

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

REGULAR MEETING, THURSDAY, FEBRUARY 16, 2012

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

Call to Order: The Meeting was called to order by Solicitor, Mr. April at 6:00 p.m.

Salute to flag.

The Open Public Meetings Act was read by our Solicitor, Mr. April.

Roll Call:

Mrs. Franco	Present via phone	Mr. Montello	Present
Mr. Morey	Present	Mr. Patterson	Present
Mr. Reidenbach	Present	Mr. Byrne	Present
Mrs. Crossen	Absent	Mr. Barnabei	Present
Mr. DeMonte	Present	Ms. Hanlon	Present

Also present were Mr. Siciliano, Ms. Feketics, Mr. McNicholas, Mr. Rose, Ms. Kane, Mr. Federici, Mr. April and Mr. Barry Felice.

A. Approval of Minutes

Mr. Reidenbach made a motion to approve the minutes from January 19, 2012, second by Mr. DeMonte.

Roll Call:

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

Motion was moved and approved.

B. Executive Director's Report

Included in the board packet were:

- Administration Update – February 2012
- Finance Update – February 2012
- Housing Update – February 2012
- Marketing/Public Relations Update – February 2012
- Sales Update – February 2012
- SMG Update – February 2012
- WellBread Update – February 2012

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

Correspondence/Communication: Mr. Siciliano stated that a letter was received from the Coast Guard Base stating that their construction was on schedule and that they would, in fact, be able to hold their graduations in their facility, and will not need the use of our facility.

Motions: None.

C. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. Reidenbach stated that the Solar Project is moving forward and the project should be up and running by June. The Administrative steps have been repaired. Mr. Morey had questions on the solar project in regards to the level of optimism for solar power over our existing parking lots. There needs to be incentives.

- **Entertainment & Sales** – Mr. Lynch stated that we are moving forward with Live Nation and the City of Wildwood Centennial Celebration. Met with the CEO and Regional President of Live Nation, and they are very excited about the Wildwoods. He also reported that the last three weekends saw 7.000 guests walk through the front door. Also, South Jersey Wrestling brought wrestlers from 16 states including Utah, Georgia and Rhode Island.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

D. Executive Session – Nothing.

**E. Any matter of immediate attention
Nothing.**

F. 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. Reidenbach.

Roll Call:

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

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, FEBRUARY 16, 2012

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the January 19, 2012 meeting have been approved.

B. Executive Director's Report

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

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

Correspondence/Communication – Mr. Siciliano stated that there was one piece of correspondence; however, discussion will be deferred to New Business.

Motions:

Mr. Reidenbach made a motion to approve the bill list in the amount of \$61,385.59, second by Mr. Montello.

Roll Call:

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

Motion moved and approved.

Mr. Siciliano stated that the March Board meeting is scheduled for the same day as the New Jersey Conference on Tourism, Thursday, March 15th.

Mr. Patterson made a motion to move the March GWTIDA Board Meeting from March 15th to March 22nd at 6:00 p.m., giving proper notice, due to the New Jersey Conference on Tourism being scheduled for March 15th, second by Mr. DelMonte.

Roll Call:

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

Motion moved and approved.

Mr. Siciliano stated that we do a quorum call on the Friday before each Board meeting. The reason for this is so that we can properly notify and advertise any change in meeting time, date, or cancellation of a meeting. We would appreciate if members of the board could respond in a timely manner.

C. **Chairperson's Report**

Committee Reports:

- **Advertising:** Mr. Rose reported that the DVD project is moving forward. It will take three weeks to program, and can be accessed on our website. Included is the Discover the Wildwoods Guide, GWCOG Guide, GWHMA Guide, Calendar of Events and Coupon Book. We are very excited about this project. Mr. Rose then showed the Board the video and webpage, and how to navigate through it as well as the z-mags. Mr. Morey had questions on the z-mag costs, which were answered by Mr. Rose.
- **Appropriations:** Mr. Byrne stated that this will be discussed under New Business.
- **Special Events:** Mr. DelMonte stated that agreements have been sent out and there are a few things to button up. 58 funding applications were received, and we are funding 43 events. The funding spreadsheet needs to be updated and distributed to the board. Ms. Hanlon had questions on the funding process which were answered by Mr. Siciliano. We have \$600,000 budgeted, and the money is used as an extension of advertising. The funding is given based on a scale, and there are categories which include economic impact events, gated events and image events. As an example, the Kite Festival is an image event and brings us a lot of good press. A gated event is given seed money to get started. If after 5 years, the event is unable to stand alone, funding will be re-evaluated. We never fund more than 50% of any budget. Irish Fest is huge and we are locked in at \$7,500. Mr. Siciliano would also like to check on the progress of construction of Cattle & Clover restaurant, who is hosting the St. Patrick's Day Festival.
- **Strategic Planning:** Mr. Morey reported that the Wildwood Crest/Wildwood ADA boardwalk bike ramp connector should be ready for this summer.

Old Business – Nothing.

New Business – Mr. Siciliano discussed with the Board the need to reassert the concept of the Boardwalk as an event and read the following outline to members of the Board.

Over the last few months there has been a lot of activity and discussion between GWTIDA and the three creating municipalities of N. Wildwood, Wildwood and Wildwood Crest. And, you may have seen some stories in the press recently about the possible increase in the tourism development fees.

As members of the board, it is time for you all to have a clear understanding, as to what has been discussed, what has transpired, what is anticipated as a course of action and the probable outcome.

I believe that you are aware of discussions that took place towards the end of 2011, when GWTIDA anticipated being approached by the three towns to discuss providing assistance to the towns in the areas of event and tourism support.

More specifically, to address the issues of public safety and public facilities on our boardwalk and event support services within each city.

All parties agree that the boardwalk should be recognized as a part of all of the wildwoods, as a whole, and as such, public safety and public restroom facilities, on the boardwalk, are part of the common good for tourism overall.

In fact, the discussions progressed to the point that our boardwalk, during our season, is not just an attraction, but is absolutely a nightly event, that our visitors, and visitors of our surrounding communities, come to be a part of.

Tonight, you as members of the board will be asked to take this under consideration and make a motion to accept the boardwalk as an event.

Now, the actual request made of GWTIDA, by the three communities is as follows:

Additional public safety on the boardwalk.

North Wildwood – 5 officers	\$ 50,000
Wildwood – 10 officers	\$100,000
Public facilities – bathrooms	\$100,000
Add'l event support	
North wildwood	\$ 50,000
Wildwood	\$ 50,000
Wildwood Crest	\$ 50,000
Total request	\$400,000

Please note that the public safety figures are for additional police.

The funds for additional event support will be used to offset municipal expenses associated with hosting the over 100 events that take place on the island each year.

All parties also agreed that the years of hard work and effort to develop the list of events that take place annually are a necessary and critical part of our tourism economy and should not be jeopardized.

So the question became, how would the funds for these new issues be generated.

The TDF is a funding source that GWTIDA's creating legislation dictates can only be used for events and event promotion.

The fees by legislation are levied by the three municipalities and collected by them, and the three ordinances must mirror one another.

The three municipalities reviewed the current TDF charges and realized that the TDF's were last increased in 2004. That was 8 years ago.

However, the bigger issue is and still remains to be that the hotel/motel's collect a 14% tax on each transient rental transaction, while condominiums and apartments do not.

They do however pay a TDF. The current fee for them is \$150 per condo and \$85 per apartment. Far less than what they would generate if they collected a tax, and also and more important, it puts the hotels and motels at a business and financial disadvantage.

Therefore, in an effort to make their contributions a little more equitable, the towns came to the following formula:

- A 10% increase in TDF fees across the board, with the exception of condo's and apartments.
- Condo TDF fees would increase by \$150 bringing their new total to \$300.
- Apartments would increase by \$65 bringing their new total to \$150.

The new revenue's generated by these increases will more than likely provide the municipalities with the funds necessary to achieve the goals listed earlier.

In the event that the funds necessary are not raised in their entirety, then the municipalities will not receive the \$50,000 and that will be reduced by the percentage of collections under the \$400,000.

In the event that the funds necessary are raised, and they exceed \$400,000 each city will equally split the monies over the \$400,000 until they reach a cap of \$75,000.

However, let it be understood, that in the event not enough money is raised to cover the costs of the public safety and public facilities on the boardwalk, then GWTIDA will not be responsible for the costs.

I must emphasize, that GWTIDA is merely a conduit for which the funding for public safety, public facilities and event support. The new revenues will totally be a pass through to the municipalities.

However, if we do eventually find ourselves with funding over and above the local needs, then GWTIDA should be able to keep those funds in their event reserve to continue to provide seed money to promoters to advertise and promote their events.

Mr. April read the following motion into the minutes.

WHEREAS, the Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA) is charged with tourism improvement and economic development in the Wildwoods; and

WHEREAS, the Wildwoods Boardwalk is a major catalyst for such development; and

WHEREAS, the Wildwoods Boardwalk is considered by GWTIDA to be a nightly event during the summer months; and

WHEREAS, providing sanitation facilities and public safety on the Wildwoods Boardwalk supports this event as well as tourism and economic development as much if not more than any other single event; and

NOW, THEREFORE, BE IT RESOLVED, by the Board of Directors of the Greater Wildwoods Tourism Improvement and Development Authority that the Greater Wildwoods Tourism Improvement and Development Authority reconfirms that the Wildwoods Boardwalk remains a continuing event worthy of event support funding by GWTIDA.

Mrs. Franco made the motion as read into the minutes by Mr. April, second by Mr. Byrne.

Mr. Morey asked if there would be a conflict, to which Mr. April replied no.

Roll Call:

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

Motion moved and approved.

Mr. Morey applauded the Appropriations Committee for all of their efforts.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

- D. Public Comment** – Mr. Barry Felice, of North Cape May, cited details from a story in the Cape May County Herald. He also made reference to a Department of Labor report which cited annual salary and benefit packages for self-employed individuals, taxi drivers, etc. Spoke against the increase in the TDF's. GWTIDA offered their support to work with Mr. Felice locally and at the County level to improve licensing requirements for the taxi industry.

E. Executive Session

Mr. Morey 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. Byrne.

Roll Call:

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

Motion moved and approved.

Mr. April stated that in Executive Session, the Board had a lengthy conversation regarding host hotel consultant preliminary report, with a number of incentives discussed. We anticipate those minutes will remain sealed for a considerable amount of time before the project goes to RFP.

The Board thanked Mr. Peterman for coming to the meeting to discuss preliminary report. Mr. Siciliano, Mr. Morey and Mrs. Franco will meet with Mr. Peterman to discuss options on final report. Per Mr. Siciliano, the report has to be reality, but we also want it to be positive. Any developer could use this report, it is not just for a host hotel. We do not want to discourage developers. Need to be honest yet careful.

Mr. Peterman discussed a project he is working on in Seaside, Oregon.

Mr. Morey spoke of a regeneration of new hotels. We went from 12,000 rooms, to 8,000 rooms, to maybe less. This could kill both our facility and the town.

Ms. Hanlon thanks the Board for changing the date of next month's board meeting to March 22nd. Ms. Hanlon also announced that numbers for tourism impact will be announced on March 16th, and then will be placed on the State of NJ website.

F. Any matter of immediate attention

The next GWTIDA Board Meeting will be held on Thursday, March 22, 2012.

G. Motion to Adjourn

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary