

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

REGULAR MEETING, THURSDAY, JUNE 21, 2018

**Part I - OPERATIONS
GWTIDA as agent for NJSEA**

Call to Order: The Meeting was called to order by Mr. Siciliano at 6:00 p.m.

Salute to flag.

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

Roll Call:

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

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

A. Approval of Minutes

Mr. Reidenbach made a motion to approve the minutes from the Regular Meeting on May 17, 2018, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Yea
Mr. DelMonte	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	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 – June 2018
Finance Update – June 2018
Housing Update – June 2018
Sales Update – June 2018
SMG Update – June 2018
Delaware North Update – June 2018

Mr. Reidenbach had questions on the Sales Department update, which were answered by Mr. Lynch. Number of events in Ocean City, MD vs the Wildwoods was discussed. From September to December 2018, OC has 25 scheduled events,

and we have 67 scheduled events on our online calendar. Mr. Lynch went on to explain that although we lost the Futsal event, the promoter of Cheer Tech, Glen Kingsbury, will be bringing a 3-day cheer event to fill in that gap. Mr. Reidenbach had additional questions on the funding source for Ocean City. They receive much of their funding from MD sporting teams, city and state taxes. They have significant funding streams. Mr. Reidenbach asked for a copy of Mr. Lynch's report.

Mr. Lynch discussed the Marbles Tournament and the Wildwood team. Sportsmanship award voted on by peers. Both the men's and ladies award winners were from Wildwood. The majority of the Wildwood team members made it to the Top 10.

Mr. Federici added that the new basketball event did great. In 3 days the concessions revenue was \$12,500, which is a significant number. This event is expected to grow moving forward.

Mr. Patterson had questions regarding the Administrative Update, and on the conference call with Tony Peterman. Mitchell Gurwicz asked Tom Sykes to re-look the first level here to ascertain to identify actual parking shortage for the hotel. Tom Sykes will also be looking at parking options within the turnaround.

Additional discussion on parking for hotel ensued. We are awaiting Tom Sykes reply. Mitchell Gurwicz is still extremely interested in the project.

Correspondence/Communication: None.

Motions: None.

D. Chairperson's Report

Mr. Siciliano reiterated meetings held throughout the month.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that minutes of the meeting were included in the packet. The board was further informed of the Ballroom Lighting Project. We are looking into ways to deal with future power surges.
- **Sales** – Minutes of today's Sales Committee meeting will be included in next month's board packet.

Old Business: Mr. Siciliano discussed listing of hotel (alphabetical vs. proximity) with Mr. Morey. Mr. Siciliano to follow up with Joy Samaniego and hoteliers to meet and further discuss.

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	Absent	Mr. Patterson	Yea
Mr. DelMonte	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	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, JUNE 21, 2018

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of May 17, 2018 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

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

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

Correspondence/Communication – None.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$170,526.52, second by Mr. Montello.

Roll Call:

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

Motion was moved and approved.

Mr. Patterson made a motion to award contract to Stokes Architecture, in the amount of \$13,000 for wayfinding signage, as it relates to the Rio Grande Avenue Project, to direct guests throughout the island. Contract shall include schematic design, final design, and implementation, and shall be a secondary contract to the Rio Grande Avenue Project, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

Mr. Reidenbach had questions on the motion, which were answered by Mr. Siciliano. The wayfinding signage will all be located on the island. Signage also needs to be tourism friendly. Mr. Morey further commented on the importance of certain signs to have. Do we reach out to the cities? We need to help the island set the standard. It was suggested that after the initial design, we bring the municipalities together to meet and discuss.

Mr. Siciliano reported that he was invited to a meeting with 2 men from the board of directors of the East Coast Music Hall of Fame (ECMHOF) regarding an opportunity on Pacific Avenue with the VFW building, which is owned by the City of Wildwood. They were looking at 3 locations to create an ECMHOF Headquarters and made the decision to make the headquarters in Wildwood. They would also like to have an annual Induction Ceremony/concert in the Wildwoods Convention Center and have secured a date for 2019. The VFW building needs a massive amount of work which would be taken care of by ECMHOF, as well as all repair and maintenance. GWTIDA involvement would be that we can enter into a lease with the City of Wildwood, then we would sub-lease to ECMHOF for \$1. Mr. Siciliano stated that Mr. Byrne asked him to discuss with GWTIDA Board for approval. GWTIDA would have no financial obligation to the City of Wildwood. This would take a building on Pacific Avenue and made it better. Mr. Morey mentioned that this may not be the best strategic location for the ECMHOF.

Mr. Greenland made a motion to enter into an agreement with the City of Wildwood to lease the VFW building on Pacific Avenue in Wildwood for the purpose of sub-letting the building to the East Coast Music Hall of Fame for \$1 per year. This would be at no cost to GWTIDA, second by Mr. Montello.

Roll Call:

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

Motion was moved and approved.

C. Chairperson's Report

Mr. Siciliano reiterated meetings attended throughout the month.

Mr. Siciliano informed the board that the Wildwood Business Improvement District 2018 DOOMWW Spirit Award was presented to GWTIDA at the June 2nd ribbon cutting of Byrne Plaza, in grateful appreciation for their unwavering support and dedication to Downtown Wildwood and the development of Byrne Plaza. The plaque was passed around at the meeting.

Mr. Siciliano stated that there was a Think Tank meeting, and minutes are available to anyone who would like to see them, however there was no formal action taken.

Committee Reports:

- o **Advertising:** Mr. Hamlin stated that Fuseideas did a great job with their presentation today. Analytics were discussed and Mr. Rose informed the

board that the report is available. Mr. Siciliano stated that the report will be sent to all board members. Mr. Rose also discussed the Wild-O-Meter. The engagement from the Wild-O-Meter is 300 times greater than average.

- **Special Events:** Mr. Siciliano stated that there was no Special Events meeting held today.
- **Strategic Planning:** Mr. Morey gave an update on the Rio Grande Avenue Project. It is still scheduled to start in September 2018. Renaming of Rio Grande Avenue was discussed. Mr. Siciliano stated that per the minutes of the Think Tank meeting, there is a tendency to rename Rio Grande Avenue- Holly Beach Drive. The Mayor will be bringing this up at the next commissioners meeting. East Coast Music Hall of Fame was also discussed. Mr. Morey also stated that the Army Corps of Engineers hopes to start the dune project in 2020. The plan is to have 5 miles of dune system with hopes for park space along the boardwalk. The drawings are at 60% phase.

Old Business – None.

New Business – None.

Policies/Procedures – None.

Correspondence/Communication – None.

D. **Public Comment** – None.

E. **Executive Session** – None.

F. **Any matter of immediate attention**
Our next Board Meeting will be held on Thursday, July 19, 2018 at 6:00 p.m.

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

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary