

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

**REGULAR MEETING, THURSDAY, FEBRUARY 16, 2017**

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

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

**A. Approval of Minutes**

**Mr. Reidenbach made a motion to approve the minutes from the Regular Meeting on January 19, 2017, second by Mr. Patterson.**

Roll Call:

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

**Motion was moved and approved.**

**B. Public Comment – None.**

**C. Executive Director's Report**

Included in the board packet were:

- Administration Update – February 2017
- Finance Update – February 2017
- Housing Update – February 2017
- Sales Update – February 2017
- SMG Update – February 2017
- Delaware North Update – February 2017

**Correspondence/Communication: None.**

Mr. Byrne had questions on the Finance Department Update, which were answered by Mr. Siciliano. We are currently awaiting December's tax collections, and should know the final numbers for the year by the end of March.

It was also noted that the soccer event has grown so much that it has expanded into the Starlight Ballroom.

Mr. Siciliano asked Mr. April about going out to RFP for Operations Services at the Wildwoods Convention Center.

**Motions:** None.

**D. Chairperson's Report**

Mr. Byrne gave an overview of meetings attended throughout the month.

**Committee Reports:**

- o **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet and there were no questions.

Mr. Siciliano stated that an email was sent on February 8<sup>th</sup>, with a copy of the RFQ for the convention center hotel. After a 5-year period of working on the project with the NJSEA and the State of New Jersey, NJSEA has approved the document and the RFQ has been sent out. The supporting documents have also been placed on our website. There will be a question and answer period, and answers will be provided on our site. The deadline to receive responses is April 7<sup>th</sup>. We are hoping to get some conversations moving along, and see some interest in the project. Mr. Siciliano explained the funding process for the project. Also, future funding will be GWTIDA dollars.

**Old Business:** Nothing.

**New Business:** Nothing.

**Policies/Procedures:** Nothing.

**Correspondence/Communication:** Nothing.

**E. Executive Session**

None.

**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. Reidenbach.**

**Roll Call:**

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

Mr. Morey            Absent  
Mr. Montello       Absent

Mr. Greenland      Yea

**Motion was moved and approved.**

Respectfully,

A handwritten signature in cursive script that reads "Frances Feketics".

Frances Feketics  
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, FEBRUARY 16, 2017

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular Meeting minutes of January 19, 2017 were approved.

B. Executive Director's Report

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

Events Department Update – February 2017  
Finance Department Update – February 2017  
Marketing/Public Relations Update – February 2017

Mr. Siciliano discussed the 1.85% tax collections. If the numbers come in as we presume for December, our operating reserve will be \$22,322 in TDF and \$186,000 in General Fund.

**Correspondence/Communication** – None.

Motions:

**Mr. Reidenbach made a motion to approve the Bill List in the amount of \$78,410.36, second by Mr. DeMonte.**

Roll Call:

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

**Motion was moved and approved.**

Mr. Siciliano discussed the need to change the April Board Meeting due to the Easter holiday. Chairperson Mr. Byrne suggested that the meeting date be changed from April 20<sup>th</sup> to April 27<sup>th</sup>. We would advertise this and make it known to the public.

**Mr. DeMonte made a motion to change the April GWTIDA Board Meeting from Thursday, April 20<sup>th</sup> to Thursday, April 27<sup>th</sup> at 6:00 p.m., second by Mr. Barnabei.**

Roll Call:

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

Mr. Morey	Absent	Mr. Greenland	Yea
Mr. Montello	Absent		

**Motion was moved and approved.**

**C. Chairperson's Report**

**Committee Reports:**

- **Advertising:** Mr. Rose presented the new Wildwoods campaign to the board, with tagline: "As Wild As You Want To Be". Print ads, billboard concepts, animated web ads, and new re-skinning of our website were shown. The new TV spot was presented to the board, including 1 30: spot, and 2 15: minute spots. We will have our annual Marketing and Sales presentation on March 22<sup>nd</sup> at 3:00 p.m.
- **Special Events:** Mr. DeMonte stated that the committee met and all went well. We are wrapping up funding requests and it has been a smooth process. Total funding to date is \$500,000. Mr. April had questions on Restaurant Association funding. He stated that a state agency is funding Restaurant Week in Atlantic City and recommended that our association also apply.

**Old Business** – Nothing.

**New Business** – Mr. Lynch showed a time-lapse video of the South Jersey Wrestling Event in the building from set up to tear down, with over 3,000 people in attendance each day. Additional discussion on events ensued.

Mr. Siciliano discussed operations services RFP.

**Policies/Procedures** – None.

**Correspondence/Communication** – None.

**D. Public Comment** – None.

**E. Executive Session** – None.

**F. Any matter of immediate attention**  
Our next Board Meeting will be held on Thursday, March 16, 2017 at 6:00 p.m.

**G. Motion to Adjourn**  
**Mr. Reidenbach made a motion to adjourn, second by Mr. DeMonte.**

**Roll Call:**

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