

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

REGULAR MEETING, THURSDAY, JUNE 19, 2014

**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	Absent
Mr. DelMonte	Present	Mr. Barnabei	Absent
Mr. Reidenbach	Present	Ms. Murphy	Absent
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Present	Ms. Hanlon	Absent

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

A. Approval of Minutes

Mr. Morey made a motion to approve the minutes from May 15, 2014, second by Mr. DelMonte.

Roll Call:

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

Motion was moved and approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – June 2014
- Finance Update – June 2014
- Housing Update – June 2014
- Sales Update – June 2014
- SMG Update – June 2014
- Delaware North Update – June 2014

Mr. Greenland asked if the author's name of each Department Update could be included in the future. Ms. Feketics will add names to the reports.

Mr. Byrne discussed the financial statement included in the packet and reminded the board that we are two separate entities.

Mr. Reidenbach asked about the yellow pedestrian stanchions in the middle of street at the crosswalks and asked if we might be able to place a few around the convention center area due to high pedestrian traffic. Mr. Reidenbach will contact Wildwood Public Works.

Mr. Greenland had questions regarding resignation notices listed in the report. Mr. Siciliano explained that Craig Lafferty, with SMG, will be moving on to the Philadelphia Eagles, Jeff Booy, with DE North, will be moving on to Spencer's Headquarters, and Aurora Gangloff, with DE North, was in her probationary period. Mr. Lynch added that Maggie Kobik, from the Sales Department has a degree in Anthropology and had applied for a program in Scotland prior to beginning her employment at the convention center. She has received word that she has been accepted into the program and will be moving on.

Correspondence/Communication: Nothing.

Motions:

Mr. Siciliano stated that Crest Savings Bank has paid us \$15,000 per year for the naming rights of the Starlight Ballroom along with the neon signage located in the lobby. In 2014, when we submitted the budget, the \$15,000 was approved and we realized the contract needed to be renewed. We received a letter from Crest Savings indicating their interest in extending our arrangement in the amount of \$10,000 per year; however we already have \$15,000 in our budget for 2014. Mr. Siciliano asked Crest Savings if they would be interested in 2014 staying at \$15,000, then \$10,000 for the next 5 years. Crest Savings Bank responded yes.

Mr. Reidenbach made a motion to move forward with extending the contract for the Starlight Ballroom naming rights and Sign sponsorship between Crest Savings Bank and GWTIDA, in the amount of \$15,000 for the first year (2014), and \$10,000 for the next 4 years (2015 through 2018), second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

Mr. Siciliano stated that he received a letter from the City of Wildwood asking us to pay \$150,000 in past PILOT monies due. Mr. Siciliano sent the letter to NJSEA and asked them if they made their request of the state treasurer.

D. **Chairperson's Report**

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland reported that the parking lot equipment should be running by Monday. It was also reported that the Wildwoods Sign project will move forward with repainting blue background, with black paint on the posts. Other aspects of the proposed project will be decided on at a later date.

Jim Barnabei arrived at 6:30 p.m.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Mr. Byrne stated that a letter was sent to NJSEA regarding the host hotel.

E. **Executive Session**

Nothing.

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. DelMonte.

Roll Call:

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

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JUNE 19, 2014

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of May 15, 2014 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – June 2014

Finance Department Update – June 2014

Marketing/Public Relations Update – June 2014

Mr. Siciliano reviewed the Events Department Update. We were pleased with the Beach n Boat Tournament. Mr. Siciliano also reported that both tax collections were ahead of the 5-year average.

Correspondence/Communication – Nothing.

Motions:

Mr. Reidenbach made a motion to approve the bill list in the amount of \$212,152.27, second by Mr. DeMonte.

Roll Call:

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

Motion was moved and approved.

Mr. Siciliano discussed the tax match issue and would like to approach the state to get a portion of the tax back to help us do the development and improvement portion of our title. We have been talking with Triad Associates. Senator Van Drew will spearhead once he receives an Executive Summary to show what we would be able to do with the monies received. Michael Zumpino of Triad Associates does a phenomenal job, and he has met with us and Mr. Hasenbalg in Trenton to discuss grants for pre-construction documents and identifying capital project funding. We have received a proposal from Triad in the amount of \$27,500 to handle all meetings, prepare applications, identify capital programs, in order to get support and tax money back. Mr. Byrne added that the host hotel and funding source is to facilitate improvements on the island. This could be our stepping stone for grant money for advertising, etc. Mr. Byrne would love to get support of the Board. This is one of the most important things we can do. Mr. Morey voiced his concerns regarding separating city items vs. tourism items.

Mr. Reidenbach made a motion to enter into a professional services contract with Triad Associates to handle all meetings, prepare applications, identify capital programs, in order to get support for the host hotel and tax money back from the state in order to facilitate improvements on the island, in the amount of \$27,500.00 to be paid for as follows: \$17,500 shall be paid for from the GWTIDA Budget and \$10,000 shall be paid for from the NJSEA Budget), second by Mr. Morey.

Roll Call:

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

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Ms. Murphy reported that planning has begun for the second phase of the icon wall project. The committee also discussed the electrical boxes on Rio Grande Avenue, and the FAM Tour for Beach n Boat Tournament. Also, the Society of American Travel Writers are here for the day today as part of another FAM Tour.
- **Special Events:** Mr. DelMonte discussed the success of the Beach n Boat Tournament, and stated that the Marbles Tournament is going on. Restaurant Week was also discussed. Mr. Byrne added that the new DOO WW Magnet will be revealed at the Downtown Wildwood Farmer's Market.

Old Business – Nothing.

New Business – Nothing.

Policies/Procedures – Nothing.

Correspondence/Communication – A thank you letter from Meredith Fiorucci of Morey's Piers was included in the packet.

D. Public Comment – Nothing.

E. Executive Session - None.

F. Any matter of immediate attention

The next GWTIDA Board Meeting will be held on Thursday, July 17, 2014.

- G. **Motion to Adjourn**
Mr. DelMonte made a motion to adjourn, second by Mr. Montello.

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary