

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

REGULAR MEETING, THURSDAY, JANUARY 19, 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	Present		

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. Patterson made a motion to approve the minutes from the Regular Meeting on December 16, 2017, 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. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

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

Correspondence/Communication: None.

Mr. Reidenbach had questions on landscaping, which were answered by Mr. Siciliano. A letter was sent out to our current landscaper stating that we will not be renewing their contract. We are unhappy with their services and will re-bid. Mr. McNicholas and Ms. Kane and working on the specs.

Mr. Lynch distributed and reviewed the Booking Recap from April 2002 through December 2016.

In 2016, attendance was 240,000, with 133,000 room nights. We were open for 203 days, and had 48 weekends booked in 2016. It has been a great year so far, and we are looking forward to a string 2017. We are also hoping to book additional entertainment events, and are making attempts in several ways including advertising. Mr. Greenland asked if the booking recap could be publicized, to which Mr. Siciliano stated that it will be presented at our annual Marketing & Sales presentation in March.

Mr. Siciliano gave an update on the convention center hotel. The NJSEA has their board meeting today. On their agenda is a resolution to support and assist, as is necessary, desirable or advisable, GWTIDA in advancing the hotel project. To prepare a letter agreement stipulating the terms and parameters of the NJSEA's involvement with the project, including leasing ground to GWTIDA, who can then sublet to a developer. Tony Peterman of JLL is preparing the final draft of the RFQ, which Mr. Siciliano will then forward to NJSEA for their comments and hopefully to distribute by February 1st.

Motions: None.

D. Chairperson's Report

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

The WBID Meeting was cancelled.

Also attended was a Cape May County Chamber of Commerce meeting, where the new Director of Tourism, Mr. Boganski, spoke.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet and there were no questions. Landscaping was discussed. Again, a letter was sent out to our current landscaper stating that we will not be renewing their contract. We are unhappy with their services and will re-bid. Exterior lighting was also reviewed at the committee meeting. It was decided that the building is lit for 6 months, and always lit when there is an event in the building, and not lit when the building is dark, due to financial and other reasons. The stairs are always lit. It will be left as is at this time for cost savings. New chairs for the Boardroom are also being researched. GOBO lighting was discussed additional sets of lenses will be purchased for additional holidays. Will discuss at next committee meeting the length of time GOBO's will be left up on the sign.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

E. Executive Session

Mr. Patterson 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. DelMonte.

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	Yea		

Motion was moved and approved.

Mr. April stated that In Executive Session, the board discussed ongoing negotiations for the convention center hotel, specifically as it relates to our relationship with NJSEA.

As a result, the board will introduce a resolution in open session to authorize the Executive Director to sign a contract agreement with NJSEA outlining the rights and responsibilities of GWTIDA and NJSEA.

Mr. Montello made a motion to authorize the Executive Director to sign a contract agreement with NJSEA outlining the rights and responsibilities of GWTIDA and NJSEA, second by Mr. Barnabei.

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	Yea		

Motion was moved and approved.

F. Any matter of immediate attention - Nothing.

G. 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. DelMonte.

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	Yea		

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JANUARY 19, 2017

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular Meeting minutes of December 15, 2017 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

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

Mr. Siciliano discussed the 1.85% tax collections. We will have actual numbers for 2016 budget year. Mr. Greenland had questions on the website visit comparison over last year, which is up 26%. Great job!

Correspondence/Communication – None.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$227,665.15, second by Mr. DelMonte.

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	Yea		

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Mr. Rose stated that Suasion Communications did a recap of 2016 and presented the 2017 PR Plan. This will mirror our new ad campaign. The new TV commercial was also approved. We will show the new commercial at our February Board Meeting and have copies of the prints ads, etc. available. We are also working on a new Calendar of Events cover to go along with our new campaign.
- **Special Events:** Mr. DelMonte stated that the committee met and all went well. A lot was wrapped up. A meeting was held with the new Restaurant

Association, headed by Brendan Sciarra. He will be taking over with the help of Russel Simmons. Ten restaurant owners attended the meeting, and new ideas, including the possibility of 3 restaurant weeks, were discussed. The meeting went very well.

Old Business – Nothing.

New Business – Nothing.

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 16, 2017 at 6:00 p.m.

G. **Motion to Adjourn**

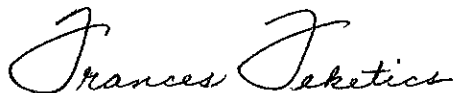
Mr. DelMonte made a motion to adjourn, second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary