

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JANUARY 16, 2014

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 | Present | Mr. Barnabei | Absent |
| Mr. Reidenbach | Present via phone | Ms. Murphy | Present |
| Mr. Morey | Present | Mr. Greenland | Present |
| Mr. Montello | Absent | Ms. Hanlon | Absent |

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

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from December 19, 2013, second by Mr. Greenland.

Roll Call:

| | | | |
|----------------|--------|---------------|--------|
| Mr. Byrne | Yea | Mr. Patterson | Yea |
| Mr. DelMonte | Yea | Mr. Barnabei | Absent |
| Mr. Reidenbach | Yea | Ms. Murphy | Yea |
| Mr. Morey | Yea | Mr. Greenland | Yea |
| Mr. Montello | Absent | 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 – January 2014
- Finance Update – January 2014
- Housing Update – January 2014
- Sales Update – January 2014
- SMG Update – January 2014
- Delaware North Update – January 2014

Mr. Siciliano welcomed and introduced our new Manager of Food & Beverage, Jim Muccie, to the meeting and to the Wildwoods Convention Center team. Mr. Muccie

started with us on January 6th, and has past experience with Delaware North. We are glad to have Mr. Muccie on board with us.

Mr. Muccie stated that he has been a North Wildwood resident since 1992, and gave a brief history of his work experience. He has been a General Manager for both DE North and Aramark in Atlantic City, and was part of the team that opened the current Wildwoods Convention Center. Mr. Muccie began in DE North in concessions, then catering, then moved up to the GM position through the years. Mr. Siciliano reiterated that we look forward to working with Mr. Muccie.

Mr. Patterson had questions regarding the meeting with the Army Corps of Engineers, which were answered by Mr. Siciliano. Mr. Byrne and Mr. Siciliano attended a meeting with the 3 municipalities and engineers, as well as Dr. Stuart Farrell, to review the Army Corps of Engineers Dune Report, and address any concerns with projected work. The 3 municipalities will write a response jointly to address their concerns. The submission is due by February 7th. This proposed project is a \$20-30 million project, building a dune from Cape May to Hereford Inlet. Mr. Morey asked about the level of GWTIDA's participation. Mr. Byrne stated that our role is tourism-based, event-based. Mr. Morey added that the proper location of the proposed dune would be key. If located as specifically shown on the 2015 Plan, could create recreations areas and event fields. Mr. Siciliano concurred that it would be beneficial to build the dune where it is shown on the 2015 Plan.

Mr. Greenland had questions regarding a meeting that discussed a possible movie theater coming to the convention center vicinity or another location on the island. Mr. Siciliano explained that he met with Joe Salerno and Gary McGhee of the Greater Wildwood Hotel Motel Association, and it was one of the ideas they had, with respect to the original design of the convention center. Discussions took place on the possibility of revitalizing that original plan and developing a movie theater or other enclosed retail to give people something to do on a rainy day, to keep them on the island.

Mr. Greenland thanked Ms. Kane and staff for their participation and assistance with the Window Decoration contest. Mr. Greenland also discussed an editorial in the AC Press on December 30, 2013, entitled "Nothing but Net". We have enjoyed a great couple of days of press, with 2 stories and an editorial.

Correspondence/Communication: A thank you note from the family of Jack Koza was included in the packet.

Motions:

None.

D. Chairperson's Report

Mr. Byrne stated his update was included in the packet, and reiterated meetings he attended throughout the month. There were no questions.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that there was nothing to report at this time.

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

Roll Call:

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

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JANUARY 16, 2014

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the December 19, 2013 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – January 2014

Finance Department Update – January 2014

Marketing/Public Relations Update – January 2014

Mr. Siciliano stated that we have a new fishing tournament event, in conjunction with the fishing fam tour.

Mr. Siciliano discussed actual expenses through December, and revenue through September. This will change dramatically due to income numbers not being finalized for 2013.

Mr. Rose reported that the total Public Relations advertising value for 2013 to date through December is \$5,433,490.42 with a total of 812 individual news clips. Also, the 2014 Plan is being put together, and we will be going after niche marketing.

Correspondence/Communication – Nothing.

Motions:

Mr. Patterson made a motion to approve the bill list in the amount of \$35,341.58, second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- o **Advertising:** Ms. Murphy stated that the report was included in the packet and highlighted several items that were discussed at the meeting. The committee will be picking a new song for Wildwood Days, and the new ad

campaign is moving along. Also, we are trying to have the icon wall project coincide with the Unlocking of the Ocean.

- **Special Events:** Mr. DelMonte discussed funding for the Beach & Boat Fishing Tournament. This event will begin on Father's Day Weekend, and we are hoping that it will draw more interest. Mr. Morey stated that the in-room guide should touch on that event. The committee is 98% done with funding reviews, and the Calendar of Events is on press.

Old Business – Nothing.

New Business – Nothing.

Policies/Procedures – Nothing.

Correspondence/Communication – Mr. Siciliano stated that there were 2 letters included in the packet, one to the City of Wildwood regarding beach offset payment, and one to Jodie DiEduardo at Crest Savings Bank regarding the use of a Wildwoods Sign photo to be utilized on debit cards, and asked if there were any questions. Ms. Murphy asked if we received a response from the City of Wildwood. Mr. Siciliano has not received a response to date, however anticipates getting a call soon.

D. **Public Comment** – Nothing.

E. **Executive Session** - None.

F. **Any matter of immediate attention**
The next GWTIDA Board Meeting will be held on Thursday, February 20, 2014.

G. **Motion to Adjourn**
Mr. DelMonte made a motion to adjourn, second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary