

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

**REGULAR MEETING, THURSDAY, FEBRUARY 21, 2013**

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

Call to Order: The Meeting was called to order by Vice-Chairperson, Mr. DelMonte at 6:00 p.m.

Salute to flag.

The Open Public Meetings Act was read by Mr. DelMonte.

**Roll Call:**

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

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

**A. Approval of Minutes**

**The minutes of November 15, 2012 could not be approved due to absences of board members present at that meeting.**

**The minutes of December 20, 2012 could not be approved due to absences of board members present at that meeting.**

**The minutes of January 17, 2013 could not be approved due to absences of board members present at that meeting.**

**B. Executive Director's Report**

Included in the board packet were:

- Administration Update – February 2013
- Finance Update – February 2013
- Housing Update – February 2013
- Marketing/Public Relations Update – February 2013
- Sales Update – February 2013
- SMG Update – February 2013
- Delaware North Update – February 2013

Mr. Siciliano reported that we received notice of our 2% Tourism Tax figures for December. For the first time since we started collecting tourism taxes in 1994, we broke the \$4 million mark. We are currently 8% ahead of plan, 10% ahead of 2011

and 11% ahead of the 5-yr. average. This is a positive sign and the best number we ever collected.

We will have our 2012 Operations year-end numbers available next month.

Mr. Rose discussed our billboard creative that was agreed upon for our mini-campaign, which was "We're Ready for You". Since we found that this is so similar to another town's campaign, and we did not want to come out with the same campaign, the committee and staff came up with an alternate campaign. The campaign was presented to the board, which included "Think Summer", "Join Us This Summer", and "An OPEN Invitation". These billboards will be placed in the NY Metro Area, North Jersey, commuter routes, NJ Turnpike, and I-280 on March 1<sup>st</sup>. We are open. In addition, we will have TV cable spots running for 4 weeks, and a PR campaign in all outer markets. Our full fledged campaign will start in May and will run for 6 weeks. Mr. Greenland asked whether or not the State of New Jersey is coming up with any funding for advertising. Ms. Hanlon replied that there are efforts being made, and we need to get the Federal funding down to us. The Division of Travel & Tourism will start to promote the entire state. The administration is working very hard on this initiative.

Mr. Siciliano stated that the past 3 weeks in the convention center have been very active, with events such as the Dog Show, South Jersey Wrestling, and Futsal. In that time period, the building has seen over 12,000 attendees come through its doors. February numbers are very strong. Mr. Lynch corrected the number of Futsal attendees listed in his Sales Department Update to 6,500. Mr. Federici added that the food and beverage revenue for this event continues to increase year over year, for the last 3 years. Mr. Lynch added that the promoter of Futsal would like a proposal drawn to make a 4-year commitment in the Wildwoods.

Ms. Murphy appreciated the Sales Report including our event numbers vs. Atlantic City event numbers. It is nice to see how well we are actually doing.

Mr. Lynch reported that we have received a signed contract from the NJ United Methodists for 3 years.

Mr. Siciliano stated that the SMG contract will be discussed in Executive Session.

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

**Correspondence/Communication:** Nothing.

**Motions:**

None.

**C. Chairperson's Report**

There were no questions on the Chairperson's report.

**Committee Reports:**

- **Buildings and Grounds** – Mr. Reidenbach stated that minutes were included in the packet and there is nothing to add at this time. Mr. Siciliano added that BirdAir was in on Wednesday and they believe they have found the cause of the leaky roof. Ms. Kane further explained the history of the problem and stated that BirdAir has come up with a solution.
- **Entertainment & Sales** – Mr. DelMonte stated that minutes were included in the packet and there is nothing to add at this time.

Great job to Chef on a great meal.

**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. Reidenbach made a motion to go into the GWTIDA portion of the meeting, second by Mr. Greenland.**

**Roll Call:**

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

**Motion was moved and approved.**

Respectfully,



Fran Feketics  
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, FEBRUARY 21, 2013

Part II – GWTIDA/Advertising and Promotions

A. **Approval of Minutes**

The minutes from the November 15, 2012 meeting could not be approved.

The minutes from the December 20, 2012 meeting could not be approved.

The minutes from the January 17, 2013 meeting could not be 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 2013.

Mr. Siciliano stated that our Calendar of Events should be ready to go to press by Monday. We are on schedule. Event Funding Applications continue to be received and reviewed by the committee. The Board will receive a funding status spreadsheet to date at the next board meeting, keeping in mind that it is a working document and subject to change.

It was also reported that our 1.85% Room Tax collections were the highest in our history. We are currently 8% over plan, and 13% over year prior. These are all very positive signs.

Mr. Siciliano stated that he received a letter from a North Wildwood property owner regarding the increased TDF fee. This has been reviewed by Mr. April and will be answered, along with requested information given. Mr. Reidenbach had questions on the matter, which were answered by Mr. Siciliano.

There were no further questions.

**Correspondence/Communication** – Mr. Siciliano discussed a letter that was included in the packet regarding the Rio Grande Entranceway Project Meeting. The meeting, hosted by us on behalf of Dale Foster and the Cape May County Freeholders, saw a nice turnout from property owners. Mr. Siciliano reiterated that the county is looking to improve Rio Grande Avenue from Susquehanna Avenue to Hudson Avenue. Mr. Morey complimented Mr. Siciliano on his efforts and great job in coordinating this meeting.

We have received no response to date on the Monster Tuck letter that was sent on January 17<sup>th</sup> to the Mayor and Commissioners of the City of Wildwood.

**Motions:**

**Mr. Reidenbach made a motion to approve the bill list in the amount of \$28,380.59, second by Mr. Morey.**

**Roll Call:**

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

**Motion was moved and approved.**

Mr. Siciliano explained that there has been an effort undertaken by the Destination Marketing Organizations (DMO's) throughout the state, to ask for emergency appropriations for the State of New Jersey to be used to promote the state. Mr. Rose attends the DMO meetings and we received a letter asking for our support. Mr. Rose stated that they do not yet know where the funding will come from. However, they want to be sure that all DMO's are in support of this funding for a campaign to overcome the public perception that the entire Jersey coastline was destroyed during Superstorm Sandy, and that a good portion of the Jersey shore is open for business this summer.

Mr. April read the resolution regarding support of emergency appropriations into the minutes. The resolution is to support \$20 million in emergency supplemental Marketing Funding (A3630/S2435) for the New Jersey Division of Travel and Tourism to address the negative image of the condition of the Jersey Shore in the aftermath of Hurricane Sandy.

**Mr. Barnabei made the motion to support \$20 million in Emergency Supplemental Marketing Funding (A3630/S2435) for the New Jersey Division of Travel and Tourism to Address the Negative Image of the Condition of the Jersey Shore in the Aftermath of Hurricane Sandy, second by Mr. Reidenbach.**

**Roll Call:**

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

**Motion was moved and approved.**

**C. Chairperson's Report**

**Committee Reports:**

- **Advertising:** Mr. DelMonte stated that there is nothing to add at this time.

- **Finance:** Mr. DelMonte stated that there is nothing to add at this time.
- **Special Events:** Mr. DelMonte stated that minutes were included in the packet. There is nothing to add at this time.
- **Strategic Planning:** Mr. Byrne stated that minutes were included in the packet. There is nothing to add at this time.

**Old Business** – Nothing.

**New Business** – Nothing.

**Policies/Procedures** – Nothing.

**Correspondence/Communication** – Mr. Morey thanked Mr. Siciliano and Mr. Byrne for their assistance and efforts with the beach fee issue. The island needed a leader and GWTIDA provided a very important role. Job well done and thank you!

**D. Public Comment** – Nothing.

**E. Executive Session**

**Mr. Barnabei 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. Reidenbach.**

**Roll Call:**

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

**Motion was moved and approved.**

Mr. April stated that in Executive Session, the board discussed the termination of the agreement with Diane McGraw and Red Eye Entertainment as it relates to the Celebration of Heroes event held last Memorial Day Weekend. No formal action was taken.

Mr. April stated that in Executive Session, the board discussed the renewal of a three-year contract with SMG with the option on extending for either 1 2-year period or 2 one-year periods. No formal action was taken.

Mr. April stated that a motion is needed to allow the Executive Director and Solicitor to review the contract and make sure it complies with the letter we received from Mr. McClintock on January 29, 2013. Then the Executive Director and Chair will be authorized to sign the contract.

**Mr. Greenland made a motion to award a contract to SMG for Facility Management Services for a 3-Year period, commencing on January 1, 2013 and expiring on December 31, 2015, with an option for one 2-Year extension, second by Mr. Morey.**

**Roll Call:**

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

**Motion was moved and approved.**

**F. Any matter of immediate attention**

The next GWTIDA Board Meeting will be held on **Wednesday**, March 20, 2013.

**G. Motion to Adjourn**

**Mr. Reidenbach made a motion to adjourn, second by Mr. Greenland.**

**Roll Call:**

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

**Motion was moved and approved.**

Respectfully Submitted,



Fran Feketics  
Board Secretary