

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

REGULAR MEETING, THURSDAY, FEBRUARY 18, 2016

**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	Absent	Mr. Barnabei	Present
Mr. Reidenbach	Absent	Ms. Murphy	Absent
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Present		

Also present were Mr. Siciliano, Mr. McNicholas, Mr. Rose, Mr. Lynch, Ms. Trapp, Ms. Kane, Mr. Federici, and Madison Russ of Catamaran Media. Ms. Feketics and Mr. April were absent.

**A. Approval of Minutes**

**The minutes of January 21, 2016 could not be approved.**

**B. Public Comment**

Madison Russ from Catamaran Media introduced herself to the board.

**C. Executive Director's Report**

Included in the board packet were:

- Administration Update – February 2016
- Finance Update – February 2016
- Housing Update – February 2016
- Sales Update – February 2016
- SMG Update – February 2016
- Delaware North Update – February 2016

Mr. Siciliano stated that we were waiting for confirmation for the tourism tax for the month of December. We did get notification of unconfirmed collections, but we do not want to report on those numbers at this time. The percentage that we reported for November was 14% ahead of our 5-year average. Again last year, 2014, was the best year in our collections, and this year would definitely surpass last year by 6%.

Mr. Byrne added that there are a lot of gauges of economic activity in the Wildwoods, and it was discussed early on to have some type of barometer to gauge activity. The tax numbers are a pretty decent reflection of how tourism was

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in our town for the prior year. It's a good indicator that the whole island had a good year last year.

Mr. Siciliano further stated that when we get the December numbers, Mr. McNicholas will do the calculation, which breaks out the 2% tourism tax, what the hotel overnight stays were vs. food and beverage. Prepared food and beverage was the section of the tax collections that was taking over more than 50%. What it doesn't give us, and why the number we get from Tourism Economics could be helpful, is other than those 2 pieces of the industry, we know that we are missing a huge percentage of the numbers which is part of retail, boardwalk, etc. that don't collect the tax. So it is always something that we wanted to be able to have a better handle on, and we were unable to quantify that in our own minds. So, yes, it is a great indicator that things are on the upswing.

Mr. Byrne had questions on the Sales Department Update regarding the one-day meeting that Wawa was looking at for 650 people. It said that we weren't too hopeful that we would get it due to not being able to accommodate all their needs. What were they looking for? Mr. Lynch stated that it was because of our Exhibit Hall isn't dark, and they needed a blacked out room. Because of the requirements of what they wanted to accomplish in this setting, it would not work. The lead was obtained from C-Vent.

Mr. Byrne also mentioned that our facility was used for a few depositions. Is this a niche for us? Can we advertise in a legal journal that we can accommodate depositions? Mr. Lynch replied that we have done a fair amount of depositions. We have not actively marketed to getting these type of events.

**Correspondence/Communication:** None.

**Motions:** None.

**D. Chairperson's Report**

Mr. Byrne reviewed meetings held throughout the month, including a conference call with some business people from BSID, WBID and different organizations regarding the proposed EDM concert, also an Advertising Committee Meeting, meeting with convention center hotel to discuss plans and application to CAFRA, met with Mayor Troiano, John Donio from BID and Ken Schwartz from SID to discuss a plethora of subjects ranging from EDM concert to the convention center hotel, boardwalk reconstruction. Also met with people from the county and our Strategic Planning Committee to discuss the Rio Grande Avenue Entrance Project, and last night, Mr. Siciliano and Mr. Byrne, along with our environmental consultant Joe Lomax, met with Senator Van Drew to drop off and discuss our request for him to call a meeting with the DEP and EDA to CAFRA to take a first look at our convention center hotel project.

**Committee Reports:**

- **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet. Landscaping bids are out with a deadline of March 1<sup>st</sup>. Also, we are trying to dress the front of the building up and discussed placing vinyl in the window, however this has been tabled until we see what

~~happens with our convention center hotel. There may be some kind of~~  
lighting or canopy included with that project. Another item that was discussed was our Wildwoods sign, and decorating it for Christmas. Ms. Kane and the committee are working on some ideas, which include a GOBO lighting option. It is a light machine that would reflect different images on the letters, such as snowflakes, shamrocks, etc. We will discuss possible purchase of GOBO lighting on the Tourism side of the meeting. Our Capital projects are moving along and contracts have been signed.

**Old Business:** Nothing.

**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. 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	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Absent	Ms. Murphy	Absent
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea		

**Motion was moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

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**WILDWOODS CONVENTION CENTER**

**REGULAR MEETING, THURSDAY, FEBRUARY 18, 2016**

**Part II – GWTIDA/Advertising and Promotions**

**A. Approval of Minutes**

The minutes of January 21, 2016 could not be approved.

**B. Executive Director's Report**

**Department Updates** – Included in the board packet were:

Events Department Update – February 2016

Finance Department Update – February 2016

Marketing/Public Relations Update – February 2016

Mr. Siciliano reported that we hope to have the final numbers for 2015 by the next board meeting. We are wrapping up the rest of the applications for funding for this year.

Ms. Trapp stated that the first shipment of our 2016 Calendar of Events should be delivered to the convention center tomorrow.

Mr. Siciliano stated that we will be meeting with some business organizations, as well as the Wildwood Police Department on Tuesday to discuss the 2016 Roar to the Shore event.

Mr. Byrne had a question on the Finance Report. Our 2016 budget includes a line item for Advertising. Another big line item is for Event Support. This is the primary mission of what GWTIDA does. Mr. Byrne's thought was that, wouldn't it be nice if we could co-mingle those funds and one year do more advertising and less events and the next year, have less events and do more advertising. However, that is probably determined by statute, and those taxes are collected separately and must be used for those things. Mr. Siciliano replied that it is set by statute. We use event money for advertising, however, we give it to the promoters to advertise their individual events, which spreads our marketing dollars out over a broader area.

**Motions:**

**Mr. Patterson made a motion to approve the Bill List in the amount of \$134,545.32, second by Mr. Morey.**

**Roll Call:**

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

**Motion was moved and approved.**

Mr. Siciliano stated that there was a letter to the Mayor and commissioners of the City of Wildwood, addressing the lease that we have with the City of Wildwood for the 4101 Boardwalk property, which is also known as the Monster Truck building. Due to the fact that we just came out of the third year a few months ago, we talked about this at the board level to give Mr. Siciliano the authority to talk to the city about extending that lease and we started that conversation prior to the election, and nothing was resolved. Then a letter was written, and a lease was drafted for the city to review. The city was asked to consider a lease for 5 years because we would like to know where our events are going and that we have the ability to do the car shows and the monster truck shows, etc. The city was asked to consider a lease for an additional 3 years, which would bring it out to 5 again, which would include 2016-2020, and also asked them for \$38,000 and \$39,000 which was already on the books, and then \$40,000 for the balance of the three years. The city met and responded that they are on board with the extension, however, they would like it to be \$38,000, \$39,000, \$40,000, \$41,000 and \$42,000, which we are pleased with. We sub-let that lease to Wildwood Motor Sports, and they conduct the monster truck ride, and in doing so, they also commit to doing the car shows and the monster truck show every year in the Wildwoods. If they do not follow through on their end of the deal with us, we would then terminate the lease with the city on the building. They pay GWTIDA rent for the building. Last year, we got back \$15,000 for the operation of the rent. Mr. Siciliano further explained the payment process.

**Mr. Barnabei made a motion to enter into a lease with the City of Wildwood for the years 2016 through 2020 for the Monster Truck Building, with the annual payments being \$38,000, \$39,000, \$40,000, \$41,000 and \$42,000, second by Mr. Greenland.**

Roll Call:

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

**Motion was moved and approved.**

Mr. Siciliano stated that in June of 2012, the board approved \$15,000 for the professional services of Stokes Architecture, LLC to work on conceptual design for the Wildwoods Gateway Project, including raising Rio Grande Avenue, putting pumps in, etc. In that year, we spent \$6,500 on designs for landscaping and LED signage. \$8,500 of unused funds were rolled back into General Fund. We are now involved a little more deeply with finalizing some plans and working with the county and the City of Wildwood, GWTIDA, and Michael Baker Group, which is the engineering firm that is handling the engineering plans for this. This project is developing into a great project. It will entail raising Rio Grande Avenue at the Susquehanna intersection and putting a pumping station in, to de-water that intersection, and also address the streetscape from the bottom of the bridge up through just east of Park Blvd., and also widening Rio Grande Avenue, putting turn lanes in the middle so traffic can flow on and off the island better. The other issue that was brought up is that Rio Grande Avenue is our Coastal evacuation Road,

~~and is the first road under water. This project will take a few years, and is~~  
scheduled for a possible 2018 construction date. Mr. Siciliano further discussed the project, as well as the addition to a new brewery that will be coming to Rio Grande Avenue. The county is asking us to take the lead on the actual look and feel of what the entryway will look like, keeping in mind that the end of the street becomes our Wildwoods sign, and carrying that theme as far through this as we possibly can. We would like to keep the same architect involved and have him work on getting some of this designed so we can incorporate it into the engineering of the project. Additional discussion ensued on the project. So we are asking to re-authorize \$14,000 for Rich Stokes to take this new look at what is happening with the project.

**Mr. More made a motion to award \$14,000 to Stokes Architecture for streetscape improvements and design services for the Rio Grande Avenue gateway to Park Blvd. project, second by Mr. Patterson.**

Roll Call:

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

**Motion was moved and approved.**

Mr. Greenland discussed a lighting option called GOBO, for decorative lighting on the Wildwoods Sign. GOBO is attached to an electric pole and projects images onto the sign. Hearts, shamrocks, snowflakes, etc. The Buildings and Grounds Committee is recommending to purchase a unit for \$1,800 to test it out. If the unit does not work out, we could use it inside the facility for a number of different activities. If the GOBO lighting works out, we may want to purchase a second machine to fully light the sign.

**Mr. Morey made a motion, second to Mr. Greenland.**

Roll Call:

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

**Motion was moved and approved.**

**Correspondence/Communication – None.**

**C. Chairperson's Report**

**Committee Reports:**

- **Advertising:** Mr. Rose stated that the last 2 committee meetings were focused on finalizing our marketing plan for 2016. Today's meeting finalized a revised version of that. We will be expanding our coverage into North Jersey for an additional two weeks in cable TV, which will hit Central NJ and the boroughs. We are also expanding for the first time into the Scranton-Wilkesboro area with cable TV and online video, and also into the Lehigh Valley market with cable TV and online video, and adding online video to North Jersey and Central Jersey. Mr. Byrne commented that our program is stronger and wider, and it's for a longer time period. Kudos to the committee. Mr. Greenland thanked Mr. Rose for sending the video of Kelly Ripa talking about the Wildwoods on her morning show.
- **Special Events:** Ms. Trapp stated that funding applications were in process, and will be wrapping that up soon. The committee is moving ahead on contracts and vouchers. Mr. Byrne stated that we collect money from businesses that are mandated by legislation to pay a tax, and give it to the city, who gives it to us. We are entrusted with that money to promote the island through events. We give the money to the promoters to advertise their events outside of the area so people will come to the Wildwoods. We have a lot of events and kudos to the committee. Mr. Byrne also stated that we paid each municipality \$35,000 this month out of the TDF funds, according to the agreement we made with the three towns. Mr. Byrne also pointed out that in the Wildwood TDC meeting minutes, it was noted that the city should not be doing events, but rather funding and supporting events and have the promoters handle the events. This is pertinent. We encourage promoters to bring events here. Mr. Greenland had questions on new events – Waves and Wheels. This will be a mixture of sports including surfing, skating, etc. and will be held in North Wildwood. The event has a lot of potential, and has sponsorship opportunities.
- **Strategic Planning:** Mr. Morey discussed a meeting that is scheduled for March 2<sup>nd</sup> to discuss the Entryway Project.

**Old Business** – None.

**New Business** – Mr. Byrne mentioned potential investment on the Pacific Avenue Park project that was discussed last month. It is moving forward with the BID going to the City of Wildwood to ask for some maintenance backup.

**Policies/Procedures** – None.

**Correspondence/Communication** – None.

- D. **Public Comment** – Ms. Russ had questions on the Monster Truck Building lease, which were answered by Mr. Siciliano.
- E. **Executive Session** – None.
- F. **Any matter of immediate attention**  
Our next Board Meeting will be held on Thursday, March 17, 2016 at 6:00 p.m.

G. Motion-to-Adjourn

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

Roll Call:

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

**Motion was moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary