

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

REGULAR MEETING, THURSDAY, MARCH 19, 2015

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

Call to Order: The Meeting was called to order by Vice-Chairperson, Mr. DelMonte at 6:00 p.m.

Salute to flag.

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

Roll Call:

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

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

A. Approval of Minutes

The minutes from February 19, 2015 could not be approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – March 2015
- Finance Update – March 2015
- Housing Update – March 2015
- Sales Update – March 2015
- SMG Update – March 2015
- Delaware North Update – March 2015

Mr. Siciliano discussed the 2% tax for 2014. \$4,184,000 was collected, which is the highest collection ever since its inception in 1994. Room tax accounts for 45.6% of overall collections, and 54.3% of the collections comes from Food & Beverage.

Mr. Morey had questions on the host hotel, which were answered by Mr. Siciliano.

Mr. Reidenbach had questions regarding turnaround drainage, which were answered by Mr. Siciliano.

Mr. Siciliano discussed information received at Greater Wildwood Chamber of Commerce Luncheon, where Diane Weiland spoke about tourism in Cape May

County. The Wildwoods are responsible for 54% of room occupancy tax collections in the county.

Mr. Patterson commented on the positive comments received from the Coast Guard on the dinner at the Wildwoods Convention Center, and recommended that it be added to our sales pieces.

Correspondence/Communication: Two thank you notes from the Russo family were included in the packet.

Motions:

Mr. Siciliano stated that we received four bids for Phase IV and final phase of the Loading Dock Project. Quinn Construction was the lowest responsible bidder. Summary sheet of bids was distributed to the board. We have \$50,000 set aside in the Capital Budget for the project.

Mr. Morey made a motion to award a contract for Phase 4 of the Loading Dock Project at the Wildwoods Convention Center to the lowest responsible bidder, Quinn Construction, in the amount of \$37,810.00, second by Mr. Reidenbach.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Yea
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.

Mr. Siciliano reported that Sun National Bank is no longer in Cape May County, and that Sturdy Savings Bank has bought their interest in this area. Sun Bank has the right to assign their advertising rights for the marquee signs to Sturdy Savings Bank. We have met with Sturdy Savings Bank and NW signs, and they have provided logo samples for Sturdy, which they can cut out and reinsert on the marquees. Mr. April added that the next step is to obtain written assignment from Sun Bank, We also need to approve contract.

Mr. Morey made a motion to approve the Sturdy Savings Bank Logo, which was submitted to replace the Sun Bank Logo on the two Wildwoods Convention Center marquees, located at our main entrance, and at Rio Grande and Ocean Avenues, second by Mr. Reidenbach.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Yea
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.

D. **Chairperson's Report**

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland also reported that the committee received an estimate for installing a set of wooden steps directly to the boardwalk across from the Administrative Entrance, and will be constructed shortly. ADA is ok, as there is access to the building already. Also, parking lot signage will be ready by Memorial Day Weekend, and the project is expected to increase parking revenue.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

E. **Executive Session**

Nothing.

F. **Any matter of immediate attention** - Nothing.

G. **Motion to go into the GWTIDA/Advertising portion of the meeting.**

Mr. Patterson 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	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, MARCH 19, 2015

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of February 19, 2015 could not be approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – March 2015
Finance Department Update – March 2015
Marketing/Public Relations Update – March 2015

Mr. Siciliano reported that we were nominated by the State of NJ and received the Tourism Excellence Award for 2014 for our Advertising Campaign. Mr. Rose added that this is an independent award and we are very proud.

Mr. Siciliano added that the GWTIDA Season Preview will be held on Tuesday at 3:00 p.m. in Ballroom C, and will cover 2014 recap and 2015 season preview. Mr. Siciliano, Mr. Lynch and Mr. Rose will present. Mr. DelMonte added that a lot of hours go into advertising with a very limited budget. Great job done by all.

Mr. Morey had comments on Trip Advisor portion of the Marketing Update, which were answered by Mr. Rose.

Digital Billboards were discussed, and Mr. Rose explained how they work. We will have the flexibility to change messages whenever we want to, which is key. Our Advertising Agency can control that, and they are located in very high traffic areas.

Correspondence/Communication – Included in the packet was thank you note from Jodie DiEduardo.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$87,110.41, second by Mr. Morey.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Yea
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:

- o **Advertising:** Mr. Siciliano discussed next possible icon wall. Mr. Morey stated that he may have some walls available for future projects. Mr. Siciliano added that although the two current icon walls have musical icons, future walls might not necessarily be musical icons.
- o **Special Events:** Mr. DelMonte stated that the committee is continuing to meet and there is nothing to add.

Old Business – None.

New Business – Mr. Morey discussed the northbound overpasses of the Garden State Parkway. Possible grand opening event was discussed. Additional discussion on the parkway ensued.

Policies/Procedures – None.

Correspondence/Communication – Nothing.

D. **Public Comment** – None.

E. **Executive Session** – None.

F. **Any matter of immediate attention**
The next GWTIDA Board Meeting will be held on Thursday, April 16, 2015.

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

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Yea
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