

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

REGULAR MEETING, THURSDAY, JANUARY 17, 2013

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

Call to Order: The Meeting was called to order by Chairperson, 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	Present	Ms. Murphy	Absent
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Present	Ms. Hanlon	Absent

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.

B. Executive Director's Report

Included in the board packet were:

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

Mr. Siciliano reported that we have not yet received our November tax collections.

Mr. Lynch reported that the NJ Methodists are coming to the Wildwoods for 3 years. This convention will generate 1,200 people, and bring a lot of food and beverage and room nights to the island. Mr. Siciliano thanked the Sales Department, SMG, DE North, and Housing Department for all their efforts. All are commended and had a great impact on this booking. Great job by all.

Mr. Siciliano reported that for the last 5 years, we have been doing the Family Holiday Celebration, which included the Jaycees Christmas Parade, which ended at the Wildwoods Convention Center with a tree lighting and parade awards. Saturday's event included vendors, Santa, local school entertainment and movies. This has grown into a very nice community event. Last year, there was an extra weekend in between Thanksgiving and Christmas, and Glenn Kingsbury, of Cheer Tech, brought in an event to fill that time period. Cheer Tech is our biggest client in the building. This year and moving forward, there is no extra weekend. As a result, Cheer Tech needs to be in the building during the first weekend of December, and will be bringing in approximately 150 teams. SJ Wrestling Association will be coming in during the second week of December. This is what the facility was built for, to bring business to the community. Therefore, the Family Holiday Celebration will become a casualty of business. They are discussing the possibility of finding another home; however, we are in 100% support of the parade on Friday night and all Friday night events. We will continue to support and do what we can for Friday night.

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

Correspondence/Communication: Nothing.

Motions:

Mr. Siciliano met with the Vice President of SMG, Bob McClintock. At the meeting, a three-year contract with a 2-year option was discussed. We expect to have the details of the contract in writing by next week. Also, the Atlantic City contract is still under review, which will only have minor impacts to us. Mr. McClintock has asked for one more week, which will benefit us. Therefore, we would like to extend the contract for one month so we have time to put the terms of the contract in order. We need the opportunity to fine tune the details.

Mr. Patterson made a Motion to Approve the SMG contract for a one month period, beginning on February 1, 2013 and ending on February 28, 2013, second by Mr. Morey.

Mr. Morey had questions on event assistance, which were answered by Mr. Siciliano. How SMG can play a better role is being discussed. SMG also has consultants, who may be able to assist us with a hotel.

Roll Call:

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

Motion was moved and approved.

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. Byrne stated that he was approached by Mark D’Amico of the City of Wildwood regarding the use of our tunnel for access to the beach. There are concerns by both GWTIDA and SMG, and a meeting will be set up with the committee and Mr. D’Amico sometime next week.
- **Entertainment & Sales** – Mr. Montello 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. Patterson.

Roll Call:

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

Motion was moved and approved.

Respectfully,



Fran Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JANUARY 17, 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.

B. **Executive Director's Report**

Department Updates – Included in the board packet was an Events Department Update and a Finance Department Update for January 2013.

Mr. Siciliano reported that an offer has been put in writing regarding the Monster Truck building.

Mr. Siciliano discussed municipal event support. Each municipality will be receiving \$28,213. The November and December hotel collections have not yet been received, however to date we are ahead of plan for 2012.

There were no questions.

Correspondence/Communication – Nothing.

Motions:

Mr. Reidenbach made a motion to approve the bill list in the amount of \$117,724.80, second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

C. **Chairperson's Report**

Committee Reports:

- **Advertising:** Mr. Siciliano reported that the State of New Jersey is withholding marketing for the state in 2013. Letters are currently being written by the NJDMO, NJTIA, etc. We need to have an infusion of money

to market the state more. Visitors need to know that the shore is not destroyed. This is a critical mistake and we need even more of a presence in North Jersey.

Mr. Siciliano suggested taking \$50,000 out of our surplus to start an Easter timeframe mini-campaign, stating that the Wildwoods are alive and well. We would also like to host a media fam tour. We are ready for the 2013 tourism season.

Mr. Rose stated that the NJTIA is appealing to the State of NJ to allocate \$30,000 to get the word out that tourism is alive and well, and we are open for business. We are currently getting no answers from the state. Everything is on hold.

Board members are in agreement for Mr. Siciliano to draft a letter and state our position on the topic.

Mr. Rose stated that work continues on our website. Also, the proposed 2013 Marketing Plan will be presented to the Advertising Committee for approval.

- **Finance:** Mr. Byrne stated that there was a meeting held with the Mayors of Wildwood, Wildwood Crest and North Wildwood. Minutes were distributed to members of the board.
- **Special Events:** Ms. Trapp stated that minutes were included in the packet. There is nothing to add at this time.
- **Strategic Planning:** Mr. Byrne provided an update on a meeting held with county engineer Dale Foster, regarding the Rio Grande Avenue Improvement Project. We were asked by the county to look at the exit out of town and see how we could improve. The county would like to widen the road and make some improvements such as soft turns. The county also asked us to hold a meeting with the residents if that area. We met with Dale Foster and finalized the date of February 7th. Invitee list was reviewed.

Mr. Morey added that the board authorized Rich Stokes to come up with some ideas for the west side of the George Redding Bridge. This work is in process. Mr. Morey then passed a photo to the board. Why is this necessary? It gives a sense of entry and arrival, i.e. Disney World. It makes a statement at the edge of town that says we are in the tourism business. We are moving in the right direction.

Old Business – Nothing.

New Business – Mr. Lynch distributed a Booking Recap to members of the board and reviewed the contents. Mr. Morey had questions regarding the Cape May Convention Center, which were answered by Mr. Lynch. The Cape May Convention Center is not competition to the Wildwoods Convention Center. In addition, we have a great working relationship with the Cape May Convention Center.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

D. Public Comment – Nothing.

E. Executive Session

Mr. Reidenbach 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. Montello.

Roll Call:

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

Motion was moved and approved.

Mr. April stated that in Executive Session, the board discussed contract relations between various municipalities and GWTIDA's part in those contractual agreements. No formal action was taken, and the matter is still under advisement.

Mr. Siciliano discussed Greater Wildwood Hotel Motel Association meetings that were attended with regards to beach fees. GWTIDA has a place at the table. PR should be part of Suasions normal contract with us. We would rather Suasion take direction from us. Mr. Byrne added that we have a respected seat at the table, and we are fulfilling our duty as a development authority.

F. Any matter of immediate attention

The next GWTIDA Board Meeting will be held on February 21, 2013.

G. Motion to Adjourn

Mr. Reidenbach made a motion to adjourn, second by Mr. Montello.

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,

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

Fran Feketics
Board Secretary