

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JULY 17, 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	Absent	Mr. Barnabei	Present
Mr. Reidenbach	Present	Ms. Murphy	Present
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Present	Ms. Hanlon	Absent

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

A. Approval of Minutes

Mr. Greenland made a motion to approve the minutes from June 19, 2014, second by Mr. Morey.

Roll Call:

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

Mr. Siciliano discussed the 2% tax collections, which puts us in a positive variance.

There were no further questions.

Correspondence/Communication: Included in the packet was a letter to Jay Ford regarding Starlight Ballroom Naming Rights, and a letter to George Heflich inviting Mr. Siciliano to give a welcome address to the NJ State Firemen's Association at their convention.

Motions:

Mr. Byrne stated that the GWTIDA Finance Committee met to discuss parking rates at the Wildwoods Convention Center. The committee would like to recommend raising the cap from \$15 to \$20 at certain times. It was reiterated by Mr. Siciliano that this would not be the normal course of business, but only on holiday weekends and at certain special events. Mr. April also stated that we have a fiduciary obligation to the owners of the facility. Mr. Siciliano discussed the process for determining daily rates and informed the board that we are hoping to hire an operations employee to oversee parking and other operations tasks and feels that this increase in maximum rate could cover the cost of the new position without taking from our profit percentage, as well as paying for the investment we just made in new parking equipment. Mr. Reidenbach added that we created a traffic hazard over 4th of July weekend and need to be mindful of congestion. Mr. Morey voiced his concerns with the board and stated that he would like to see us reinvest in efforts to increase parking supply. Additional discussion ensued.

Mr. Reidenbach made a motion to increase the cap on parking lot fees at the Wildwoods Convention Center from \$15 to \$20, second by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

D. Chairperson's Report

Mr. Byrne discussed meetings he attended throughout the month. There were no questions.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland reported that we are in the process of obtaining 3 prices for the refurbishing of the Wildwoods sign. Also, we will be purchasing 2 bike racks that will be placed at the bottom of the main stairs as a test. If they are utilized, additional bike racks may be purchased at a later time. The new parking lot cash register system is up and running. "Lot Full" signs may also help improve traffic flow. Mr. Reidenbach had questions on the capital improvement budget, which were answered by Mr. Siciliano. NJSEA has approved moving forward on any safety and operational items. Mr. Reidenbach requested an update be given on our solar project, which will be provided by Mr. McNicholas at next

month's meeting. Mr. Reidenbach suggested that the committee look at the window dressings on the Cape May Acme, for possible use on our meeting room windows, should that project be revisited. Mr. Reidenbach commented on the new Earth Cam camera on the Wildwoods sign. He noted that the pictures are both instantaneous and beautiful, and also now include audio. Mr. Rose reported that we received a free HD upgraded camera for our Earth Cam, with HD quality in real time, with sound.

Old Business: Nothing.

New Business: Mr. Patterson had questions regarding Sun National Bank leaving the area, which were answered by Mr. Siciliano. Marquee sign sponsorship was discussed, and it was reported that the current sponsorship/contract between Sun Bank and GWTIDA runs through 2017. Additional discussion ensued. Mr. Byrne and Mr. April requested that a copy of the marquee agreement be sent to them.

Mr. Greenland commented that there are 13 weddings booked in the facility for next year. Mr. Lynch stated that up to \$200,000 could be generated through these bookings, and reiterated that weddings do not displace other business in the building. Weddings are filled into open spaces on the booking calendar.

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. Reidenbach 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. DelMonte	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea	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, JULY 17, 2014

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of June 19, 2014 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – July 2014

Finance Department Update – July 2014

Marketing/Public Relations Update – July 2014

Mr. Siciliano reported that the 1.85% tax collections were good.

Correspondence/Communication – Included in the board packet were 3 letters, which include: a letter to Dale Foster regarding electrical and meter boxes, a letter to Mayor Troiano regarding the same, and a letter to Mayor Troiano to support application of the City of Wildwood for Transportation Alternative Grant Funding from NJDOT.

Motions:

Mr. Reidenbach made a motion to approve the bill list in the amount of \$318,926.98, second by Ms. Murphy.

Roll Call:

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

Motion was moved and approved.

Mr. Siciliano discussed the need to move the August GWTIDA Board Meeting from Thursday, August 21st to Wednesday, August 20th at 6 p.m., due to an event that the Wildwoods Convention Center is sponsoring on that day.

Mr. Morey made a motion to move the August GWTIDA Board Meeting from Thursday, August 21st to Wednesday, August 20th at 6:00 p.m., due to an event that the Wildwoods Convention Center is sponsoring that day, second by Mr. Montello.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Absent	Mr. Barnabei	Yea

Mr. Reidenbach	Yea	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea	Ms. Hanlon	Absent

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Ms. Murphy reported that planning has begun for the second phase of the icon wall project. Three possible locations have been identified, and we will reach out to the business owners. Mr. Siciliano stated that information regarding the icon wall should not be discussed outside of the board meeting. The committee also discussed the electrical boxes on Rio Grande Avenue, and we are looking for additional quotes from artists at this time.
- **Special Events:** Mr. Siciliano stated that we are trying to gather information from the 3 municipalities, and looking ahead to next year's funding. Mr. Morey had questions on event support, which were answered by Mr. Siciliano. It was reported that on June 25th, an email was sent out to all three municipalities asking them for information. Mr. Byrne stated that we met with the business community. We are looking to reallocate some event money we already have. We made progress and will continue to get information in preparation for our annual meeting with the Mayor's in October. John Donio drafted a letter to Mayor Troiano, which will be signed by those in attendance at the meeting. We will meet again in October.
- **Strategic Planning:** Mr. Morey distributed a photo of the fire hydrant for the dog beach, which is under construction. Army Corps of Engineers dune project was discussed. North Wildwood and Wildwood Crest are in agreement, as it is consistent with the 2015 Plan. It is a slow process, however is ongoing. Mr. Reidenbach discussed bikeability and the possibility of tying in Wildwood to the Lower and Middle Township bike paths. Mr. Morey will get an update on bike paths in the county.

Old Business – None.

New Business – None.

Policies/Procedures – None.

Correspondence/Communication – None.

D. Public Comment – None.

E. Executive Session - None.

F. Any matter of immediate attention

The next GWTIDA Board Meeting will be held on Wednesday, August 20, 2014.

G. Motion to Adjourn

Mr. Reidenbach made a motion to adjourn, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary