

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

REGULAR MEETING, THURSDAY, JUNE 21, 2012

**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. Montello	Present
Mr. DeMonte	Present	Mr. Patterson	Present
Mr. Reidenbach	Present	Mr. Barnabei	Present
Mr. Morey	Present	Ms. Hanlon	Present
Mrs. Crossen	Present		

Also present were Mr. Siciliano, Mr. McNicholas, Mr. Rose, Mr. Lynch, Ms. Kane, Mr. Federici, Ms. Feketics, Mr. April and Ms. Christie Rotunda from the Wildwood Leader.

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from May 17, 2012, with one change, being that Mrs. Crossen was not present to second the approval of minutes from April 19th. The motion was actually seconded by Mr. Barnabei. The motion by Mr. Patterson was seconded by Mr. DeMonte.

Roll Call:

Mr. Byrne	Yea	Mr. Montello	Yea
Mr. DeMonte	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Barnabei	Yea
Mr. Morey	Yea	Ms. Hanlon	Abstain
Mrs. Crossen	Abstain		

Motion was moved and approved.

B. Executive Director's Report

Included in the board packet were:

- Administration Update – June 2012
- Finance Update – June 2012
- Housing Update – June 2012
- Marketing/Public Relations Update – June 2012
- Sales Update – June 2012
- SMG Update – June 2012
- Delaware North Update – June 2012

Mr. Siciliano stated that the above reports were included in the packet and hoped that all board members have had an opportunity to review them, and asked if there were any questions on the reports. There were no questions.

Mr. Siciliano stated that since the last GWTIDA Board Meeting on May 17th, we have had many events in the buildings as well as on the island. The media has been phenomenal on the Celebration of Heroes festival and the Kenny Chesney concert. We should be thankful that we received the enormous amount of press that we did. It has been great.

Correspondence/Communication: Nothing.

Motions:

None.

C. Chairperson's Report

Mr. Byrne gave an overview of his report and discussed events and meetings attended throughout the month.

Committee Reports:

- **Buildings and Grounds** – Mr. Siciliano stated that the unveiling of the Solar Project has been scheduled for July 17th at 11:00 a.m. The project is complete and we have received all approvals, as well as the Certificate of Acceptance. We are currently waiting for Atlantic City Electric to receive power and will keep the board posted. Landscaping is going well and we are moving forward with our new landscaper.
- **Entertainment & Sales** – Mr. Lynch reported that in the last month, we have had over 17 group bookings, which are made up from 40 separate events, and 12,000 people came through our front doors. Globetrotters will be returning to the facility. The Sales Department is currently working on a City of Wildwood Centennial concert to be held in August. An update was given on the Kenny Chesney concert. There were 24,500 people inside of the footprint, and an additional 5,000 outside of the footprint. We are proud of the entire town, everyone stepped up and the staff did a great job with their assistance, from Food & Beverage, Operations, webpage, and just trying to assist with getting information out about the event. There were promoters in the crowd and it is looking positive for the future. American Express does this for worldwide recognition and they certainly cut no expenses. Mr. Siciliano added that we have been viewed by the best of the best and have shown that we can handle a concert with an attendance of 30,000. Mr. Morey read a quote from Chesney concert director Jonathan Demme – “When the possibility of working with Kenny came up, I was really happy because I love his music. Wildwood is a great, unspoiled, American city by the water. Wildwood is the juke box within which this music is happening”. Photos will be available on our facebook page within a few days.

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. DeMonte made a motion to go into the GWTIDA portion of the meeting, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Montello	Yea
Mr. DeMonte	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Barnabei	Yea
Mr. Morey	Yea	Ms. Hanlon	Yea
Mrs. Crossen	Yea		

Motion was moved and approved.

Respectfully,

Fran Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JUNE 21, 2012

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the May 17, 2012 meeting have been approved.

B. Executive Director's Report

Department Updates – Included in the board packet was an Events Department Update and a Finance Department Update for June 2012.

Mr. Siciliano stated that Ms. Trapp is attending the Marbles Tournament Dinner this evening.

Mr. Siciliano stated that our 2% collections are up overall 15% over plan, and 3% over last year to date through April. Our 1.85% collections are down 8%. Hence, Food and Beverage is doing a great job.

Correspondence/Communication – Nothing.

Motions:

Mrs. Crossen made a motion to approve the bill list in the amount of \$228,511.09, second by Mr. Montello.

Roll Call:

Mr. Byrne	Yea	Mr. Montello	Yea
Mr. DelMonte	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Barnabei	Yea
Mr. Morey	Yea	Ms. Hanlon	Yea
Mrs. Crossen	Yea		

Motion was moved and approved.

Mr. Siciliano stated that the board received at last month's meeting the hotel study report composed by the Strategic Advisory Group, and hoped that all have had a chance to review. Mr. Reidenbach had questions on the report with regard to hotel design, which were answered by Mr. Morey. The report contains approximations of amenities and incentives.

Mr. Morey made a motion to accept the Strategic Advisory Group Hotel Report by Tony Peterman and refer to the Strategic Planning Committee, second by Mr. Reidenbach.

Roll Call:

Mr. Byrne	Yea	Mr. Montello	Yea
Mr. DelMonte	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Barnabei	Yea
Mr. Morey	Yea	Ms. Hanlon	Yea
Mrs. Crossen	Yea		

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Mr. Rose reported that the Wildwoods won Best Beaches in New Jersey, conducted by the Marine Science Consortium, and also won best beaches for Family Vacations, Day Trips and Ecotourism. The Wildwoods were also voted top beach in Cape May County. Awards were shown to the Board. This is a huge honor and also gave the Wildwoods great media exposure.
- **Appropriations:** Mr. Byrne stated this will be deferred to later in meeting.
- **Special Events:** Mr. DelMonte stated that a meeting was held before the board meeting. We are currently waiting to start events. A meeting will be held during the beginning of July to discuss the Celebration of Heroes event.
- **Strategic Planning:** Mr. Morey discussed Kenny Chesney concert parking and the expansion of parking in general with respect to the Visions 2015 Plan. The City of Wildwood is going forward with bike path application. Cresse Avenue should be completed in 3 weeks. A sundial has been installed, which is a nice addition to the project. The City of Wildwood Commissioners have asked GWTIDA via letter for our support on the proposed ice rink downtown on Pacific Avenue. Does the board think it makes sense to support open space downtown in conjunction with the Vision 2015 Plan. Mr. Morey recommended that GWTIDA write a letter of support. Additional discussion ensued.

Mr. Morey made a motion for GWTIDA to send a letter of support maintaining open space and recreational area on Pacific Avenue that would compliment the Vision 2015 Plan, and to authorize the Executive Director and Strategic Planning Committee to draft such a letter and send it out, second by Mr. Montello.

Roll Call:

Mr. Byrne	Yea	Mr. Montello	Yea
Mr. DelMonte	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Barnabei	Yea
Mr. Morey	Yea	Ms. Hanlon	Yea
Mrs. Crossen	Yea		

Motion was moved and approved.

Mr. Morey stated that a meeting was held with the Mayors, Freeholder Morey and County Engineer Dale Foster, which Mr. Siciliano and Mr. Byrne attended, regarding improving the entry and exit into town. The county is considering purchasing a piece of land to assist in that endeavor. The county is working on design and engineering in order to improve traffic flow, and they have asked GWTIDA to look at the aesthetics of the area. The county has also asked GWTIDA to fund the concept portion, and we received a proposal from Rich Stokes, who designed the Wildwoods sign, in the amount of \$15,000 to come up with a few design concepts to develop a proper entrance. Mr. Morey stated that we may be able to reduce scope, however we want to maintain continuity and it is consistent with what we want for the island. Additional discussion ensued. Mr. Morey discussed the brainstorming meeting had with the Strategic Planning Committee last week. There was discussion on trying to reduce the price to \$10,000, without compromising the process.

Mr. Morey made a motion to award a professional services contract to Rich Stokes of Stokes Architecture, in an amount not to exceed \$15,000 for conceptual design proposal for a new Wildwoods gateway identity and signage, second by Mr. Reidenbach.

Additional discussion ensued. Mr. Siciliano is comfortable with the budget. We have control and can limit hours, per Mr. April. This will come out of this year's budget.

Roll Call:

Mr. Byrne	Yea	Mr. Montello	Yea
Mr. DelMonte	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Barnabei	Yea
Mr. Morey	Yea	Ms. Hanlon	Yea
Mrs. Crossen	Yea		

Motion was moved and approved.

Old Business – Nothing.

New Business – Mr. Patterson suggested that since this is the tenth year that the convention center has been open, and we want to celebrate our 10th Anniversary, we might be able to do so while at the same time recognize Arlieen Franco, Mary Erceg and Ralph Johnson, who have been here from the original days. The board felt that this idea had nice merit and referred the idea to the Entertainment and Sales Committee.

Ms. Hanlon informed the board that the Oceanview Welcome Center has 2 new hires – Bobby Jean and Chuck Weiland. They are our concierge. Ms. Hanlon encouraged our marketing people to stop by and say hello. Mr. April added as a member of the SJTA, that he spoke with the Turnpike Authority, and the restrooms

have been extended Thursday through Sunday. Also, Sunoco will be building a new building, which will hopefully be open by Memorial Day next year.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

D. Public Comment – Nothing.

E. Executive Session

Mr. Patterson 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, second by Mr. DeIMonte.

Roll Call:

Mr. Byrne	Yea	Mr. Montello	Yea
Mr. DeIMonte	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Barnabei	Yea
Mr. Morey	Yea	Ms. Hanlon	Yea
Mrs. Crossen	Yea		

Motion was moved and approved.

Mr. April stated that in Executive Session, the GWTIDA Board discussed proposing to the three municipalities of Wildwood, Wildwood Crest and North Wildwood, that they adopt a resolution calling on the State of New Jersey to assist us in appropriating additional sales tax revenues to GWTIDA for certain purposes.

Mr. Morey made a motion to approve the form of resolution, which GWTIDA is asking the three municipalities of Wildwood, North Wildwood and Wildwood Crest to adopt supporting our request to the State of New Jersey to propose and adopt legislation to use 3 cents of the 7 cents sales tax in the Wildwoods, in a similar fashion to Atlantic City for GWTIDA purposes, second by Mrs. Crossen.

Roll Call:

Mr. Byrne	Yea	Mr. Montello	Yea
Mr. DeIMonte	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Barnabei	Yea
Mr. Morey	Yea	Ms. Hanlon	Abstain
Mrs. Crossen	Yea		

Motion was moved and approved.

Mr. Siciliano stated that he has been trying to get an update on the v-zone issue from the City of Wildwood. Mr. Siciliano received an email from Chris Wood, in which Mr. Wood stated that he would be ready to tackle the v-zone mailing shortly, which may be 600 certified letters. Mr. Siciliano will ask where the 600 owners are around Ocean and Montgomery Avenues. Mr. Wood also stated that he has to find the postage to do the mailing, which may be upwards of \$2,700. This is a labor intensive project, in which all certified letters have to be mailed at least 10 days before a public hearing. Mr. Wood would like to have this done by July.

Mr. Siciliano asked the board for authority to pay postage. Mr. April reiterated that with a zoning change, have to be noticed as to change of use, and it relates to tourism improvement and development. Mr. Siciliano will follow up on the proposed 600 properties that need to be notified. Since we have already agreed to pay for engineering costs, it is part of the process.

Mr. Patterson made a motion to authorize the Executive Director to have the authority to reimburse the City of Wildwood for postage, with due diligence, second by Mr. Morey.

Roll Call:

Mr. Byrne	Yea	Mr. Montello	Yea
Mr. DeMonte	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Barnabei	Yea
Mr. Morey	Yea	Ms. Hanlon	Yea
Mrs. Crossen	Yea		

Motion was moved and approved.

Mr. Byrne gave a synopsis of the Appropriations Committee/Mayor's meeting, it was found that collections are fair, \$770,000 as of June 18th. There doesn't seem to be much hope to generate much more new money this year. All are hopeful to increase collections next year. With regard to the contracts, Wildwood Crest has signed their agreement. Collection issues were further discussed. All Mayors understood that if there is a shortfall, GWTIDA will not fund. Event Funding process was discussed, as well as makeup of Events Committee. It was decided to have an annual Mayor's meeting with the Mayors in the fall to discuss collections and receive input.

Mrs. Crossen discussed the importance of the Celebration of Heroes event and shared her disappointment in the low board member attendance throughout the events of that weekend.

F. Any matter of immediate attention

The next GWTIDA Board Meeting will be held on Thursday, July 19, 2012.

G. Motion to Adjourn

Mrs. Crossen made a motion to adjourn, second by Mr. DelMonte.

Roll Call:

Mr. Byrne	Yea	Mr. Montello	Yea
Mr. DelMonte	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Barnabei	Yea
Mr. Morey	Yea	Ms. Hanlon	Yea
Mrs. Crossen	Yea		

Motion was moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary