

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JANUARY 21, 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. DeMonte	Present	Mr. Barnabei	Present
Mr. Reidenbach	Present	Ms. Murphy	Present
Mr. Morey	Absent	Mr. Greenland	Present
Mr. Montello	Present		

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

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from the Regular Meeting on December 17, 2015, second by Mr. Reidenbach.

Roll Call:

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

Motion was moved and approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

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

~~Mr. Lynch corrected his update, reporting that the Special Olympics Polar Plunge raised \$400,000, instead of the \$120,000 that was originally reported.~~

A 2015 Booking Recap was distributed and reviewed by the board. In 2015, the convention center hosted 140 groups, and the staff set up 1,400 separate events in the building. The facility reached 3 million attendees in the building during 2015, and was open 201 days with paying customers during the year. In addition, it was reported that 2015 events generated 133,000 hotel room nights and \$1 million in dining opportunities. The building was booked 45 weekends out of the year.

Mr. Siciliano added that the number in parenthesis is new groups, and not the same 140 every year. 100 are consistent repeat business.

Mr. Lynch reported that we were able to book the Lower Township Football Banquet in one day, due to an issue with the originally booked venue. We received a call this morning and the event will happen in the convention center tonight.

Mr. Greenland asked how we can publicize the booking recap. Mr. Siciliano replied that it will be included in our yearly re-cap presentation that we do in the building each spring and there will also be a press release sent out.

Correspondence/Communication: None.

Motions:

Mr. DelMonte made a motion to authorize the Finance Department to go out to bid for landscaping services at the Wildwoods Convention Center, second by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

D. Chairperson's Report

Mr. Byrne reviewed meetings held throughout the month.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet. He thanked Ms. Kane and the SMG staff for their assistance with the holiday window decorating contest. Mr. Greenland also reported that we are still pursuing neon lighting over meeting rooms 4-10. Ms. Kane is also looking into options to add Christmas décor around the Wildwoods sign area.

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

Roll Call:

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

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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

REGULAR MEETING, THURSDAY, JANUARY 21, 2016

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of December 17, 2015 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – January 2016

Finance Department Update – January 2016

Marketing/Public Relations Update – January 2016

Mr. Siciliano reported that there was a note in the Finance Update which stated: In October 2015 we prepared a budget amendment to estimate our payments to the 3 municipalities for their share of the 1.85% tax. Unfortunately, we did not estimate enough, therefore we will overspend the 2015 non-operating expense line item.

Mr. Siciliano reported that the Race of Gentlemen event has moved to June 4th and 5th, which is also Elks Weekend. Mr. Siciliano has met with the Elks to inform them of this change, and the Elks will notify us of any issues they have with hotels, etc.

Mr. Siciliano reported that the total Public Relations advertising value to date through December 31, 2015 is \$19,599,309.49.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$57,397.90, second by Mr. DeMonte.

Roll Call:

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

Motion was moved and approved.

Correspondence/Communication – None.

C. Chairperson's Report

Committee Reports:

- o **Advertising:** Ms. Murphy reported that the committee met with Signature Communications and received a proposal for 2016. The committee will

~~review and get back to them in a few days. There will be no changes in creative – just placement and strategy.~~

Mr. Patterson inquired about the Guinness Book of World Records and tram car. Per Mr. Rose, an application will be submitted to Guinness for sanction and approval.

- **Special Events:** Mr. DelMonte stated that the committee met today and is moving forward. All is on board, on schedule and on time.

Old Business – Mr. Siciliano gave the board an update on the host hotel. He stated that we are awaiting a response from the City of Wildwood on the mortgage. In the meantime, we are moving forward with Tony Peterman of the Strategic Advisory Group and will be meeting with him on February 8th.

New Business – Mr. Byrne reported that he received an email from the Wildwood Business Improvement District (WBID). They are interested in creating a park on Pacific Avenue in the previous location of Cheers. This park would be a place to hold events, and include parking and a performance stage. This would be in combination with the county open space and private money. The county wants to be sure that the park looks good and is maintained. The WBID will maintain the park, however the county is looking for a backup organization to provide maintenance to the property, if the WBID would disband. This park could benefit businesses and perhaps even be a venue on Pacific Avenue for future events that GWTIDA has been looking for. However, the Board had a couple concerns, the first being that this type of agreement would be outside of the scope of what GWTIDA does. When the City of Wildwood could not afford to clean the Boardwalk bathrooms, GWTIDA stepped in to help with funding, but not direct maintenance of the restrooms. Mr. Siciliano voiced his concerns with setting a precedent. It is very open-ended and we may be better off helping them with a one-time fee. However, we do not know what that number could be. We could help with infrastructure, but not maintenance. It could be event support. Perhaps the county could ask the City of Wildwood to maintain the property, in the event that the WBID could not. Additional discussion that GWTIDA could help fund a flat fee towards maintenance in the future (i.e. maybe \$5K per year), however it is not in our scope to maintain city or county property on a daily basis. We need to be consistent with what we have done in the past, and what our stewardship responsibility is.

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, February 18, 2016 at 6:00 p.m.

G. Motion to Adjourn

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary