

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

REGULAR MEETING, THURSDAY, FEBRUARY 19, 2015

**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	Present
Mr. DelMonte	Present	Mr. Barnabei	Absent
Mr. Reidenbach	Absent	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

Ms. Murphy made a motion to approve the minutes from January 15, 2015, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Absent	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 – February 2015
- Finance Update – February 2015
- Housing Update – February 2015
- Sales Update – February 2015
- SMG Update – February 2015
- Delaware North Update – February 2015

Mr. Greenland had questions regarding a meeting that was held with Glen Kingsbury of Cheer Tech, which were answered by Mr. Siciliano and Mr. Lynch.

Mr. Siciliano asked the Housing Committee to meet, and would like to then have a meeting with hoteliers to discuss the housing program.

It was reported that Futsal was up 30%, with 7,800 people in attendance.

Mr. Siciliano discussed the 2% tax for 2014. \$4,184,000 was collected, which is the highest collection ever since its inception in 1994.

Mr. Federici reported that food and beverage revenue for Futsal has increased 40% year-over-year.

Mr. Lynch reported that we are looking forward to the Wildwood 70's Disco Show on April 25th, and hoping for tickets to go on sale soon.

Ms. Kane reported that we had some broken pipes yesterday, and all has been repaired.

Correspondence/Communication: None.

Motions:

None.

D. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland reported that our facility was inspected by the State of New Jersey Department of Environmental Protection Compliance and Enforcement, and it was determined that we are engaged in or have completed activities eligible for recognition under the Environmental Stewardship Program. Certificate was presented to the Board. Categories we participated in include Green Building Certification, Green Building Implementation and Renewable Energy Use.

Mr. Greenland also reported that the committee is looking into installing a set of wooden steps directly to the boardwalk across from the Administrative Entrance.

Mr. Greenland reported that issues on the boardwalk and surrounding areas as they relate to cleanliness during the Boardwalk Kennel Club Dog Show have been addressed with show promoter Susan Shomo, and have been resolved.

Old Business: Mr. Siciliano reported that Sun Bank – Cape May County Branches have been bought out by Sturdy Savings Bank with Sun Bank's sponsorship of the marquee signage, they are entitled to assign their rights in the sponsorship agreement. Their current contract expires in 2017. Sturdy Savings

Bank will be coming to the facility with a sign manufacturer on Thursday to review and discuss options to have the signage on the marquees switched over.

Mr. Siciliano provided the board with a Hotel Project Update. We were awarded a \$50,000 loan from NJEDA to perform professional services preparing for a hotel RFP. However, after review by our Solicitor, Mr. April, we are unable to sign as the owner. The paperwork is being revised and we hope to close on the loan by March 20th. Mr. Siciliano has reached out to Tony Peterman of the Strategic Advisory Group (SAG) and asked him to provide a proposal on the development of an RFP. Joe Lomax has also been contacted to begin work for a pre-application conference with CAFRA. SOSH Architects has been contacted to provide a conceptual rendering. Also Tom Sykes, from SOSH, the architect on record for the Wildwoods Convention Center, will be working on that. Timeframe for work with Tony Peterman is 5-6 weeks. We could potentially put a plan together, move forward, and have an RFP designed this year. If the project comes to fruition, it will be a 3-4 year loan. If there ends up being no project, it would then be a grant.

Mr. Morey had questions on the host hotel regarding incentives, which were answered by Mr. Siciliano. Mr. Siciliano reported that we are no longer a part of the City of Wildwoods Redevelopment Plan, and explained the reasons for that change. Tony Peterman will put an incentive package together and meet with GWTIDA, the City of Wildwood, and NJSEA. He will develop the RFP, help distribute it, sit through the entire process, and help evaluate it.

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. Morey made a motion to go into the GWTIDA portion of the meeting, second by Ms. Murphy.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Absent	Ms. Murphy	Yea
Mr. Morey	Yea	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 letters are fluid and connected, with a prominent initial "F".

Frances Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, FEBRUARY 19, 2015

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of January 15, 2015 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – February 2015

Finance Department Update – February 2015

Marketing/Public Relations Update – February 2015

Ms. Murphy had questions on the Doo WW Magnets and their use of our "W". Mr. Morey suggested that we would like people to use our W, however would like to have a written policy in order to pursue those who misuse it. Mr. Siciliano and Mr. April will work together to develop a written policy.

Ms. Trapp reported that the Calendar of Events are in-house and will be distributed starting in early March.

Mr. Siciliano reported that the NJ Conference on Tourism will be held on Thursday, March 12th at the Golden Nugget casino. We will offer Thursday morning session and awards lunch to any board member who would like to attend. Please let Mr. Rose know if you would like to attend. We are in the running for 3 awards, including Best PR campaign, Best Advertising Campaign, and the Icon Wall Project.

Correspondence/Communication – Nothing.

Motions:

Mr. Patterson made a motion to approve the Bill List in the amount of \$176,116.37, second by Ms. Murphy.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Absent	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 our Advertising and PR Plan. Also, we received preliminary results from our research project, which had 901 respondents. While it was originally thought that guests plan their vacations in April, May and June, the committee was surprised to find that actually vacations are planned in March, April and May. As a result, we will be shifting our advertising to start in March for new visitors. The committee will meet again on February 26th to obtain the remainder of the results from the research survey.

Ms. Murphy also reported that we are planning several FAM tours to take place next year.

It was reported that the date of the Marketing Presentation is March 24th at 3:00 p.m. Mr. Morey suggested adding more lighting to the event this year, in addition to brightening up the stage. Mr. Siciliano will address this.

- **Special Events:** Mr. DelMonte stated that the committee is continuing the review process for funding applications.

Mr. Morey asked if the Memo of Understanding (MOU) could be distributed to the board. Mr. Siciliano replied that it is not an official document until each municipality passes a resolution, however gave a history of the MOU process from 2012 to the present.

Old Business – None.

New Business – None.

Policies/Procedures – None.

Correspondence/Communication – Included in the packet was a letter from Sons of Italy President Joseph Montello thanking GWTIDA for their support.

D. **Public Comment** – None.

E. **Executive Session** – None.

F. **Any matter of immediate attention**
The next GWTIDA Board Meeting will be held on Thursday, March 19, 2015.

G. **Motion to Adjourn**
Mr. Montello made a motion to adjourn, second by Mr. Patterson.

Roll Call:

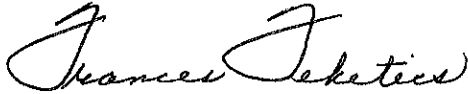
Mr. Byrne	Absent	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Absent	Ms. Murphy	Yea

Mr. Morey Yea
Mr. Montello Yea

Mr. Greenland Yea
Ms. Hanlon Absent

Motion was moved and approved.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Frances Feketics". The signature is written in black ink and is positioned below the text "Respectfully Submitted,".

Frances Feketics
Board Secretary