

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

**REGULAR MEETING, THURSDAY, MAY 19, 2011**

**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 Chairperson, Mrs. Franco.

**Roll Call:**

Mrs. Franco	Present	Mrs. Erceg	Present
Mr. Johnson	Present	Mr. Reidenbach	Present
Mr. Morey	Absent	Mr. DeMonte	Absent
Mrs. Crossen	Present	Ms. Ostrander	Absent
Mr. Montello	Present	Mr. Patterson	Present

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

**A. Approval of Minutes**

**Mrs. Erceg made a motion to approve the minutes from April 14, 2011, second by Mr. Johnson.**

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Absent	Mr. DeMonte	Absent
Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Yea

**Motion was moved and approved.**

**B. Public Comment**

Nothing.

**C. Executive Director's Report**

Included in the board packet were:

- Administration Update – May 2011
- Finance Update – May 2011
- Housing Update – May 2011
- Marketing/Public Relations Update – May 2011
- Sales Update – May 2011
- SMG Update – May 2011

## WellBread Update – May 2011

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

Mrs. Franco commended the committee chairperson's and members for the great job they do.

Ms. Kane reported that consumption for electric and gas was normal for the month.

**Correspondence/Communication:** Nothing.

**Motions:** None.

### **D. Chairperson's Report**

Mrs. Franco reported that the Arts Package is on its way to being finished. Mr. Patterson has questions on the cost of the Arts Package, which were answered by Mr. Siciliano and Mr. McNicholas. It was also stated that the State of New Jersey required us to spend 1.5% of the hard costs of the building on public arts.

Mr. Lynch reported that 60's Weekend went very well. Thank you to Mr. Rose on the promotions that have been done for the Globetrotters. Convention season is starting and we are preparing for the conventions to come in.

Mr. Rose gave an update in the DRBA Ferry Package, headed by Mike Porch of the Cape May Lewes Ferry. It is being marketed in Delaware and consists of a day package to bring people to the Wildwoods, including a ferry ride, amusement passes, lunch, tram passes and a day of shopping. They will be testing the program in June and may expand it if it does well.

Ms. Trapp reported that she is ready to move forward with events for this year.

Mrs. Franco stated that we have a new team in Wildwood. On behalf of the GWTIDA Board, we would like to congratulate Ernie Troiano, Pete Byron and Anthony Leonetti on their election. We hope they will continue to work with us and improve the Wildwoods.

#### **Committee Reports:**

- **Buildings and Grounds** – Mr. Siciliano reported that the financing for the Solar Project is still not in place. They have received their third rejection and will resubmit to a fourth financial institution and make a decision shortly. It is Tioga Energy's intent to move forward with the project.
- **Finance** – Mrs. Erceg stated that an update was distributed to members.
- **Housing** – Mrs. Crossen stated that an update was distributed to members. Mr. Reidenbach had questions on the accommodations banner coming into Wildwood, which were answered by Mr. Siciliano.
- **Staffing** – Mrs. Franco stated that a meeting will be held in the near future.

**Old Business:** Nothing.

**New Business:** Nothing.

**Policies/Procedures:** Nothing.

**Correspondence/Communication:** Nothing.

**E. Final Public Comment** – Nothing.

**F. Executive Session** – Nothing.

**G. Any matter of immediate attention**

Nothing.

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

**Mr. Johnson made a motion to go into the GWTIDA portion of the meeting, second by Mrs. Erceg.**

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Absent	Mr. DelMonte	Absent
Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Yea

**Motion moved and approved.**

Respectfully,

Fran Feketics  
Board Secretary

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WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, MAY 19, 2011

Part II – GWTIDA/Advertising and Promotions

A. **Approval of Minutes**

The Meeting Minutes from April 14, 2011 have been approved.

B. **Public Comment**

Nothing.

C. **Executive Director's Report**

**Department Updates** – Included in the board packet was an Events Department Update and a Finance Department Update for May 2011. There were no questions.

**Correspondence/Communication** – Nothing.

**Motions:**

**Mrs. Crossen made a motion to approve the bill list in the amount of \$112,746.85, second by Mr. Johnson.**

**Roll Call:**

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Absent	Mr. DelMonte	Absent
Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Yea

**Motion moved and approved.**

Mr. Siciliano stated that Signature Communications contract expires in December 2011 and discussed the need to go out to bid for creative and media services to potential bidders in June and review the submissions received.

**Mr. Johnson made a motion to authorize the Executive Director and Finance Department to go out to bid for Creative and Media Services for the Wildwoods Convention Center, second by Mrs. Crossen.**

**Roll Call:**

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Absent	Mr. DelMonte	Absent
Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Yea

**Motion moved and approved.**

Mr. Siciliano discussed the food and beverage contract for the Wildwoods Convention Center. We are currently in a 3-year contract with options to renew. The contract expires on December 31, 2011, and we would like to sign a 2-year extension with the stipulation that Delaware North maintain their management fee at the 2011 level. Also, next year, we will need to out to bid for operations services, as SMG contract will also expire. Per Mr. April, we need to send a letter to Delaware North and fax to Mr. April for review, which includes signatures of both parties agreeing to keep the management fee rate at the current rate.

**Mrs. Erceg made a motion to exercise option to extend the existing Delaware North Contract, for Food & Beverage Services at the Wildwoods Convention Center, for a 2-Year Period, commencing on January 1, 2012 and ending on December 31, 2013, conditioned upon Delaware North agreeing that they will not seek any management fee increase, second by Mr. Johnson.**

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Absent	Mr. DelMonte	Absent
Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Yea

**Motion moved and approved.**

Mr. Siciliano discussed the lease at 4101 Boardwalk. GWTIDA asked for the lease to have changes made, which were made by the City of Wildwood. Mr. April has reviewed the lease between GWTIDA and the City of Wildwood and it is in the form that the GWTIDA Board wanted. Part 2 of the lease is a sub-lease, which Mr. April is currently working on. Mr. Siciliano spoke with New Jersey Thunder Motorsports (NJTMS) and they are aware of the terms and conditions and are on board with the lease. However NJTMS is not sure at this time if all the bleachers that were promised have been ordered. Also, the new administration has not reviewed the lease. We will not sign the lease without a sub-let first being signed. Mr. April will compose a sub-let and has spoken with Mr. Karavan, the solicitor for the City of Wildwood. Mr. Karavan stated that the new administration has not yet reviewed the document, however he will let us know within a week. We are able to approve at tonight's meeting, then if the city doesn't want to approve, ok. Terms were discussed. We can still sub-let the building if something happens to NJTMS.

**Mrs. Erceg made a motion authorizing the Chairperson or Executive Director to sign the lease on 4101 Boardwalk with all references to bleachers removed, once all negotiations are complete, second by Mr. Johnson.**

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Absent	Mr. DelMonte	Absent

Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Yea

**Motion moved and approved.**

Mr. Siciliano stated that a new policy may be needed.

Currently, the Omnibus Agreement stipulates how revenues are to be used. Uses of revenue per the Omnibus Agreement include, in order, 1) to the payment of all Operating Expenses, 2) to the funding of any and all reserves established for the Convention Center Project, including, without limitation, a working capital reserve/capitalized maintenance fund, in the amounts required pursuant to NJSEA's budget for the Convention Center Project as in effect from time to time; and, 3) to the payment of the PILOT; and 4) to the payment of the principal of and interest on the Revenue Bonds coming due in such Fiscal Year, including any amounts carried over from any prior Fiscal Year as provided as provided in paragraph a of section 3; and 5) as determined by NJSEA, with the consent of the Treasurer, and subject to the provisions of the Act.

We have an operations and maintenance deficit from the last 2 years (2009 and 2010). We have made capital expenditures in each of those years and never got to pay #2, nor should we pay #3, #4 or #5. We have a 5-year Capital Plan in the amount of \$400,000 that we submit in our budget each year. We want to formalize that for 2011 through 2014, there is a part of our budget, our capital budget in the amount of \$400,000, which now becomes part of #2. In addition, roof leak was discussed. We spoke with BirdAir and the cost to replace roof would be \$500,000. The roof has just completed a 10-year warranty, and we should start to accrue \$50,000 per year towards replacement of the roof. We should have \$400,000 in capital plan for 4 years, exclusive of anything we do not know about. If we get through #1, take \$50,000 to fund. Mr. April stated that within the Capital Plan, we need to create a line item for roof replacement fund, and memorialize in the resolution. Mr. Johnson suggested also having dedicated funds for other large items such as chillers, etc. Mr. Siciliano stated that if we find ourselves with excess money, it should be dedicated.

After being discussed by the board, it was decided that action would be taken in June, with a prepared resolution and engineering report to back up the resolution. Mr. April will prepare the resolution for the next board meeting.

**D. Chairperson's Report**

**Committee Reports:**

- **Advertising:** Mr. Johnson reported that the minutes of the Advertising Committee meeting on April 14<sup>th</sup> were included in the packet. There were no questions. Mr. Johnson reported on the topics of the Advertising Committee Meeting of May 19<sup>th</sup>, including the 60's weekend and what a success it was, the events of Memorial Day Weekend and the Candlelight Vigil at the Vietnam Wall. Also discussed was the live radio show that 98.7 the Coast will be doing in front of the convention center, Recognition

awards program is something that GWTIDA needs to follow up on, and we are also working on the Adopt-a-Highway Program. The idea of Tina Fey Day has been presented to Tina Fey as a result of her mentioning that she vacationed in Wildwood Crest on the David Letterman Show, and that come to fruition in September if she and her team are interested. The need to get as many local email addresses as possible was discussed. TV ads will be running for the next 4 weeks. We now have over 4,000 fans on facebook. Globetrotters are very popular right now, and on ESPN received between 20,000-250,000 hits in one day.

Mr. Lynch discussed the Celebration of Heroes.

- **Appropriations:** Mrs. Erceg stated that there is nothing further to report.
- **Finance:** Mrs. Erceg stated that there is nothing further to report.
- **Staffing:** Mrs. Franco state that there is nothing further to report.
- **Strategic Planning:** Mr. Siciliano stated that there is nothing further to report.
- **Housing:** Mrs. Crossen stated that there is nothing further to report.
- **Entertainment/Sales:** Mrs. Franco stated that the committee will meet in the near future.

**Old Business** – Nothing.

**New Business** – Ms. Trapp asked Board Members to please let her know if they will be attending the Unlocking of the Ocean event on Friday, May 27<sup>th</sup>.

**Policies/Procedures** – Nothing.

**Correspondence/Communication** – Nothing.

**E. Final Public Comment** – Nothing.

**F. Executive Session**  
Nothing.

**G. Any matter of immediate attention**  
The next GWTIDA Board Meeting will be held on Thursday, June 16, 2011.

**H. Motion to Adjourn**  
**Mrs. Erceg made a motion to adjourn, second by Mrs. Crossen.**

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Absent	Mr. DelMonte	Absent
Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Yea

**Motion moved and approved.**

Respectfully Submitted,

Fran Feketics  
Board Secretary