

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JULY 16, 2015

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 | 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 June 18, 2015, 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 | Absent | 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 – July 2015
- Finance Update – July 2015
- Housing Update – July 2015
- Sales Update – July 2015
- SMG Update – July 2015
- Delaware North Update – July 2015

Mr. Patterson had questions regarding the new car auction in June, which were answered by Mr. Siciliano. The event is in contract discussions.

Mr. Byrne noted that a dance group is moving from the Taj Mahal in Atlantic City to Wildwood.

Mr. Reidenbach noted that we did 3 weddings, with a total revenue of \$45,000.

Mr. Siciliano discussed the 1.85% and 2% tax numbers, which were distributed to the board.

Mr. Siciliano thanked SMG for all their assistance with the Philly Pops concert in Fox Park on July 4th. The Pops and the City of Wildwood were very complimentary of our staff, and it is working together that makes events successful.

It was noted that our parking lots look great.

Correspondence/Communication: Included in the packet was a thank you note from the Asbury AME Church.

Motions:

None.

D. Chairperson's Report

Mr. Byrne reported on meetings he attended throughout the month. There were no questions on the Chairperson's Update.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland commented that regarding the Philly Pops, great job to staff. Electronic portions of signs. No change in host hotel status. Mr. Byrne offered kudos to Mr. Siciliano on staying on top of the project.
- **Housing** - Mr. DelMonte reported that the Housing Committee hosted a second Housing Program Meeting on June 23rd. At that meeting, a universal cancellation policy was agreed upon. Mr. Siciliano reiterated the focal points of the meeting. Joy Nielsen is in the process of conducting training sessions on Passkey.

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. Greenland made a motion to go into the GWTIDA portion of the meeting, 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 | Absent | Mr. Greenland | Yea |
| Mr. Montello | Yea | | |

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JULY 16, 2015

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of June 18, 2015 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – July 2015

Finance Department Update – July 2015

Marketing/Public Relations Update – July 2015

Mr. Siciliano discussed the 1.85% tax numbers that were received. Through May we were up 11% over last year.

Discussion on Movies on the Beach took place. Mr. Montello questioned whether either the Movies on the Beach or the Downtown Wildwood Movies could be moved to another night, since they both take place on Tuesdays.

Mr. Siciliano discussed the marbles coverage that was received on CBS-3. Both Mr. Reidenbach and Mr. Greenland added that the value of the marbles is phenomenal, and that a great job was done on the PR by Mr. Rose.

Mr. McNicholas stated that we received part of our electric bill. There has been an issue with solar reporting.

Correspondence/Communication – Response letter from Senator Menendez regarding offshore drilling was included in the packet.

Motions:

Mr. DeMonte made a motion to approve the Bill List in the amount of \$263,186.86, second by Mr. Barnabei.

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.

Mr. Siciliano stated that at the last board meeting, a discussion took place on whether or not we could extend the Suasion Communications contract. Because 2 1-year options in RFP, we could follow the RFP. We spoke with Suasion, and they are interested. The Advertising Committee discussed and recommends to the

board to exercise the first option. Motion was read into the minutes: Motion to exercise option to extend Suasion Communications contract for a 1-year period, commencing on January 1, 2016 and ending on December 31, 2016, in an amount not to exceed \$84,000.

Mr. Reidenbach made the motion to exercise the option to extend Suasion Communications contract for a 1-year period, commencing on January 1, 2016 and ending on December 31, 2016, in an amount not to exceed \$84,000, 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.

C. Chairperson's Report

Mr. Byrne discussed the C5 Project. A letter was written to Senator Van Drew, and Triad Associates is working on an Executive Summary. It was suggested that we re-write Senator Van Drew, and discuss how Atlantic City is funded. We should have the revised proposal out shortly.

Committee Reports:

- **Advertising:** Ms. Murphy reported that board members should be receiving a text or email next week from Russ Simmons, testing the new Wildwoods app. The committee is also moving forward with the third Icon Wall, however, we are still in need of a wall. It has been difficult to find business owners who are favorable to the idea of having an icon wall on their buildings. Suggestions were made including: Beach Bums at 3rd and NJ Ave. in North Wildwood, the North wall of the Wildwoods Convention Center, the North side of the Greater Wildwood Chamber of Commerce, and Petals Florist on Rio Grande Avenue. The committee stated that they will attempt to find a wall for an additional 10 days before regrouping.

Mr. Morey arrived at 6:45 p.m.

- **Special Events:** Mr. DelMonte stated that the committee is reviewing post-event reports. The committee is also working on funding for next year and is half complete. Events will be revisited in September to evaluate how to move forward and what the best use of our money is. Funding deadline is November.
- **Strategic Planning:** Mr. Morey stated that the report was included in the packet. An update was given on the Rio Grande Avenue Project. Once complete, it will be much easier to get in and out of town. This is a massive project, and we will see some physical changes in 2018. This is a great infrastructure project for the Wildwoods.

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

Our annual Re-Organization Meeting will be held on Wednesday, August 19, 2015 at 6:00 p.m., with our Regular Board Meeting immediately following.

G. Motion to Adjourn

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

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 | | |

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary