

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

REGULAR MEETING, THURSDAY, JANUARY 20, 2011

Part I - OPERATIONS

GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by Chairperson, Mrs. Franco at 6:00 p.m. Salute to flag.

The Open Public Meetings Act was read by our Chairperson, Mrs. Franco.

Roll Call:

Mrs. Franco	Present	Mrs. Erceg	Present via phone
Mr. Johnson	Present	Mr. Reidenbach	Present
Mr. Morey	Absent	Mr. DelMonte	Present
Mrs. Crossen	Present	Ms. Ostrander	Absent
Mr. Montello	Present	Mr. Patterson	Present

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

A. Approval of Minutes

Mr. Johnson made a motion to approve the minutes from December 16, 2010, second by Mrs. Crossen.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Absent	Mr. DelMonte	Yea
Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Abstain

Motion was moved and approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – January 2011
- Finance Update – January 2011
- Housing Update – January 2011
- Marketing/Public Relations Update – January 2011
- Sales Update – January 2011
- SMG Update – January 2011
- WellBread Update – January 2011

Mr. Morey arrived at 6:05 p.m.

Mr. Federici discussed that Delaware North Company is phasing out the WellBread division within its company. It will now be Delaware North Company, Garden Sportservice, and we will refer to them as the Food & Beverage Department at the Wildwoods Convention Center.

Ms. Kane reported that staff will be in at 6:00 a.m. to prepare for the snow event.

Mrs. Franco discussed the creation of the Entertainment/Sales Committee, which will be discussed on the Tourism side of the meeting.

Correspondence/Communication: Nothing.

Motions: None.

D. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. Reidenbach stated that minutes were included in the packet. Mr. Siciliano spoke with Gabel Associates. They are asking that NJSEA be a signor on the Solar Project contract. We are currently waiting for the new Power Purchasing Agreement to arrive. Their financing of the project will depend on the customer, operator and owner being party to the contract.
- **Finance** – Mr. Siciliano stated that we received our November collections. To date, our 1.85% is showing 5% ahead on actual. It looks like the Food and Beverage portion is rising. We will review hotel portion as well once we get the year end numbers. This could indicate that we have less people staying in hotels. Mrs. Franco added that maybe we should perhaps ask the municipalities to show records of condo mercantile licenses. It was also suggested that the Appropriations Committee be revived.
- **Housing** – Mrs. Crossen stated that there was nothing to add at this time.
- **Staffing** – Mrs. Franco stated that progress is being made.

Old Business: Nothing.

New Business: Mr. Johnson stated that the Polar Plunge went very well, and the staff did an unbelievable job. Food was phenomenal and kudos to the staff.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

E. Final Public Comment – Nothing.

F. Executive Session – Nothing.

G. Any matter of immediate attention
Nothing.

H. **Motion to go into the GWTIDA/Advertising portion of the meeting.**

Mr. Johnson made a motion to go into the GWTIDA portion of the meeting, second by Mr. Patterson.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Yea	Mr. DeMonte	Yea
Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Yea

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

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REGULAR MEETING, THURSDAY, JANUARY 20, 2011

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Meeting Minutes from December 16, 2010 were approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Department Updates – Included in the board packet was an Events Department Update and a Finance Department Update for January 2011. There were no questions.

Correspondence/Communication – Nothing.

Motions:

Mr. DeMonte made a motion to approve the bill list in the amount of \$31,926.67, second by Mr. Patterson.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Yea	Mr. DeMonte	Yea
Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Yea

Motion moved and approved.

D. Chairperson's Report

Committee Reports:

Mrs. Franco reported that the Beach Offset Payment check was mailed to the City of Wildwood. A letter was sent to the city on December 23, 2010, and we are awaiting Mayor DeMarzo's response to discuss proposed meeting dates.

Additional discussion ensued. It was stated in our letter that this will confirm that you will agree not to permit paid parking on the beach until this matter has been resolved to our mutual satisfaction. Mayor DeMarzo suggested that we set up a meeting in his letter of December 22, 2010.

Mr. April suggested that since Mr. Siciliano asked Mayor DeMarzo to suggest some dates, and we have not yet heard from him, that we wait until the February GWTIDA Board Meeting to see if he suggests some dates, and if he does not by the February meeting, we can further discuss this matter. Mr. Morey suggested that we do not wait.

Mr. Morey made a motion to contact the City of Wildwood via letter to attempt to set up a meeting to discuss furthering of the 2011 Strategic Plan and more specifically, the additional parking on city ground in proximity of Rio Grande Avenue, second by Mr. Patterson.

Discussion on the above motion.

Mr. April again suggested waiting until the February GWTIDA Board Meeting to see if Mayor DeMarzo responds to our request for a list of dates to meet and discuss parking.

Mr. Reidenbach suggested the possibility of deleting Rio Grande Avenue from the above motion. Mr. Johnson had questions on the motion, and further discussed the letters.

Mr. Morey made a motion for the Executive Director to contact in writing the Mayor of the City of Wildwood to set up a meeting to discuss the issues raised in competing letters, second by Mr. Patterson.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Yea	Mr. DelMonte	Yea
Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Yea

Motion moved and approved.

- **Advertising:** Mr. Johnson reported that the minutes of the Advertising Committee meeting on December 16th were included in the packet. There were no questions. The committee is still reviewing event funding. We have a few new events coming up including the car auction, Jazz on the Avenue. We are about to get deeply involved in the Celebration of Heroes Ceremony with an event following in Fox Park. At tonight's meeting, we had Susan Adelizzi-Schmidt from Suasion Communications give a PR presentation. Last year, we did over \$4 million in PR. They have done a phenomenal job. We had the best advertising slogan going ever in 2009, which moved into 2010. We will now be moving away from the free slogan and moving into our accolades. Mr. Rose reported that he is now on the NJTIA Marketing Grant Funding Committee for the State of New Jersey Dept. of Travel & Tourism. PR Campaign for 2011 was reviewed during the Advertising Committee Meeting. We are very excited about the coming year. Mr. Johnson discussed the new Wildwoods ad in the NJ Visitors Guide, which is an ad that really pops. Destination Advertising budget is \$800,000. However, we should be excited about a PR company that

produces over \$4 million in print for us. Mr. Johnson also reported that Ms. Trapp is doing a great job on events in the Wildwoods.

- **Appropriations:** Mrs. Erceg stated that there is nothing further to report.
- **Finance:** Mrs. Erceg stated that there is nothing further to report.
- **Staffing:** Mrs. Franco state that there is nothing further to report.
- **Strategic Planning:** Mr. Morey stated that there is nothing further to report.
- **Housing:** Mrs. Crossen stated that there is nothing further to report.
- **Entertainment/Sales:** Mrs. Franco discussed how the committee was formed. There is a need to re-jump start the Wildwoods. The committee met and discussed what we need to do to improve our Sales and Entertainment in the building. Brainstorm and come up with some ideas and suggestions on how we can move forward with the committee. Mr. Lynch discussed what the Sales Department does and the teamwork of the office staff. We do have a shortfall in Food & Beverage revenue. We will continue to go after events that local restaurants aren't able to handle and we want to also be sensitive to the community. For every one booking, we process 3-5 requests that do not get booked. Entertainment is 10 to 1. We will address entertainment even harder down the road and are proud of what we currently produce. Mr. Lynch then thanked the Board for the opportunity to share. Mrs. Franco reiterated that the committee would enhance the department. Mr. Johnson asked what was the one thing that could really help the department, to which Mr. Lynch replied that an Intern would be very helpful to build lists and do some extra phone work. This will be looked into. Mrs. Franco then discussed what our niche is, and it was stated that events such as the 50's and 60's weekends were our niche. Other than those events, promoters do not make money in our facility. Our next step is to determine how to get people to support our building. Another important question that remains is, how do we get Live Nation to come back? We need to redevelop a positive relationship with them, due to the fact that each time they brought an event here, it was unsuccessful. One of our major hurdles is that we compete with venues who overpay for entertainment. Mrs. Franco stated that Mr. Patterson will now be added to the Entertainment/Sales Committee.

Old Business – Nothing.

New Business – Mr. Siciliano asked about the GWTIDA By-Laws. They currently list each committee within the agendas for Operations and Tourism. This creates a need to change By-Laws whenever a new committee is formed or no longer needed. It was proposed that the By-Laws be amended to delete specific listing of committees and just list “committee reports”.

Mr. Johnson made a motion to amend the GWTIDA By-Laws to delete specific listing of committees and instead read “Committee Reports”, second by Mr. DelMonte.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Yea	Mr. DelMonte	Yea
Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Yea

Motion moved and approved.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

E. Final Public Comment – Nothing.

F. Executive Session
Nothing.

G. Any matter of immediate attention
The next GWTIDA Board Meeting will be held on Thursday, February 17, 2011.

H. Motion to Adjourn
Mr. Johnson made a motion to adjourn, second by Mrs. Crossen.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Yea	Mr. DelMonte	Yea
Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Yea

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary