

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

REGULAR MEETING, THURSDAY, JUNE 20, 2013

**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	Absent	Ms. Hanlon	Present

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

Mr. Siciliano welcomed Wasi Amusa to the meeting. Mr. Amusa is the Interim Food & Beverage General Manager, replacing Rich Federici from DE North. We are currently waiting to negotiate our contract with DE North and go out to bid for Food and Beverage Services. Wasi is gearing up for WWE and other upcoming events, and looks forward to working with us. Mr. Siciliano discussed the Methodist Conference and how well it went. The entire staff did an amazing job and can handle whatever comes our way.

A. Approval of Minutes
The minutes of May 16, 2013 could not be approved.

B. Executive Director's Report
Included in the board packet were:
Administration Update – June 2013
Finance Update – June 2013
Housing Update – June 2013
Marketing/Public Relations Update – June 2013
Sales Update – June 2013
SMG Update – June 2013
Delaware North Update – June 2013

Mr. Siciliano reported that Governor Christie has visited the facility 2 times in the past few weeks, addressing both the American Legion and the VFW. The Governor also visited on the Saturday of Memorial Day Weekend.

Mr. Byrne and Mr. Siciliano are scheduled to be in Wildwood City Hall on June 26th to discuss beach access.

The Transportation Meeting was held on June 18th, and although good things came out of the study, we were disappointed in the turnout. Topics discussed in the study included signage, parking, traffic, pedestrians, biking, tram car, street ends, etc. Final copies of the study are not available yet, however will be available in 3-4 weeks. Copies will be scanned and emailed to the board.

Mr. Siciliano reported that the Entertainment and Sales Committee meeting was cancelled, however will be rescheduled.

Mr. Byrne discussed Memorial Day Parking, and noted that there has been a steady climb. Mr. Siciliano discussed parking and day trippers.

Mr. Morey arrived at 6:15 p.m.

Correspondence/Communication: A letter to the City of Wildwood Mayor and Commissioners was included in the packet.

Motions:

None.

C. Chairperson's Report

Mr. Byrne stated his update was included in the packet, and reiterated meetings he attended throughout the month.

Committee Reports:

- **Buildings and Grounds** – Mr. Siciliano provided the board with an update on the v-zone. We are currently waiting for FEMA to get back to us.

Mr. Patterson had questions regarding the South Lobby Project, which were answered by Mr. Siciliano. The history of settling of the building was explained. It was reiterated that the structure of the building is sound.

Mr. Byrne discussed a beach access meeting that was recently held. Currently, the Borough of Wildwood Crest is allowing the City of Wildwood to use the Heather Road access, however not as a long-term solution. Beach access will not happen at the Wildwoods Convention Center. Mr. Siciliano and Mr. Byrne will attend the City of Wildwood meeting on June 26th and will bring a potential plan to use the Bennett Avenue lot. Taking away one row of spaces, there could be room for a potential tunnel. We are willing to work with them, however we would not pay for the project; instead we would assist them in finding funding. This project would benefit many for future infrastructure beach access needs.

Mr. Byrne stated that at the last Buildings & Grounds Committee Meeting, as well as at the last board meeting, the fact that the North end of the building looks bare was discussed. As a result, Mr. Morey worked on some designs for the area and presented them to the board just to see it, however the design will be sent to the Buildings & Grounds Committee. The design is a transparent window film that does not seem to overpower anything on the building.

There is no additional news on the beach bar, except that the contract has been awarded to Point Break.

- o **Entertainment & Sales** – Mr. Siciliano stated that we will try to reschedule the meeting that was cancelled.

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. Reidenbach made a motion to go into the GWTIDA portion of the meeting, 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	Absent	Ms. Hanlon	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 from the May 16, 2013 meeting could not be 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 2013.

Mr. Siciliano stated that a press conference was held today to announce the beach concert on August 24th in conjunction with the Soul Summer Slam. The Philadelphia Soul and the Coast have teamed up to revitalize the event and bring back flag football, etc. with kids activities, closing with a music festival. The Coast will be bringing in 4 bands, including Fuel, Lit, Hoobastank and Alien Ant Farm. These rock bands will play to the same age group as the flag football tournament. This will be a free concert; however attendees will need a ticket to be admitted. The Soul will offer tickets to season ticket holders, and there will be contests on the radio, then tickets will be available to the public starting on July 1st. We are hoping to have 15,000 attendees, and the event will be advertised in the Philadelphia markets. We are trying to make this a full weekend event. Coastal Broadcasting is putting out a major investment. The City of Wildwood will assist with security and in kind services. Thank you to the Philadelphia Soul and Coastal Broadcasting.

Ms. Hanlon suggested that Mr. Rose submit the event to the Superbowl Host Committee. They may be able to assist to promote. Ms. Hanlon will also place the event on the state website. Ms. Hanlon also suggested getting in touch with "Stronger than the Storm".

Correspondence/Communication – Nothing.

Motions:

Mr. Reidenbach made a motion to approve the bill list in the amount of \$317,583.14, second by Ms. Murphy. Mr. Byrne should abstain from voucher #13000082.

Roll Call:

Mr. Byrne	Yea, abstain #13000082	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Absent	Ms. Hanlon	Abstain

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Ms. Murphy reported that the committee met with Suasion Communications. There will be another committee meeting next week to discuss an action plan and FAM tour. Fishing and wineries will be included, and Mr. Byrne will participate in the fishing portion. The committee also met and discussed a funding request for the DooWW magnets.
- **Finance:** Mr. Siciliano stated that there was nothing to add at this time.
- **Special Events:** Mr. DelMonte stated that the committee continues to work on the Events Funding Criteria. Mr. Siciliano discussed a call that he received from Mr. Ralph Johnson, rental agent for Re-Max regarding getting condos listed on our website. Mr. Johnson also asked about having realtors listed on our site. The committee agrees it is fair to list a property itself, and a listing can say, call this number to rent, however realtors will not be listed. Per Mr. April, we have the authority to make this decision and no action is needed.
- **Strategic Planning:** Mr. Byrne stated that Michael Baker confirmed many items that were presented in the 2015 plan.

Old Business – Nothing.

New Business – Mr. Greenland asked about Lead Sheets for the Shore Plaza Motel. Mr. Siciliano will follow up.

Mr. Morey stated that the Governor will not be here for the Autumn deforest art unveiling. However, the event will be held at [artBOX] on July 2nd at 2:00 p.m.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

D. Public Comment – Nothing.

E. Executive Session - Nothing.

F. Any matter of immediate attention

The next GWTIDA Board Meeting will be held on Thursday, July 18, 2013.

G. Motion to Adjourn

Mr. Patterson made a motion to adjourn, 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	Absent	Ms. Hanlon	Yea

Motion was moved and approved.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Frances Feketics". The signature is written in black ink and is positioned above the printed name.

Frances Feketics
Board Secretary