

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

REGULAR MEETING, THURSDAY, MARCH 22, 2012

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

Call to Order: The Meeting was called to order by Chairperson, Mrs. Franco at 6:00 p.m.

Salute to flag.

The Open Public Meetings Act was read by our Solicitor, Mrs. Franco.

Roll Call:

Mrs. Franco	Present	Mr. Montello	Present
Mr. Morey	Present	Mr. Patterson	Present
Mr. Reidenbach	Absent	Mr. Byrne	Present
Mrs. Crossen	Present	Mr. Barnabei	Absent
Mr. DelMonte	Present	Ms. Hanlon	Absent

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

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from February 16, 2012, second by Mr. DelMonte.

Roll Call:

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

Motion was moved and approved.

B. Executive Director's Report

Included in the board packet were:

- Administration Update – March 2012
- Finance Update – March 2012
- Housing Update – March 2012
- Marketing/Public Relations Update – March 2012
- Sales Update – March 2012
- SMG Update – March 2012
- WellBread Update – March 2012

Mr. Barnabei arrived at 6:10 p.m.

Mr. Patterson had questions on the Executive Director's Report, specifically on the meeting with Mr. April and Senator Van Drew. Questions were answered by Mr. Siciliano and Mr. April. Mr. April was copied on a letter that Commissioner Byron wrote to NJSEA. Senator Van Drew called Mr. April to meet with him and Mr. Siciliano to refresh him on the Omnibus Agreement.

Mrs. Franco commended Mr. Siciliano and Ms. Feketics for their board packet compilation.

Mr. Rose stated that we received a lot of feedback on our presentation of new marketing campaign and recap. We got great media coverage on that and people love the new campaign. The presentation went very well. Mr. Rose also announced that our DVD Vacation Guide is completed and being mailed to our customers. The guide is also live and on our website. Board Members were each given a copy of the DVD. The DVD information can be found at www.wildwoodsny.com/guide. Great job to all involved with the project. After many challenges, we have a product that was a technologically challenging piece, with the capability to be live to all advertisers' websites. Changes can be made as they come up to the calendar. The kit includes the Calendar of Events, the Greater Wildwood Chamber of Commerce Book, the Greater Wildwood Hotel Motel Association Visitors Guide, coupon book and Discover the Wildwoods book.

Mr. Lynch discussed the annual report that was given last Tuesday to the community. We are finishing up our 10 year Anniversary in the new building, and have hosted 1,500 groups in the Wildwoods Convention Center. That also totals 12,000 actual separate events. In February 2012 to the end of March 2012, we did 14 bookings. However, those 14 bookings generated 55 events. In that same period, we generated \$10,522 overnight sleeping rooms, with a \$1 million impact in the Wildwoods. Dining opportunities total \$ 154,000 food and beverage on the island.

Mrs. Crossen reported on behalf of the Elks in North Wildwood, that Mr. Lynch has been chosen "Citizen of the Year". Congratulations to Mr. Lynch.

Mr. Patterson said it would be great if we have a 10th Anniversary Gala.

Ms. Kane reported that SMG is finishing up some capital projects, mainly the loading dock sealing. The solar project is moving forward. Electrical work will be rerouted beginning on Monday. The project is on schedule. Mrs. Franco had questions regarding children on the loading dock. Ms. Kane responded that signage will be placed prohibiting children under 13 to be on the loading dock at any time.

Mr. Federici reported that Delaware North is experiencing a great first quarter. Also, new tables have arrived, and 90% of our buffets will utilize the new tables. There was no cost, as the funding came from sales of extra Delaware North equipment.

Ms. Trapp reported that we are gearing up for the Celebration of Heroes, and will be meeting with the Chief's of Police and Public Works Departments. We are also wrapping up funding requests for the year.

Mrs. Franco thanked Mr. McNicholas for all of the information and history he provided in this month's packet.

Correspondence/Communication: Mr. Siciliano stated that a letter was written by Lennon Register, of NJSEA, in response to a letter from Commissioner Byron. We have talked about the Omnibus Agreement and how our revenues are to be used. Steps 1 through 5 were reviewed. Step 1) Operations, 2) Capital, 3) PILOT, 4) Mortgage Payment to the City of Wildwood, 5) any and all revenues left over goes back to the State Treasurer. There is a clause after those steps, which states that in any year that the payment to the City of Wildwood cannot be made, the NJSEA would write a letter to the State Treasurer asking them to make up the appropriation in their budget. This letter is the first time that NJSEA has written that letter. It is what they are supposed to do per the Omnibus Agreement. The State will now need to respond, per the Omnibus Agreement. The State is not under any obligation to make the payment.

Motions: None.

C. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. Siciliano reported that the Capital Projects for this year are almost complete. Loading Dock phase 1 was finished on Monday. Mr. Siciliano explained the process. Administrative Stairs have been repaired, bleachers are done, and the tunnel project is almost complete. The Solar Project is moving forward.
- **Entertainment & Sales** – Mr. Lynch invited all to come to the Big Band Concert on Saturday evening at 8:00 p.m. Tickets are \$15. Please spread the word.

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.

Mrs. Crossen made a motion to go into the GWTIDA portion of the meeting, second by Mr. DelMonte.

Roll Call:

Mrs. Franco	Yea	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Absent	Mr. Byrne	Yea

Mrs. Crossen Yea
Mr. DeMonte Yea

Mr. Barnabei Yea
Ms. Hanlon Absent

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

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WILDWOODS CONVENTION CENTER**

REGULAR MEETING, THURSDAY, MARCH 22, 2012

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the February 16, 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 March 2012.

There were no questions on the Executive Director's Reports.

Mr. Siciliano reported that the 2% tourism tax from January 2012 for Operations was up \$30,000, and the 1.85% tax was down \$1,700 for the same time period. Overall in 2011, it was reported at the NJ Conference on Tourism and the Cape May County Tourism Conference that even though revenue did well, lodging was only up 1%, where dining was up 6-7%. Our numbers in our 2% tourism tax, also reflect that. We are in with the trend. Mr. McNicholas shows a graph representing this trend in his report.

Correspondence/Communication – Nothing.

Motions:

Mrs. Crossen made a motion to approve the bill list in the amount of \$162,491.96, second by Mr. Patterson.

Roll Call:

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

Motion moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Mr. Siciliano reported that the NJ Conference on Tourism was held on Thursday, March 15th and was well attended by Board – Mr. Byrne, Mr. DelMonte, Mr. Montello, Mr. Patterson, Mrs. Crossen, and staff. GWTIDA won two Excellence in Tourism awards, including 2011 Awards

and Accolades campaign, and the Sponsorship and Partnership award for our partnership with the Harlem Globetrotters. The Advertising and Events committees do a lot of work and Mr. Siciliano thanked them for all their hard work and efforts. It takes a lot of work to get that done. Congratulations!

- **Appropriations:** Mr. Byrne stated that this will be discussed in Executive Session.
- **Strategic Planning:** Mr. Siciliano reported that the City of Wildwood put the v-zone issue in an ordinance form, and went to the Planning Board. They approved the application. Next Wednesday, the city will do their second reading on the ordinance, and then there is a 20 day clearing process. Remington & Vernick is waiting to submit an application to FEMA.

Also, Tony Peterman of the Strategic Advisory Group will be reaching out in the next week or two, with the feasibility study for the hotel project, and expects to give the board a report by the April board meeting.

Old Business – Nothing.

New Business – Nothing.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

D. Public Comment – Nothing.

E. Executive Session

Mr. DeMonte 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. Byrne.

Roll Call:

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

Motion moved and approved.

Mr. April stated that in Executive Session, discussions were had, led by Mr. Byrne, outlining the negotiations of the Memorandum of Understanding, which is now a four party agreement between the three municipalities and GWTIDA, and how we got to where we are, and what the obligations are. At this point, we will vote on a resolution as follows:

WHEREAS, the Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA), the City of North Wildwood, the City of Wildwood and the Borough of Wildwood Crest have reached an understanding reduced in writing to a memorandum of understanding, whereby the three municipalities will increase the Tourism Development Fees (TDF's), and those additional funds above \$830,000 will be used as follows: the first \$250,000 shall be allocated to North Wildwood, in the amount of \$50,000, and \$200,000 to the City of Wildwood. Grant contracts will be prepared by GWTIDA and signed by the municipalities, as it relates to those grants. The next \$225,000 will go equally to the three municipalities. Assuming that there are funds in excess of \$475,000, then those funds will remain in GWTIDA.

Those funds, likewise, are to be distributed with grant letters requiring certain documentation.

Now, therefore it be resolved by the GWTIDA, that the Chairperson and Executive Secretary are authorized to sign the Memo of Understanding dated March 16, 2012 between the municipalities and GWTIDA, subject to that agreement not taking effect until signed by all parties.

Mr. Byrne had questions on the motion, which were answered by Mr. April. Mr. Byrne stated that the City of Wildwood only gets \$100,000, with the other \$100,000 going to the BSID. Per Mr. April, BSID is not in the agreement. Mr. Siciliano said that the contract will be worked out. Mr. April stated that the City of Wildwood can direct GWTIDA to pay \$100,000 of its \$200,000 to BSID on behalf of the City of Wildwood. We can give the money to BSID as agent of Wildwood, subject to our agreement with Wildwood. Mr. Siciliano is aware that the restrooms will cost well over \$100,000. It will be more like \$160,000. Someone will have to exercise the contract for part of it, and if it is going to be the BSID, it does not make sense to have anything but the City of Wildwood make them the agent to do the restrooms. Additional discussion ensued.

Mr. Byrne made a motion to adopt resolution as read into the minutes by Mr. April, second by Mr. DelMonte.

Roll Call:

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

Motion moved and approved.

Mr. Patterson requested that Mr. Siciliano email him a copy of who applied for funding, and for what amount, and what amount they get.

F. Any matter of immediate attention

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

G. Motion to Adjourn

Mr. Patterson made a motion to adjourn, second by Mr. DeMonte.

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary