

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

**REGULAR MEETING, THURSDAY, JULY 18, 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.

Mr. Byrne stated that Mr. Patterson was reappointed to the GWTIDA Board by the Borough of Wildwood Crest. This appointment is effective immediately and the term expires on July 1, 2017. Mr. April administered the Oath of Office to Mr. Patterson.

**Roll Call:**

Mr. Byrne	Present	Mr. Patterson	Present
Mr. DelMonte	Present	Mr. Barnabei	Present
Mr. Reidenbach	Present	Ms. Murphy	Present
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Present	Ms. Hanlon	Present via phone

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

**A. Approval of Minutes**

**Mr. DelMonte made a motion to approve the minutes from May 16, 2013, second by Mr. Reidenbach.**

Roll Call:

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

**Motion was moved and approved.**

**Mr. Reidenbach made a motion to approve the minutes from June 20, 2013, 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	Yea	Mr. Greenland	Yea
Mr. Montello	Yea	Ms. Hanlon	Yea

**Motion was moved and approved.**

**B. Executive Director's Report**

Included in the board packet were:

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

Mr. Greenland had questions on the Housing Department report, which were answered by Mr. Siciliano. There were issues with the United Methodist payments to a couple of hotel properties; however the issues are being resolved. We will meet and review the housing process prior to their next convention. Ms. Kelley-Nielsen is handling the situation.

Ms. Murphy had questions on the Administrative Department Update, which were answered by Mr. Siciliano. The meeting held with Peter Tyson, John Siciliano and John Lynch regarding the feasibility study for the Rio Grande Avenue property was held to provide the potential developer with information on the convention center and events.

**Correspondence/Communication:** Nothing.

**Motions:**

None.

**C. Chairperson's Report**

Mr. Byrne stated his update was included in the packet, and reiterated meetings he attended throughout the month.

**Committee Reports:**

- **Buildings and Grounds** – Mr. Reidenbach stated that the committee has been very busy. Approval was received by NJSEA to move forward on the roof repair. The committee is also looking at the meeting room window scheme. FEMA application for v-zone removal is in 90-day review. Edging has begun.

Discussion was held on beach access. Mr. Siciliano and Mr. Byrne attended several meetings, due to GWTIDA having somewhat of a stake, with events and future events needing access to the beach. We are trying to assist the City of Wildwood in finding a solution. One possible solution being looked at is the Bennett Avenue lot. Article that will appear in the Wildwood Leader regarding beach access was discussed, as well as the

2015 Plan as it relates to parking. We understand that there may be some negative reaction on the possible location from the community; however it will be up to the City of Wildwood to decide what they want to do. GWTIDA will not fund any beach access project; however, we may be able to assist with some engineering costs, etc. Mr. Byrne stated that Mr. Siciliano's comments in the Leader article were factual, and there are potential solutions being put on the table.

- **Entertainment & Sales** – Mr. Montello deferred to Mr. Lynch. Mr. Lynch stated that Dom Irrera and Friends will be coming to the Wildwoods Convention Center on Saturday, August 17<sup>th</sup>. Tickets are \$28 for reserved seating and \$38 for VIP seating, which includes a meet and greet. Radio and advertising is being lined up and Dom Irrera is working on getting some opening acts for the show.

**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. DelMonte.

**Roll Call:**

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

**Motion was moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JULY 18, 2013

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the May 16, 2013 and June 20, 2013 meetings were approved.

B. Executive Director's Report

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

Mr. Byrne reviewed the GWTIDA Budget and stated that the board needs to be knowledgeable in what we spend our money on and portray that information to the community when asked. We spend our money wisely and do not squander it.

Mr. Greenland had questions on the City of Wildwood TDC minutes that were included in the packet regarding the Spring Car Show cruise to Menz's that we also fund. Mr. Siciliano stated that the show used to have a cruise on the island, which turned into a cruise to Menz's, dinner and cruise back to Wildwood. It was reiterated that the main event takes place in the Wildwoods, and the cruise is just a small portion of the event. Mr. Montello stated that there were many complaints and that a letter was sent to the city. Mr. Siciliano asked for a copy of the letter. More information needs to be obtained regarding the series of events that unfolded regarding the matter.

**Correspondence/Communication** – Nothing.

Motions:

**Mr. Patterson made a motion to approve the bill list in the amount of \$393,478.53, second by Mr. Greenland.**

Roll Call:

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

**Motion was moved and approved.**

C. Chairperson's Report

**Committee Reports:**

- **Advertising:** Ms. Murphy reported that a photo shoot was held for marketing, promotions and advertising, as well as to obtain B-roll. Two

video crews, a photographer and a go-cam were used on the shoot, focusing on promoting the Wildwoods. PR plan for icon walls throughout the Wildwoods using caricatures was discussed. Mr. Siciliano, Mr. Rose and Susan Adelizzi-Schmidt of Suasion Communications searched for locations for the murals. This would be a multi-year project, and could include a map of the icon walls that people could use to take a tour. It could be a good bikeable tour, and a nice beautification project.

- **Finance:** Mr. Siciliano stated that there was nothing to add at this time.
- **Special Events:** Mr. DelMonte stated that the committee continues to work on the Events Funding Criteria. This is an ongoing process, and with the new criteria, those seeking funding will know exactly what to do. The new criteria will be ready for 2014, and will make the funding application process more objective and clear. Mr. Byrne offered kudos to the committee and staff for all their hard work on the project.
- **Strategic Planning:** Mr. Morey stated that demo has begun on John's Tire and Auto. Downtown parking on the 2015 Plan was mentioned that it is an on-again, off-again project. Mr. Morey stated that he met with the Wildlife Refuge. We were asked to come up with a design for the entrance to go into the refuge. Rich Stokes has come up with preliminary drawings. How do we make county fishing and wildlife more accessible to the public? It is a fantastic untapped asset. We need to look at better pedestrian access for the beach. Mr. Morey also reported that he met with Scott Green, Executive Director of the Delaware River and Bay Authority. It is their desire to look at bikeability of the southern section of the county, including the zoo, boardwalk, ferry, etc. It was a very promising meeting. Mr. Reidenbach had questions regarding the Monster Truck building, and any possible conceptual plans for the façade, which were answered by Mr. Morey and Mr. Siciliano. The deal for the building has been made, which is a 5-year lease.

**Old Business** – Nothing.

**New Business** – Mr. Patterson shared some positive compliments that were received from attendees of the Dance Xplosion event. Over half of the rooms at the hotel in which Mr. Patterson works were all families, and they all spoke of what a wonderful week they had while they were in the Wildwoods. They were very happy with the way they were treated and also very happy with the staff of the convention center.

Mr. Lynch discussed a very busy upcoming October, with Methodist Youth convention, 50's Weekend and Barbershoppers Convention. We are proud of what we do as a building. During the period of time between January and Thanksgiving, almost every weekend in the building is filled.

Mr. Byrne stated that we can do all the advertising we can and want, however we need to continue to deliver a good product, which is the whole package – convention center, hotels, boardwalk, restaurants, etc.

Mr. Morey had questions on WWE event being held on July 4<sup>th</sup> weekend, as it relates to parking and parking fees. Mr. Siciliano does not feel that the event will take place over a holiday weekend next year. Ideally, we would like to hold the WWE on a non-holiday weekend. Reserved parking is in their contract, and the event brings significant income into the building.

**Policies/Procedures** – Nothing.

**Correspondence/Communication** – Nothing.

D. **Public Comment** – Nothing.

E. **Executive Session** - Nothing.

F. **Any matter of immediate attention**  
The next GWTIDA Board Meeting will be held on Thursday, August 15, 2013.

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

**Roll Call:**

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

**Motion was moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary