

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

REGULAR MEETING, THURSDAY, DECEMBER 15, 2011

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

Call to Order: The Meeting was called to order by Chairperson, Mrs. Franco at 6:00 p.m.

Salute to flag.

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

Mr. April gave Oath of Office to new Board Member James Barnabei, and current Board Member Robert DelMonte. Mrs. Franco congratulated both and welcomed Mr. Barnabei to the GWTIDA Board.

Mrs. Franco also announced that she received a letter from Lt. Governor Kim Guadagno's Office appointing Ms. Grace Hanlon as our new state representative to the GWTIDA Board. Ms. Hanlon is excited to work with us and anxious to come down and meet us. We may want to rearrange a few meetings to meet during the day. Mr. Siciliano reported that Ms. Hanlon is the current Director of Travel & Tourism in the State of New Jersey. We may need to rethink a few meeting times throughout the year.

Mrs. Franco stated that the board meets monthly, and committees sometimes as frequently. We make decisions that are in the best interest of the entire island. It took a lot to bring this building to fruition. Mrs. Franco brought in the people behind the scenes for introduction to the Board. GWTIDA staff entered the Board Meeting. Mrs. Franco stated that the staff, with Mr. Siciliano at the helm, is what makes the building a success. Mr. Siciliano lined staff up in terms of longevity. Mr. Siciliano has been with GWTIDA the longest, at 16 years, along with Heather Frame. Robert McNicholas, our Finance Manager, has been here for 14 years, Linda DeRitis and Bev Trapp are 12 year veterans, John Lynch and Fran Feketics started one month apart 11 years ago, Joy Kelley Nielsen has been with GWTIDA 10 years. Ben Rose and Barbara Haines are 9-year employees, Jamey Cafiero has been with us for 7 years, Christina Rommel for 6 years, and Jamie Hallman is with us for 3 years. We have 136 years of tourism experience! 10 of us are with the organization for 10 or more years, which speaks volumes for the organization itself. It has been a pleasure to watch the organization grow with these people in place. Ms. Kane is our Director of Operations and has been with us for 9 years. Rich Federici, our GM of F&B is away this week. Supervisors spoke about their staff. Mr. Siciliano stated that Mr. McNicholas, our Finance Manager, IT, Human Resources, etc. He has been with us for 14 years. The heartbeat is the finance department and keeping track of the money. I have absolute respect and enjoy working so much with Robert and he has the respect of NJSEA, as he handles the money for them. Mr. McNicholas has himself, Jamey Cafiero and Christina Rommel that work in his department. Mr. McNicholas stated that Jamey Cafiero prepares all the bills lists and does all the accounts payable, and Chrissy does the Accounts Receivable and is responsible for compiling the Statement of Operations. Mr. Lynch, Director of Sales and Entertainment, who has his staff, Linda DeRitis and Heather Frame in the department. Mr. Lynch stated that all departments work well together to get clients to return. We also have someone at the helm that lets us do our jobs. We applaud

John Siciliano. Heather has been here for 16 years. She has taken a position and now wears so many different hats. She is the liaison between the client and the building, the building and SMG and also with our F&B. She books some events and does a fantastic job. Linda DeRitis follows up on sales calls, attends trade shows, and works on bringing in new business. Linda's primary goal is to qualify a lot of the calls that come in, how to follow up, and is important on so much of the follow up, works on lists for ASAE. Trying to find new business. We love what we do. Ben Rose, Director of Marketing & Public Relations, introduced Jamie Hallman, our Marketing Coordinator, who handles all purchase recs, all invoices, all job requests that go to the advertising agency, checks insertion orders, writes all press releases for events, handles marquee, all creative, and does all of our social media postings on facebook. An invaluable asset to the Marketing Department, which handles all PR, Marketing and Advertising for tourism and the convention center. She does a terrific job. John Siciliano introduced Bev Trapp, our Events Coordinator. She handles all the coordination of all the events that happen outside of the Wildwoods Convention Center. All of the funding meetings, funding that goes out, puts together our calendar of events, works on all details and logistics to help promoters bring their events here, works with cities and our parades, etc. She is a department of one and does a wonderful job. Mr. Siciliano then introduced Joy Kelley, our Housing Manager. She is here 10 years. We realized the building needed a housing department because we were hoping to bring people to the Wildwoods who were not familiar with us. Joy started to work on our Passkey system and getting our housing computerized, works with all of our hotels to try to make the booking process as streamlined as possible for our conventioners. She has a big job and does a great job. Mr. Siciliano then introduced Barbara Haines, our Receptionist. She does whatever needs to be done and has been with us for 9 years. She handles all communications coming into the facility. She directs all if the telephone calls and handles all of the information requests that come into our 800 number. Mr. Siciliano thanked Barb for what she does. Mr. Siciliano introduced Fran Feketics, who helps keep him organized and straight, reminding of deadlines. As your Board Secretary, Fran is responsible for a lot of information, compiling Board Packets, and making sure that we are doing what we need to do on a timely basis. Mr. Siciliano stated that whatever he needs she is there to make sure that he gets what he needs. Mr. Siciliano thanked Fran for all that she does. Mr. Siciliano invited the staff to stay after the meeting for refreshments.

Roll Call:

Mrs. Franco	Present	Mr. Montello	Present
Mr. Morey	Present	Mr. Patterson	Present
Mr. Reidenbach	Present	Mr. Byrne	Present
Mrs. Crossen	Present	Mr. Barnabei	Present
Mr. DelMonte	Present		

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

A. Approval of Minutes

Mr. Reidenbach made a motion to approve the minutes from November 17, 2011, second by Mr. Byrne.

Roll Call:

Mrs. Franco	Yea	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea

Mr. Reidenbach Yea
Mrs. Crossen Yea
Mr. DelMonte Yea

Mr. Byrne Yea
Mr. Barnabei Abstain

Motion was moved and approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

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

Mr. Byrne asked if minutes could be obtained from the Greater Wildwood Hotel Motel Association Meeting.

Mr. Reidenbach asked Mr. Lynch about his goals for the Sales Department, answered by Mr. Lynch. There was a time that our philosophy was to book the building just to have the booking. We are not necessarily doing that now, because it costs money to open the building for smaller events. The Booking Sales Recap was then reviewed. \$165 was goal for 2011. Goal for 2012 is to get over that number.

Mrs. Franco commented on how great the Christmas décor in the building looked. Mr. Siciliano concurred.

Correspondence/Communication: Nothing.

Motions: None.

D. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. Reidenbach discussed his update. The Solar Project will now be moving forward. Mrs. Franco thanked Mr. Siciliano, Ms. Kane, Mr. Pino and Mr. McNicholas for their persistence. Mr. Byrne had questions on the project, answered by Mr. Siciliano.
- **Finance** – Mr. Patterson stated that he had nothing further to add.
- **Housing** – Mrs. Crossen stated that she had nothing further to add.
- **Staffing** – Mr. DelMonte stated that he had nothing further to add.

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. Patterson made a motion to go into the GWTIDA portion of the meeting, second by Mrs. Crossen.

Roll Call:

Mrs. Franco	Yea	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Byrne	Yea
Mrs. Crossen	Yea	Mr. Barnabei	Yea
Mr. DeMonte	Yea		

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

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WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, DECEMBER 15, 2011

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the November 17, 2011 meeting has 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 December 2011.

There were no questions or comments.

Correspondence/Communication – Nothing.

Motions:

Mrs. Crossen made a motion to approve the bill list in the amount of \$781,598.77, second by Mr. Patterson.

Roll Call:

Mrs. Franco	Yea	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Byrne	Yea
Mrs. Crossen	Yea	Mr. Barnabei	Yea
Mr. DelMonte	Yea		

Motion moved and approved.

Mr. Siciliano stated that we need to adopt the 2012 GWTIDA budget. It has been sent to Trenton, and the State reviews and signed off on it. We then do a budget adoption. Mr. Siciliano read the appropriate portions of the resolution into the minutes:

WHEREAS, the 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 \$ 2,810,000, Total Appropriations, including any Accumulated

Deficit, if any, of \$2,891,080 and Total Unrestricted Net Assets utilized of \$81,080; 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. Morey made a motion to adopt the 2012 Tourism Budget, as presented, second by Mr. Reidenbach.

Roll Call:

Mrs. Franco	Yea	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Byrne	Yea
Mrs. Crossen	Yea	Mr. Barnabei	Abstain
Mr. DelMonte	Yea		

Motion moved and approved.

Mr. Siciliano stated that there is a need to approve the 2012 GWTIDA Holiday Schedule.

Mr. DelMonte made a motion to approve the proposed 2012 GWTIDA Holiday Schedule, second by Mrs. Crossen.

Roll Call:

Mrs. Franco	Yea	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Byrne	Nay
Mrs. Crossen	Yea	Mr. Barnabei	Yea
Mr. DelMonte	Yea		

Motion moved and approved.

Mr. Siciliano stated that bids were received for the DVD mailer on Tuesday, December 13th. The bidder was to produce 50,000 DVD mailers. One bid was received from Signature Communications in the amount of \$32,971.00.

Mr. DelMonte made a motion to award the 2012 DVD mailer contract to Signature Communications, the successful bidder, in the amount of \$32,971.00, to produce 50,000 DVD mailers, second by Mr. Byrne.

Roll Call:

Mrs. Franco	Yea	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Byrne	Yea
Mrs. Crossen	Yea	Mr. Barnabei	Yea
Mr. DelMonte	Yea		

Motion moved and approved.

Mr. Siciliano stated that the proposed 2012 GWTIDA Board Meeting Schedule needs to be voted on. The proposed meeting dates were discussed. If these proposed dates are accepted, they will be advertised and sent to each municipality on the island and print in the newspaper.

Discussion ensued on Ms. Hanlon's request for some possible time changes. The Board decided to vote on the meeting schedule as presented and discuss time changes at a later date.

Mr. Patterson made a motion to approve the proposed 2012 GWTIDA Board Meeting Schedule as presented, second by Mrs. Crossen.

Roll Call:

Mrs. Franco	Yea	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Byrne	Yea
Mrs. Crossen	Yea	Mr. Barnabei	Yea
Mr. DeMonte	Yea		

Motion moved and approved.

D. Chairperson's Report

Committee Reports:

- **Special Events:** Mr. DeMonte stated that the committee is reviewing applications and the process is going well. Everything is on track. Ms. Trapp is happy to be working with Mr. DeMonte.
- **Advertising:** Mr. Rose stated that they are continuing to convert vacation information printed matter to DVD. Greater Wildwood Hotel Motel books and Greater Wildwood Chamber of Commerce books, as well as coupon books and calendar of events, live links and ads of advertisers will also be added to the DVD. Cost of postage will be reduced significantly. (\$3.00 down to 67 cents plus 58 cents postage). DVD will be able to be accessed from our site. If anyone requests printed matter, the GWCOG and GWHMA will send out hard copies of books. We also finalized our print/advertising campaign for next year. Website visits were up in November-December to 27,000 unique visits, 7.8% over last year, year-to-date. Our average length of time that people spend on our site is 9 min. 48 seconds. PR equivalency was up 57% over last year. We had \$83,805 in ad equivalency for placement of stories.
- **Appropriations:** Mr. Siciliano stated that there is nothing further to report.
- **Finance:** Mr. Siciliano stated that there is nothing further to report.
- **Staffing:** Mrs. Franco stated that there is nothing further to report.
- **Strategic Planning:** Mr. Morey discussed consultant for hotel study. Results should be complete in late January. The committee will meet and a

final report may be presented in February.

- **Housing:** Mrs. Crossen stated that there is nothing further to report.
- **Entertainment/Sales:** Mr. Lynch presented a booking recap to the board. WWE will be returning on July 28th. We are at 147 bookings this year, of which 47 were new. 240,000 people came through the convention center doors. We have also generated over 1.2 million total room nights. Mr. Morey had questions regarding the Memorial Day Event. Mr. Siciliano gave a history on Diane McGraw, who has been hired as a consultant for the event. NBC-10 has been secured as a media sponsor. We have also signed with USO. Mr. Siciliano will email the board, (Ben) the general outline and scope of the proposed event based on sponsorship money. What it could be, and what it will end up being based on what she can generate with sponsorship dollars. We are very excited about what this could become, and it will revolve around the military. It will be a family-oriented event, and we hope to have additional information within the next 30 days. The event is called the Celebration of Heroes.

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, January 19, 2012.

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

Roll Call:

Mrs. Franco	Yea	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Byrne	Yea
Mrs. Crossen	Yea	Mr. Barnabei	Yea
Mr. DeMonte	Yea		

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary