte made a motion to approve the SMG contract extension for a 1-month period, beginning on January 1, 2018 and ending on January 31, 2018, during the negotiation process, 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	Absent	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

Mr. Siciliano will follow up on pension obligation questions.

D. Chairperson's Report

Mr. Byrne reiterated meetings held and attended throughout the month.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland reported that our landscaper was given 60-day notice. We will hire a full-time employee to assist with weeds, snow plowing, etc. Mr. Greenland also thanked the staff for assisting with the window decorating contest. A total of \$750 was awarded to the winners.

John Duffy from NJSEA will be calling to review the Capital Budget and Reserve.

Mr. Patterson had questions regarding the Statement of Operations and number of events. This will be looked into.

Mr. Greenland had questions on Cheer Tech cancellation, which were answered by Mr. Lynch. Additional discussion ensued regarding Cheer Tech and Futsal cancellations. Mr. Lynch also stated that we are doing something that we've never done before and that is to look at all of our competition, and let them know we are here and can host their events.

Mr. Byrne stated that we can be proud that we did everything we could to keep them here, and Mr. Siciliano added that we do have a 90% retention rate.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

E. Executive Session
None.

F. Any matter of immediate attention - Nothing.

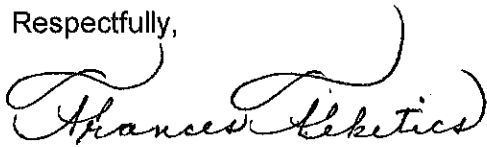
G. Motion to go into the GWTIDA/Advertising portion of the meeting.
Mr. Greenland made a motion to go into the GWTIDA portion of the meeting,
second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Absent	Ms. Murphy	Absent
Mr. Morey	Absent	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, THURSDAY, DECEMBER 21, 2017

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of September 21, 2017 were approved.

The Regular meeting minutes of October 19, 2017 could not be approved.

The Regular meeting minutes of November 16, 2017 could not be approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – December 2017
Finance Department Update – December 2017
Marketing/Public Relations Update – December 2017

Mr. Byrne had questions regarding the TDC minutes included in the Events Department Update, which were answered by Ms. Trapp. The City of Wildwood is reducing funding for the Seafood Festival, and instead, giving a value for in-kind services. Mr. Byrne stated that this will be discussed at a committee level.

Mr. Greenland noted that there is an increase on website visitors every month. Ms. Trapp stated that a lot of pride is taken in our site and we will continue to work on making it better. Mr. Lynch added that we have the best Calendar of Events of any site in any city.

Mr. Rose updated the board on our website. Our program is outdated and have hired a website development company, Sparkable, with top-notch programmers. We have accepted their proposal and will begin working with them in the new year. The new back-end of our website will be launched by July 4th and will be much more efficient and will work seamlessly with our new database system. The site will be content-managed in-house, meaning we will have control over changes.

Correspondence/Communication – None.

Motions:

Mr. Patterson made a motion to approve the Bill List in the amount of \$1,291,576.38, second by Mr. DelMonte.

Roll Call:

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

Motion was moved and approved.

Mr. DelMonte made a motion to adopt the 2018 GWTIDA Budget, as read into the minutes by Mr. April, second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

Mr. Patterson made a motion to approve the proposed 2018 GWTIDA Board Meeting Schedule as presented, with the June meeting being changed from June 14th to June 21st, second by Mr. Byrne.

January 18, 2018	July 19, 2018
February 15, 2018	August 16, 2018
March 15, 2018	September 20, 2018
April 19, 2018	October 18, 2018
May 17, 2018	November 15, 2018
June 21, 2018	December 20, 2018

Roll Call:

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

Motion was moved and approved.

Mr. DelMonte made a motion to amend the GWTIDA Tourism Resolution #17-20, to approve the addition of Michaela Carlino, Finance Department, as a signatory for the GWTIDA, second by Mr. Greenland.

Roll Call:

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

Mr. Reidenbach Absent
Mr. Morey Absent
Mr. Montello Yea

Ms. Murphy Absent
Mr. Greenland Yea

Motion was moved and approved.

C. Chairperson's Report

Mr. Byrne stated that the Borough of Wildwood Crest will be replacing Mary Nell Murphy on the GWTIDA Board. Mr. Byrne will also be reviewing the committees, and will make the committees the best they can be moving forward.

Mr. Byrne stated that he and Mr. Siciliano met with Tod Noon from Triad Associates, and gave an update on the C5 Project. The Office of Legislative Services (OLS) will be writing a statement, and we are going in the right direction. If this funding is approved, it would double our budget.

Committee Reports:

- o **Advertising:** Mr. Rose reported that the committee decided on a change in the tag line in our advertising. The new line will be: "Your Wildwoods Vacation-As Wild as you Want IT to Be." This will concentrate more on the vacation. The committee is also working on a marketing and media plan. We will also be focusing more on digital and emphasis on mobile devices. The new campaign will begin on February 1st.

Old Business – Mr. April stated that he expects the Declaratory Judgement case to be resolved in February.

New Business – Mr. McNicholas wished the GWTIDA Board and Staff a Happy Christmas, eh? Rob also thanked everyone and wished everyone good luck in 2018, and wished all a happy and prosperous year. Mr. McNicholas stated that he has been blessed with the opportunity to work with everyone over the last 20 years. The board members have been excellent people and thanked them for their service and time put in every month. It is the board's dedication and insight's that make the island what it is. You have inspired us to carry out your mission. Thank you for that. Mr. McNicholas thanked Mr. Byrne, our Chairperson, who has been an excellent leader for the organization since 2012. Rob enjoyed trips to Trenton with Tom. Work on the convention center hotel has been amazing. With Mr. Byrne and Mr. Siciliano spearheading the project, it's just a matter of when it will happen. Mr. McNicholas has great confidence that it will happen. Last but not least, Mr. McNicholas thanked Mr. Siciliano. It has been a pleasure to work with him over the years. We have 20 years together, and you've been a great mentor, friend and boss. This is a great company to work for because Mr. Siciliano is the best boss you could ever have. He has been flexible and trusted in me over the years. It has been a great pleasure and honor to work with Mr. Siciliano, you've been an amazing boss and Mr. McNicholas wouldn't trade those 20 years for anything. Mr. McNicholas introduced his wife Mindy to the board. They are doing their best to hang in there and will be starting treatment in January. Keep hope day in and day out. Mr. Siciliano added that he too would not have traded the past 20 years, and it was a pleasure working with Mr. McNicholas. Met you fresh out of Rowan, and knew you were the guy. Did not make a mistake and you proved me right. Mr.

Siciliano thanked Mr. McNicholas for the support he's given him over the years and told him that he earned the trust given to him.

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 Thursday, January 18, 2018 at 6:00 p.m.

G. **Motion to Adjourn**

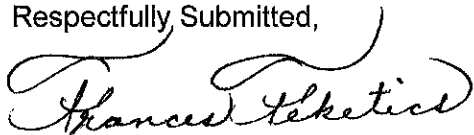
Mr. Patterson made a motion to adjourn, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary