

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

REGULAR MEETING, THURSDAY, JANUARY 18, 2018

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.

Mr. April administered the Oath of Office to new Board Member Bruce Hamlin.

The Open Public Meetings Act was read by Mr. Byrne.

Roll Call:

Mr. Byrne	Present	Mr. Patterson	Absent
Mr. DeMonte	Present	Mr. Barnabei	Present
Mr. Reidenbach	Present	Mr. Greenland	Present
Mr. Morey	Present	Mr. Hamlin	Present
Mr. Montello	Present		

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

A. Approval of Minutes

Mr. Reidenbach made a motion to approve the minutes from the Regular Meeting on October 19, 2017, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Absent
Mr. DeMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Mr. Greenland	Yea
Mr. Morey	Yea	Mr. Hamlin	Abstain
Mr. Montello	Yea		

Motion was moved and approved.

Mr. Reidenbach made a motion to approve the minutes from the Regular Meeting on November 16, 2017, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Absent
Mr. DeMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Mr. Greenland	Yea
Mr. Morey	Yea	Mr. Hamlin	Abstain
Mr. Montello	Yea		

Motion was moved and approved.

Mr. DeMonte made a motion to approve the minutes from the Regular Meeting on December 21, 2017, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Absent
Mr. DeMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Mr. Greenland	Yea
Mr. Morey	Yea	Mr. Hamlin	Abstain
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 2018
- Finance Update – January 2018
- Housing Update – January 2018
- Sales Update – January 2018
- SMG Update – January 2018
- Delaware North Update – January 2018

Correspondence/Communication: None.

Mr. Siciliano thanked SMG and DE North for all they did for Rob McNicholas' luncheon. We also received a call from DE North corporate headquarters. DE North took care of the luncheon for Rob's family.

Mr. Siciliano stated that tax collections were received through November. We are 13% ahead of plan and 8% up from 2016 collections. These are positive numbers.

Mr. Byrne had questions regarding the Harlem Globetrotters contract and what we see changing with their event in the future. Mr. Lynch replied that they are happy coming here and discussions are taking place. Discussion ensued regarding both the Globetrotters and WWE. Mr. Morey asked if the Globetrotters have considered holding their event on a court on the beach.

Motions:

Mr. Reidenbach made a motion to approve the SMG contract extension for a 1-month period, beginning on February 1, 2018 and ending on February 28, 2018, during the negotiation process, second by Mr. DeMonte.

Roll Call:

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

Motion was moved and approved.

D. Chairperson's Report

Mr. Byrne reiterated meetings held and attended throughout the month.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland reported that our landscaper was given 60-day notice and has one month remaining. Mr. Byrne added that we are working with NJSEA to formalize a capital reserve. Mr. Siciliano is speaking with Mr. Duffy of NJSEA to move forward. Statement of Operations is not final until the audit is done. History of reserve discussed. Basically, we need to have funding properly allocated, and have a dedicated fund.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

E. Executive Session

None.

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. Greenland.

Roll Call:

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

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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WILDWOODS CONVENTION CENTER**

REGULAR MEETING, THURSDAY, JANUARY 18, 2018

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of October 19, 2017 were approved.

The Regular meeting minutes of November 16, 2017 were approved.

The Regular meeting minutes of December 21, 2017 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – January 2018
Finance Department Update – January 2018
Marketing/Public Relations Update – January 2018

Mr. Siciliano stated that the 1.85% collections are 13% over our 5-year average. In addition, we are 14% ahead of plan and 9% ahead of 2016 collections. This is strictly hotel tax collections.

Mr. Siciliano stated that we are working on the final financial statements for the GWTIDA budget.

We also received a TDF check from the City of North Wildwood. This will be processed and we hope to have a report by mid-February or March.

Correspondence/Communication – None.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$59,245.41, second by Mr. DeMonte.

Roll Call:

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

Motion was moved and approved.

C. Chairperson's Report

Mr. Byrne stated that he is working on reconfiguring committees and needed to make some changes. Proposed committee changes were announced. Mr. Barnabei has been asked to chair the Advertising Committee and join the Buildings & Grounds Committee. New board member Mr. Hamlin has also been asked to join the Advertising Committee. Mr. Byrne would also like to reinstate the Sales Committee, especially now that we are in the process of getting the hotel built. We need to start to attract mid-week shoulder season business. Mr. Montello will chair that committee, with members Mr. Greenland, Mr. Hamlin and Mr. Byrne. This committee will be meeting in the future. Finance Committee remains the same. Mr. Byrne asked Mr. Hamlin to join the Housing Committee and they will meet when necessary. Events, Staffing and Strategic Planning Committees will remain the same.

Mr. Greenland stated that he also reports at North Wildwood Council meetings what is happening within GWTIDA. Wildwood Crest members will also be reporting at borough meetings.

Committee Reports:

- **Advertising:** Mr. Barnabei reported that Suasion Communications gave a presentation at the committee meeting, reporting on stories on the Wildwoods and what that was worth in ad value. Summerfest publicity was discussed. Mr. Byrne discussed PR and ad equivalency, which is almost \$40 million this year. The committee is working hard.
- **Special Events:** Mr. DelMonte stated that the committee discussed Baseball on the Beach event, which has doubled in participation. There are also early discussions taking place on a 1-day event on Sunset Lake. Events on Byrne Plaza were also discussed. It was also reported that \$383,000 has been earmarked so far on events.

Mr. Hamlin asked what the process was for a city to obtain event funding. Mr. DelMonte explained that they would need to submit an application, which would be reviewed at the committee level. There are criteria in place and scores are given by each committee member based on certain parameters. Ms. Trapp further explained and offered to set up a meeting with Mr. Hamlin to further educate him on the entire process.

Ms. Trapp will meet with one representative from each city along with island-wide organizations bi-monthly, in order to have one streamline point of information for what is happening.

Mr. Byrne discussed history of tax collections and island-wide advertising budget.

Mr. Byrne stated that he met with the Wildwood Business Improvement District (WBID) and representatives from the Race of Gentlemen. They love the Wildwoods and would like to secure a headquarters on Pacific Avenue which would include a museum for people to look at vintage cars and bikes. They are working on obtaining a property for that purpose.

- **Strategic Planning:** Mr. Morey gave an update on the Rio Grande Avenue Project and possible renaming of Rio Grande Avenue. Discussion on electronic billboard and location. Mr. Morey stated that they are working with the city engineers on a bike path. Mr. Reidenbach had questions on Delsea Drive and bike path, which were answered by Mr. Morey.

Mr. Morey discussed the possibility of Governor Murphy approving marijuana, and mentioned that Vail resorts ban it on property in Colorado. Although still illegal federally, how to make it part of counties agricultural initiative was discussed. How can we, or do we, take that opportunity?

Old Business – Mr. April stated that there is no update on the Declaratory Judgement case to date.

There is also no movement on the financial disclosure issue, however, Mr. Siciliano will email the Wildwood board members.

Mr. Byrne gave an update on the C5 Initiative. Senator Van Drew has agreed to pre-file and we are moving along.

Mr. Byrne gave an update on the hotel project. A developer has been selected – Gurwicz Enterprises. A meeting was held with them today to mine data. Mr. Siciliano spoke with Mike Zumpino regarding parking and green acres laws. Gurwicz wants to build a Hilton Garden Inn with approximately 125 units. They will do their 90-120 days of due diligence, and we are working to help resolve the parking issues.

New Business – None.

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 15, 2018 at 6:00 p.m.

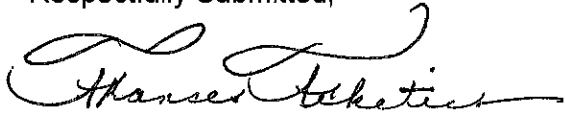
G. **Motion to Adjourn**
Mr. DelMonte made a motion to adjourn, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,

A handwritten signature in cursive script, appearing to read "Frances Feketics". The signature is fluid and elegant, with a large initial "F" and a long, sweeping underline.

Frances Feketics
Board Secretary