

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

REGULAR MEETING, THURSDAY, JULY 21, 2016

**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	Absent
Mr. Reidenbach	Present	Ms. Murphy	Present
Mr. Morey	Absent	Mr. Greenland	Absent
Mr. Montello	Present		

Also present were Mr. Siciliano, Mr. McNicholas, Mr. Rose, Ms. Trapp, Ms. Kane, Mr. Federici, Ms. Feketics, Mr. April, and Madison Russ of Catamaran Media.

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from the Regular Meeting on June 16, 2016, second by Mr. Reidenbach.

Roll Call:

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

Motion was moved and approved.

Mr. Barnabei, Mr. Greenland and Mr. Morey arrived at 6:05 p.m.

B. Public Comment – Mr. Byrne welcomed Madison Russ of Catamaran Media to the meeting. Ms. Russ informed the board that she has accepted a position with the AC Press, and this would be the last board meeting she will attend. She has enjoyed working with us and we wished her the best in her new job.

C. Executive Director's Report

Included in the board packet were:

Administration Update – July 2016
Finance Update – July 2016

Housing Update – July 2016
Sales Update – July 2016
SMG Update – July 2016
Delaware North Update – July 2016

Correspondence/Communication: None.

Mr. Siciliano stated that the Greater Wildwood Chamber of Commerce presented a plaque to the Wildwoods Convention Center, congratulating them on 15 years of service.

Mr. Greenland had questions on the tourism tax collections, which were answered by Mr. Siciliano.

Motions: None.

D. Chairperson's Report

Mr. Byrne reviewed meetings held throughout the month.

Mr. Byrne thanked Mr. Siciliano for driving the process with the convention center hotel and provided the board with an update. A conference call was held with Joe Lomax, Tony Peterman and Mark Petrella of SOSH Architects. The project is moving along nicely. Tony Peterman is working on developing the RFP to go out hopefully in August, the requested NJDEP checklist that Joe Lomax is working on is 90% complete and will be submitted to CAFRA. A pre-application meeting will then be held. We hope to meet with potential developers by the end of September. Mr. Morey had questions regarding parking, which were answered by Mr. Byrne. Parking is proposed to be on the 3rd-5th floors, within the structure. Also, is beach parking in CAFRA approved plan? Mr. Siciliano to review.

Public Comment: None.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet and there were no questions. Some ongoing projects include repair of bleachers in sections F and D, and GOBO lighting for the Wildwoods sign. The lighting should arrive in approximately 1 week. Mr. Greenland also thanked Ms. Kane for doing a great job.

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	Yea
Mr. DeMonte	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,



Frances Feketics
Board Secretary

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Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of June 16, 2016 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – July 2016
Finance Department Update – July 2016
Marketing/Public Relations Update – July 2016

Mr. Greenland had questions on the Events Department update, regarding a Roar to the Shore Business Organization Steering Committee Meeting, which were answered by Mr. Siciliano. Additional funding for the event is not being asked of GWTIDA.

Mr. Siciliano stated that the 1.85% room occupancy tax collection is up 22% over the 5-year average.

Correspondence/Communication – None.

Mr. Lynch arrived at 6:25 p.m.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$394,583.84, 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		

Motion was moved and approved.

Mr. Siciliano distributed an ad value report from Suasion Communications on the Marbles Tournament. This is a great event to be a part of. We put \$6,000 into the event, and received \$1.7 million in ad equivalency/actual press.

C. **Chairperson's Report**

Committee Reports:

- **Advertising:** Ms. Murphy stated that the committee is in the middle stages of the RFP for Advertising Services. Ten companies submitted RFP's and presentations will be made. Mr. Byrne thanked the committee for all of their time and effort in the process. The painting of the electrical boxes is almost complete. Susquehanna Avenue still needs to be done. Once complete, a press release will be done on the project.
- **Special Events:** Mr. DeMonte stated that we are busy with events and contracts. Also, there will be a new event this year, a baseball tournament on the beach, consisting of 16 teams. The event will take place in August.
- **Strategic Planning:** Mr. Morey discussed the Rio Grande Avenue Project. A county public information meeting was held, and another meeting will take place in August. Specifics of the project were shown and discussed including paver road strips, lighting fixtures, signage, widening of roads, etc. Construction on the project is expected to begin in 2018. Dale Foster, county engineer, and team are doing a great job. Ms. Murphy had questions regarding bus stop shelters, which were answered by Mr. Morey.

Old Business – None.

New Business – None.

Policies/Procedures – None.

Correspondence/Communication – None.

D. **Public Comment** – None.

E. **Executive Session**

Mr. Reidenbach 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 Executive Session, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DeMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Ms. Murphy	Yea

Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

Mr. April stated that in Executive Session, the Board reviewed the report from Triad Associates in conjunction with our request to the State of NJ to afford more revenue to the Wildwoods.

As a result, the Executive Director distributed copies to the three municipalities and that requested that the three municipalities adopt a resolution of this plan due to its changing from last resolutions regarding same.

F. Any matter of immediate attention

Our next Board Meeting will be held on Wednesday, August 17, 2016 at 6:00 p.m.

Mr. Patterson discussed Assembly Bill #A3555 and Senate Bill #2090 which talks about the split of funding between Arts & History and Tourism, as well as increasing the minimum amounts from room occupancy tax collections.

G. Motion to Adjourn

Mr. Greenland made a motion to adjourn, 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		

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary