

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

**REGULAR MEETING, THURSDAY, JULY 19, 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.

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

**Roll Call:**

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

Also present were Mr. Siciliano, Ms. Trapp, Mr. Rose, Mr. Lynch, Mr. Federici, Mr. April (via phone), and Ms. Feketics.

Mr. Byrne welcomed Jeff Vasser, Executive Director of the Division of Travel & Tourism, State of New Jersey, to the meeting.

Mr. Greenland arrived at 6:05 p.m.

**A. Approval of Minutes**

**Mr. Patterson made a motion to approve the minutes from the Regular Meeting on June 21, 2018, second by Mr. Greenland.**

**Roll Call:**

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

Statement of Operations was distributed to the board. Mr. Hamlin had questions regarding 2018 actual vs budget, which were answered by Mr. Siciliano. It is on the tourism side, through June 30<sup>th</sup>. The 2018 budget is for 12 months. The 2018 actual is year-to-date. Mr. Siciliano further discussed the Statement of Operations, stating that at \$64,000 negative variance, on plan. Also we have not yet received June numbers. We have \$400,000 yet to collect from June taxes. Mr. Byrne stated that the 2% tourism tax runs the convention center. 90% of the 2% tax goes to the convention center. We are currently at 7% less than last year. Mr. Siciliano added that we are 17% ahead of our budget. 2017 beat 2016, and 2016 beat 2015. Can 2018 beat 2017? We will not know until the year is over.

Mr. Greenland had questions regarding parking and the Baker Avenue beach parking lot. That lot is open, however our decrease in parking this month is due to the excessive amount of inclement weather. Comparison year-to-year are included in the packet. We do track number of vehicles and have reports. Mr. Siciliano stated that we had a better 4<sup>th</sup> of July last year than this year due to the holiday being spread out this year. Mr. Byrne further stated that the City of Wildwood owns our parking lots and we lease them for 99 years. We pay them \$200,000 per year and it goes up every 10 years. That income from those lots help to run the convention center. The reason GWTIDA pays the City of Wildwood for them is because the final arrangement of getting this building built. The State of NJ said to the City of Wildwood, give us the parking lots for the convention center, and we will build you a \$70 million building. The city did not want to give up the revenue, so GWTIDA stepped in and said we will pay for the lots.

Mr. Byrne stated that if we make a profit, the legislation that created GWTIDA dictates how that profit gets distributed. It's called an Omnibus Agreement, and there is an order of 5 payments: 1) Operations & Maintenance, 2) Capital Projects for convention center, 3) PILOT payment, 4) Bond payment, 5) back to State of NJ Treasury. We never get past the capital needs of building. The NJSEA has said, we're going to need major funding to maintain the building.

Mr. Greenland had questions on decreased revenue of Foam and Glow. Mr. Federici stated that the bar revenue was down due to a significantly younger age bracket attending the event this year.

Mr. Siciliano provided the board with an update on the C-5 Project. It came out of the Senate Tourism Committee, and it was supposed to go to the Senate Budget Appropriations Committee, and then if it came out of that committee, it would go to the Senate floor for a vote. Somehow, they got it to bypass the Budget Appropriations Committee, and the C-5 Legislation went right to the Senate floor for a vote, and it came out 37-0, unanimous, in favor. Mr. Byrne thanked Senator Van Drew for his involvement in that matter, and reiterated how important this is for the Wildwoods. The boardwalk is in great need of repair. Senator Van Drew is continuing to work on the Appropriations bill.

**Correspondence/Communication:** None.

**Motions:** Mr. Siciliano stated that we went out to bid on proposals to upgrade the firewall and to enhance our Wi-Fi and our servers. Our equipment is 17 years old. We went out to bid for companies to provide us with a package that would enable

us to not only upgrade the firewalls, but to provide us with the 1GB of Wi-Fi service that we could buy from Comcast, but right now we can only put 150MB through the system. So we went out to bid. We received three bids from Jean Martin, TTI, and Wi-Fi Integrators. SMG provided us with their head IT person from the PA Convention Center, IJ Rosenblum, to assist and sit through interviews, etc. We evaluated the three proposals, and after reviewing the technical and cost portions, and meeting with the proposers, it was recommended by IJ that we award the contract to TTI in the amount of \$68,219.00, to include palo/alto firewall, 3 years of support for threat prevention, web filtering and wildfire protection. This will enable us to have guests and Food & Beverage perform and service all our clients. We can have it done by September if approved.

**Mr. Morey made the motion to award the contract for computer and firewall upgrades to TTI, in the amount of \$68,219.60 for equipment, installation and 3 years of support, second by Mr. Greenland.**

**Roll Call:**

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DeMonte	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Absent	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 throughout the month.

**Committee Reports:**

- o **Buildings and Grounds** – Mr. Greenland stated that meeting for this month was cancelled.
- o **Sales** – Mr. Montello stated that the minutes of last month's Sales Committee meeting were included in the board packet. Mr. Patterson had questions on booking the Ice Capades, which were answered by Mr. Lynch. The Ice Capades have been researched, and it would not be cost-effective to have that event in the facility.

**Old Business:** None.

**New Business:** None.

**Policies/Procedures:** None.

**Correspondence/Communication:** None.

**E. Executive Session – None.**

**F. Any matter of immediate attention - None.**

- G. **Motion to go into the GWTIDA/Advertising portion of the meeting.**  
**Mr. Patterson 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. DelMonte	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Absent	Mr. Greenland	Yea
Mr. Morey	Yea	Mr. Hamlin	Yea
Mr. Montello	Yea		

**Motion was moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

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

**REGULAR MEETING, THURSDAY, JULY 19, 2018**

**Part II – GWTIDA/Advertising and Promotions**

**A. Approval of Minutes**

The Regular meeting minutes of June 21, 2018 were approved.

**B. Executive Director's Report**

**Department Updates** – Included in the board packet were:

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

Mr. Siciliano stated that we are still waiting to hear from the auditors to schedule time to finish fieldwork for the audit.

Ms. Trapp stated that the Baby Parade is upcoming on August 1<sup>st</sup>. Also, the Allied Marketing from Philadelphia will be down, weather-permitting, to promote the new movie, "Christopher Robin". Photo ops will be available at Schellenger Avenue and the Boardwalk on Saturday from Noon to 4:00. This is the third time they will be in the area to promote movies, first being "Finding Dory", and second, "Antman".

Mr. Hamlin stated the many things going on with coverage on Fox, NBC, ABC, etc. We have received a lot of positive press. Good job to all involved.

**Correspondence/Communication** – None.

**Motions:**

**Mr. Montello made a motion to approve the Bill List in the amount of \$188,182.44, second by Mr. Patterson.**

**Roll Call:**

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

**Motion was moved and approved.**

**C. Chairperson's Report**

Mr. Byrne reiterated meetings attended throughout the month.

Mayor Troiano asked Mr. Byrne to get a group of business leaders together so he could bounce ideas off with them. It started out as the Think Tank, and now is

called Think Tank Team, or T-3. They are looking at zoning things in Wildwood, adding a median to Park Boulevard, which is moving along, and will be meeting on Monday to execute a shared services agreement with the county moving along. We are also involved in the Rio Grande Avenue Project. The team was also discussing the possibility of changing the name of Rio Grande Avenue. Holly Beach Drive seems to be a viable option. The city is moving forward with a resolution to do that, but there is a process that needs to be completed.

Mr. Siciliano has a call tomorrow with representatives and attorneys from NJSEA to discuss the convention center hotel, which is eminently closer if the architect can figure out a little bit of a parking issue. The developer is excited to develop a 125 room Hilton Garden Inn.

Mr. Byrne is also involved in discussions regarding boardwalk bollards with Homeland Security, boardwalk merchants, owners, Police Chiefs, and the tourism authority. North Wildwood has completed installation of their bollards. The City of Wildwood has purchased their bollards but have not installed them yet. Mr. Byrne is trying to assist in moving that forward due to its importance to tourism and not having a terrorist event on the boardwalk.

Mr. Byrne stated that we have an agreement in place to paint the beach balls at Cresse Avenue, however they need to first be prepped by the City of Wildwood, and that has not been done to date. Mr. Morey suggested removing the beach balls at that location, as they are a distraction, and Mr. Byrne will review the matter and asked for any other suggestions.

Also, the reason we are involved in the Rio Grande Avenue Project, is that the county asked us to assist with streetscaping and look of the road coming into town. In return, the county gave us the land on the corner to put an electric billboard to announce events.

#### **Committee Reports:**

- **Advertising:** Mr. Barnabei stated that the committee discussed changing our tagline on advertising. Fuseldeas is recommending this and are working on options. Also discussed was the fall campaign for baby boomers and mini vacations. Mr. Rose stated that we will be going all digital except for a few publications, and will target baby boomers. We will be on paid social media, NJ.com, Phila.com, and also going through a service to target baby boomers by demographics. It will be a strong digital campaign. Print will be in NY Resident Magazine, with an August insertion. Also the Fall Media Plan has been approved, and now ads will be created. Additional discussion ensued regarding the tagline. Mr. Patterson stated that a lot of people will be happy with the removal of our current tagline, as it seemed to be controversial over the last 2 years. Mr. Rose stated that our agency will come up with some different ideas moving forward. The campaign will remain intact. It is only the tagline that will change.
- **Special Events:** Ms. Trapp stated that to date, the committee has allocated \$525,000 in event funding. Post-event reports were also reviewed.
- **Strategic Planning:** Mr. Morey gave an update on the Rio Grande Avenue Project. It is scheduled to go out to bid in September 2018, with a

construction start date of October 2018. Mr. Morey also stated that the Army Corps of Engineers hopes to start the dune project in 2020. Open space and the old Wildwood Crest Library was discussed.

**Old Business – None.**

**New Business – None.**

**Policies/Procedures – None.**

**Correspondence/Communication – None.**

**D. Public Comment** – Mr. Vasser introduced himself as the Executive Director of the Division of Travel & Tourism, where he has been for about 2 months, and handles marketing for the State of New Jersey. Mr. Vasser was previously the Executive Director of the ACCVA for 12 years. Mr. Vasser stated that he looks forward to working with GWTIDA, and Mr. Byrne stated that we look forward to the knowledge and experience that Mr. Vasser will bring to us. Mr. Vasser stated that it's good to see what we are doing. He is trying to work in Trenton to try to make a pivot to more of a PR campaign, where we have more newspaper, TV, etc, instead of just digital advertising. Mr. Vasser said that there was always a great rapport between the AC Convention Center and the Wildwoods Convention Center, and hopes that we can share leads and take advantage of joint marketing. A new hotel would be huge. More rooms will bring us more business. There is alot to offer here. Mr. Morey further discussed the infrastructure in Atlantic City and how difficult it is to get here. Wherever Mr. Vasser can assist, he will do so.

**E. Executive Session – None.**

**F. Any matter of immediate attention**

Our next Board Meeting will be held on Thursday, August 16, 2018 at 6:00 p.m. The Re-Organization meeting will begin at 6:00 p.m., immediately followed by the Regular Board Meeting.

**G. Motion to Adjourn**

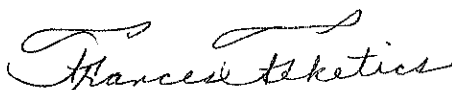
**Mr. Montello made a motion to adjourn, second by Mr. Patterson.**

**Roll Call:**

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

**Motion was moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary