

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

REGULAR MEETING, THURSDAY, MARCH 17, 2016

Part I - OPERATIONS
GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by 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	Present
Mr. Reidenbach	Present	Ms. Murphy	Present
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Present		

Also present were Mr. Siciliano, Mr. McNicholas, Mr. Rose, Mr. Lynch, Ms. Trapp, Ms. Kane, Mr. Federici, and Madison Russ of Catamaran Media. Ms. Feketics and Mr. April were absent.

A. Approval of Minutes

Mr. Reidenbach made a motion to approve the minutes from the Regular Meeting on January 21, 2016, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

The minutes of February 18, 2016 could not be approved.

B. Public Comment

Madison Russ from Catamaran Media introduced herself to the board.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – March 2016
- Finance Update – March 2016
- Housing Update – March 2016

Mr. Greenland had questions on the Finance Department update, which were answered by Mr. McNicholas.

Mr. Siciliano stated that we are waiting for Tourism Economics to give us a report. We will make the board aware of those numbers once we receive them, and schedule a community update.

Discussion on January tax collection numbers. It has been a good year to date.

Correspondence/Communication: None.

Motions:

Mr. Siciliano stated that we received 5 bids for the landscaping services at the Wildwoods Convention Center, Victorian Gardens Landscaping, Creative Land Design, Schoffler Landscaping, Lawn Crafters and 19th Hole Enterprises, Inc. The lowest bidder was Victorian Gardens Landscaping, and the second lowest bidder was Creative Land Design. In review, both appeared that they did not meet the qualifications to be a responsive bidder, and were given notice, as required, by law. Victorian Gardens wanted to have the opportunity to present that they were properly licensed, and pesticide qualified, which was an issue. Keith Yatsk stated that his partner, Eric Convez was licensed, and he would be doing the pesticide work at the convention center. With that, he would be in compliance. This was discussed with Keith. Eric will do the pesticide treatments until Keith gets his license back. Ms. Kane stated that there were other concerns with Victorian Gardens. These were discussed with Keith and a procedure will now be followed where Keith will be notified immediately of any issues. Mr. Siciliano will send a letter if something is not right. Mr. Siciliano stated that the recommendation of the Finance Department is to award the contract to Victorian Gardens for one year. Mr. Reidenbach had questions regarding the license and insurance. Additional discussion ensued.

Mr. Morey made a motion to award a contract to Victorian Gardens for Landscaping Services at the Wildwoods Convention Center in the amount of \$19,065.00, for one year, with two 1-year options, commencing on April 1, 2016 and ending on December 31, 2016, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

D. Chairperson's Report

Mr. Byrne reviewed meetings held throughout the month, including a meeting with the Mayors of Wildwood, North Wildwood and Wildwood Crest regarding status of TDF collections and current Memo of Understanding (MOU). He also attended a Strategic Planning Committee meeting, a Buildings and Grounds Committee meeting, and the NJ Conference on Tourism. While at the conference, he attended a breakout session on youth sports. Mr. Byrne also highlighted the meeting he attended with Mr. Siciliano and Mr. McNicholas with NJSEA to discuss the hotel project. NJSEA would like to be more involved in the process for the hotel.

Public Comment: Mr. Barry Felice and Mr. Bob White, taxi driver, were in attendance at the meeting. Mr. Felice, who has attended GWTIDA meetings before, voiced his concerns on the licensing issues and fees for taxi's on the island. Licenses are required for each city in order for a taxi to pick up in that city. Licenses should be islandwide. Mr. Siciliano, and the GWTIDA board, stated that we will try to see if we can all work together on this issue. Transportation is an area of concern that the Tourism Authority is interested in. Mr. Byrne stated that we will meet with the 3 Mayors, in order to have transportation throughout the island be what it should be. Cabs are a vital part of that.

Committee Reports:

- o **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet and reviewed the update. Ms. Kane is working on GOBO lighting for the Wildwoods sign.

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. 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	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

Respectfully,

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

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REGULAR MEETING, THURSDAY, MARCH 17, 2016

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of January 21, 2016 were approved.

The minutes of February 18, 2016 could not be approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – March 2016
Finance Department Update – March 2016
Marketing/Public Relations Update – March 2016

Mr. Siciliano again stated that we are waiting for numbers from Tourism Economics.

Mr. Rose stated that there are very little changes being made to the Marketing Plan for the upcoming season. In 2 months, we will be putting out an RFP for our Advertising Agency. Mr. Greenland had questions regarding advertising in the Giants and Eagles programs, which were answered by Mr. Rose.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$108,918.74, second by Mr. DelMonte.

Roll Call:

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

Motion was moved and approved.

Correspondence/Communication – None.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Ms. Murphy stated that an RFP will be going out for our advertising agency soon. The committee is also discussing what our next

icon wall will be, and when the project will begin. The committee is also moving forward with traffic signal boxes.

- **Special Events:** Mr. DeMonte stated that the committee has completed their funding evaluations. Mr. Byrne discussed the process and scoring system that is used by the committee to fund events. \$521,500 has been put out for event support so far. It was also announced that movies in the Wildwoods will be returning, one on Tuesday nights and one on Thursday nights.

Mr. Morey had questions regarding Roar to the Shore, which were answered by Mr. Siciliano. Another meeting will be held on Tuesday with various business organizations to discuss how we can accomplish the goal of obtaining funding for additional police for the event. Mr. Siciliano further explained that the business community was approached by Police Chief Regalbuto. Roar to the Shore has a large impact on the community, and there was a gang situation at last year's event. The situation was diffused, however it did raise concerns. Additional discussion ensued. There has to be a plan in place for the community. We as GWTIDA support marketing of the event.

- **Strategic Planning:** Mr. Morey stated that meeting minutes were provided in the packet. Renderings will be shown at the next committee meeting, showing the possibilities, being part of a multi-million dollar county project. Construction is expected to begin in 2018. The project will be consistent with the Wildwoods sign. Mr. Byrne added that GWTIDA was asked by the County to get involved with the LED sign and streetscape design. The project is an exciting project and is moving along. The next step is to meet with the 3 Mayors. Mr. Siciliano added that there will be a property owners meeting, where county engineer Dale Foster will present the overall project concept. We will notify the board of this meeting once the county schedules it.

Old Business – None.

New Business – Nothing.

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, April 21, 2016 at 6:00 p.m.

G. Motion to Adjourn

Mr. Barnabei made a motion to adjourn, second by Mr. DelMonte.

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary