

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

REGULAR MEETING, THURSDAY, MAY 17, 2012

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

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

Salute to flag.

The Open Public Meetings Act was read by our Solicitor, Mr. April.

Roll Call:

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

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

Mr. April stated that a letter was received from Mrs. Franco to Mayor Groon, dated May 3, 2012, resigning from the GWTIDA Board. Mrs. Franco sent Mr. April an email and asked him to read the following: I would like to take this opportunity to congratulate the new Chair and Vice Chair and I offer you my sincere best wishes and full support. My vision and goal was to help make the Wildwoods the number one family resort on the East coast and by helping bring the Wildwoods Convention Center to fruition, that goal is well on its way. Please be mindful that the convention center was not a given nor an easy task to accomplish. You have been given the tools to achieve great success for our community and I am confident you will continue to do just that. With my love and support, Arlieen Franco.

Mr. Reidenbach made a motion to accept the letter of resignation from Arlieen Franco, seconded regretfully by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

Mr. Morey stated that we should have an appropriate sign of appreciation for Ms. Franco. There is no one that has worked as hard as she, and all of us feel that way. Perhaps we should have a small sub-committee.

Mr. Siciliano stated that from the staff's perspective, we all have worked under Arlieen as Chairperson. We appreciate that we felt that Mrs. Franco was always supportive of us. On a personal note, through the journey that I have had with Mrs. Franco, numerous trips to Trenton together, 50 monthly construction meetings in Monmouth Park or Atlantic City, you develop a special bond through all that. I agree that she gave countless hours and dedication to the authority and we will put together what we need to say thank you to her from all of us.

Mr. Patterson discussed that the Tourism Development Commission wants to acknowledge Arlieen in some way. Perhaps the Borough and GWTIDA could combine and do something together. There was further discussion on timing of event being before the summer or after the season.

Mr. Morey asked whether or not a gift of some sort would be appropriate. Mr. April stated that it would be acceptable.

Mr. Patterson asked if the Board and Staff could send a plant or floral arrangement now, before something is planned. It would be nice to send some sort of acknowledgement, to say Thank you from your friends at GWTIDA for all your time.

Mr. Patterson made a motion to send a floral arrangement to Arlieen Franco, limiting the cost to the discretion of the Executive Director, second by Mr. Reidenbach.

Roll Call:

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

Motion was moved and approved.

Mr. Reidenbach would like to discuss nominating a Chairperson and Vice Chairperson of GWTIDA. Mr. April stated that they would be for the unexpired terms. Mr. Patterson had questions regarding the By-Laws and elections of Chairperson and Vice-Chairperson, answered by Mr. April.

Mr. Morey made a motion to nominate Mr. Tom Byrne as Chairperson of GWTIDA, second by Mr. Patterson.

Mr. Reidenbach made a motion to close the nomination, second by Mr. DelMonte.

Roll Call:

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

Motion was moved and approved.

Mr. Reidenbach made a motion to nominate Mr. Robert DelMonte for Vice Chairperson of GWTIDA, second by Mr. Morey.

Mr. Patterson made a motion to close the nominations, second by Mr. Reidenbach.

Roll Call:

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

Motion was moved and approved.

Roll call on nomination:

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

Motion was moved and approved.

Mr. April asked Mr. Byrne if he would like to run the meeting, to which he replied yes.

Mr. Byrne thanked the board members for their confidence. Arlieen Franco's shoes are not small shoes to fill. Arlieen is a tremendous woman and a great asset to this organization. Arlieen gave up an enormous amount of personal time and personal effort into making this facility what it is today and blessed us with a great staff and wonderful crew to work with, and we owe her a debt of gratitude. Mr. Byrne is thrilled with Robert DelMonte as Vice-Chair, and thinks we will be a good team to help guide. We are accessible via cell phone, emails, etc.

Mr. DelMonte thanked the board as well. He also thanked Arlieen Franco and Mary Erceg, who was the last Vice-Chairperson. She was someone also who, along with Arlieen, was very committed to the organization and deserves some recognition. Mr. DelMonte is happy to work with Tom Byrne and everyone here and is 100% committed to doing the things we have to do.

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from April 19, 2012, second by Mrs. Crossen.

Roll Call:

Mr. Morey	Yea	Mr. Montello	Yea
Mr. Reidenbach	Yea	Mr. Patterson	Yea
		Mr. Byrne	Yea

Mrs. Crossen	Absent	Mr. Barnabei	Yea
Mr. DeMonte	Yea	Ms. Hanlon	Absent

Motion was moved and approved.

B. Executive Director's Report

Included in the board packet were:

- Administration Update – May 2012
- Finance Update – May 2012
- Housing Update – May 2012
- Marketing/Public Relations Update – May 2012
- Sales Update – May 2012
- SMG Update – May 2012
- Delaware North Update – May 2012

Mr. Siciliano stated that the above reports were included in the packet and hoped that all board members have had an opportunity to review them, and asked if there were any questions on the reports.

Mr. Siciliano reported that we have not yet received our March tax collections.

Mr. Byrne asked if there was any concern that we are down 14% on one and 18% on another. Mr. McNicholas stated that the budget on the 1.85 on target from last year. We use historical numbers to plan out the months for ourselves from a cash flow standpoint. Our monthly numbers fluctuate too much so we evaluate on a yearly basis.

Mr. Patterson had questions on the meeting held with Freeholder Morey and Dale Foster regarding Rio Grande Avenue. What are they doing to improve the flow? Mr. Siciliano stated that he and Mr. Byrne attended the meeting in Beach Creek parking lot, along with the 3 Mayors. They are looking at the entire Rio Grande Avenue and Susquehanna Rd. intersection and how to improve flow in and out from where John's Tire & Auto is. The other item is trying to expand the roadway from Susquehanna Rd. to the bottom of the bridge. Maybe a left turn lane could also be added to keep traffic flowing. Another big item to be addressed is the flooding issues that happen at that intersection. There were letters of support written by GWTIDA as well as the three cities, to Mr. Foster and Freeholder Morey to please look into these issues further and see what they could do. We appreciate that it is a difficult intersection with poor traffic flow. Mr. Byrne also stated that Mr. Foster discussed that the median coming into Wildwood is controlled by the state and the county could apply for Adopt-a-Highway and take control of that and went over some guidelines. In one of the committees we discussed maybe coming up with some ideas on what we could actually do there. Sprinklers were previously discussed as well as a common theme. Mr. Patterson discussed maintenance of the area in the past.

Correspondence/Communication: Nothing.

Motions:

Mr. Siciliano handed out a bid summary for landscaping services for the Wildwoods Convention Center. We received a total of three bids. The bidders were Victorian

Gardens Landscaping, Back to Roots, and Creative Land Design. After the bids were opened, Mr. McNicholas reviews the packets and makes sure they were responsive and provided all necessary documentation. We then look at lowest responsible bidder, and all references are followed up on. Recommendation to the board is to award Victorian Gardens Landscaping the landscaping and maintenance bid for services at the Wildwoods Convention Center for a three year term with a cost of living increase on an annual basis based on the current rate of inflation or consumer price index.

Mr. Reidenbach stated that the staff did a wonderful job and recommends that we go with the lowest responsible bidder.

Mr. Paul Reidenbach made a motion to award the contract for landscaping services at the Wildwoods Convention Center to Victorian Gardens Landscaping in the amount of \$16,120.00 as outlined in the specifications, second by Mr. Patterson.

Mr. Morey had questions regarding adding some annuals or adding some color to the landscaping. Mr. Reidenbach stated that nothing has been done to date, however there is color in the plan, which will be done now that we have awarded a landscaping contract. Victorian Gardens will be contacted and will start services tomorrow morning.

Roll Call:

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

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. Reidenbach stated that the update was included in the packet and all is going well. Our roof is complete. Solar project is moving forward. The building will be shut down on May 21st for connections. All has worked out very well for us. There were no questions.

Mr. Patterson made a motion to accept the Buildings and Grounds report, second by Mr. Reidenbach.

Roll Call:

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

Motion was moved and approved.

- **Entertainment & Sales** – Mr. Lynch stated that the update was included in the packet. A meeting was held today. Mark Lambert will work with us to provide buses for the Big Band event next year. We are also working on a few events this summer that we hope to announce soon on some concerts. In the last month, we have had 19 bookings, 35,000 people came through front doors, 10,000 hotel room nights. Tournament of Bands celebrated their 40th year being in the Wildwoods, with over 7,000 participants, and close to 20,000 spectators come through the building. Great job Helen Kane, Rich Federici and the entire staff.

Mr. Reidenbach made a motion to approve the Entertainment & Sales report, second by Mr. Montello.

Roll Call:

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

Motion was moved and approved.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Mr. Siciliano discussed that we are working with the City of Wildwood to put cameras on our facility to help with the city's monitoring of the boardwalk. We will have 3 cameras mounted on our buildings as well as a Wi-Fi antenna that will have a microwave dish on it that feeds directly to the Wildwood Police Station. Mr. April noted that we should send a letter to the Chief of Police, to which Mr. Siciliano replied that he will do a contract.

Mr. Patterson made a motion to approve three cameras and a Wi-Fi antenna being placed on the Wildwoods Convention Center roof by the City of Wildwood, second by Mr. DeMonte.

Roll Call:

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

Motion was moved and approved.

D. Executive Session – Nothing.

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

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

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

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

REGULAR MEETING, THURSDAY, MAY 17, 2012

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the April 19, 2012 meeting have been approved.

B. Executive Director's Report

Mr. Siciliano stated that Mr. Tony Peterman of the Strategic Advisory Group is at the meeting to present his hotel report. We hired him as a consultant to do a feasibility study for the host hotel in the Wildwoods for us. Mr. Peterman presented his report to the Board.

Mr. Morey discussed the need for a report for a host hotel study that started when the convention center started. The convention center study stated that a host hotel would be important to have. The idea was resurrected a few years ago. Mr. Peterman was part of the original KPMG study. Mr. Morey discussed lost business reports and the need for typical convention center type hotel rooms. The task that Mr. Peterman had become quite a challenge, and he has done a tremendous job.

Mr. Peterman gave an overview of the challenges faced and an Executive Summary of his findings.

Mr. Peterman stated that the goal of the study was to manage public sector expectations. What would it take? This is an unusual market in that in a lot of communities, hotel data is available, and here it is not. Wild seasonality also makes it challenging. The biggest reason there is a way to actually realize a hotel here is because of the 3 months during the summer, the rates are so high, it offsets all of the other low rated, low occupancy months.

What Mr. Peterman found is that if the convention quality national branded hotel were to be built and were to receive \$300,000 a year for 10 years, of public subsidy, it could work financially. Mr. Peterman then qualified the \$300,000, a lot of that is simply tax revenue that the hotel is generating anyway; it's not really coming out of public sector pocket. Probably \$100,000-\$150,000 would be new public subsidy. Numbers presented in the study are presented as a hard estimate. In the end, \$100,000-\$500,000 per year is what the public sector could reasonably expect to be requested to pay to get a convention quality hotel. This hotel could make a statement that the Wildwoods are changing. Mr. Peterman spoke with some flag hotels such as Hilton, Marriott, and Holiday Inn. Flags would love to have a hotel here; however they would not want risk. It would be a franchise fee coming back to them. They would not personally invest. If the hotel ever dipped down in terms of quality per the franchise agreement, they would pull the plug.

If financially feasible, can we find a developer to invest in the project? In this case, Mr. Peterman reported that he spoke with 5 investors in January, and found that

none of them were interested. Theoretically, it passed the test. Practically, it does not. Mr. Peterman suggested that we see if we can get local interest in building. GWTIDA could issue an RFP nationally. There is hope. The model would be for a 100 room hotel.

Mr. Morey stated that a facility that runs in conjunction with the convention center. What group has 100 rooms? They don't. They have 200-300 rooms; however the problem is that we are not able to get them here because we don't have one facility that has the adjacency and the quality that they are looking for. As a result, our lost business report is huge. Would like board to approve our ability to make that statement so others see this as a wise long-term strategic move that does not impact the coffers of small mom and pop motels. Mr. April stated that we can put that in our offering statement. In the initial purpose. Why are we doing this? We are doing this to attract a host hotel which is going to bring in more business than that hotel can handle, which will expand usage to adjacent properties. Per Mr. Peterman, the perfect numbers of hotel rooms depends on the size of the facility and also the market.

Mr. Morey hopes that there is a larger audience for the report. How can we get the report into the largest number of people's hands?

Mr. Byrne asked what our next step is. Per Mr. Peterman, bring in whoever will have the ability to grant subsidies, and then put out an RFP. There is also an RFI-Request for Interest. Mr. Peterman suggested that the best way is to key it up and have letters from 3 communities, GWTIDA, NJSEA, stating that they are in or committed to doing what it takes. We can help formulate, but do not control. Mr. Morey asked whether or not it makes sense for us to consider CAFRA approval? All red tape should be out of the way, per Mr. Peterman.

Although the Strategic Planning Committee is ready to recommend to the Board to accept the report, it was the consensus of the board to receive the report. Several board members would like the opportunity to read the report before accepting it. So at this time, it is not a public document. Mr. April believes we should send a copy to NJSEA since it is their land.

Mr. Morey made a motion to receive the host hotel report from Mr. Peterman, second by Mr. Montello.

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

Motion moved and approved.

Mr. Byrne thanked Mr. Peterman for presenting the report to the board and we appreciate his work.

Department Updates – Included in the board packet was an Events Department Update and a Finance Department Update for May 2012.

There were questions on ticket sales for the Celebration of Heroes event. Mr. Siciliano stated that we have sold 20 tickets to date. We expect it to be a walk up event. There are also 600 tickets that have gone out to sponsors, military, etc.

Correspondence/Communication – Nothing.

Motions:

Mr. April stated that as part of the Celebration of Heroes, Diane McGraw sent down a form of sponsorship agreement with Ford Dealers Association in the amount of \$30,000. Mr. April indicated that he would have the Executive Director sign the agreement.

Mr. Reidenbach made a motion to give the Executive Director the authority to sign the Ford sponsorship agreement for the Celebration of Heroes in the amount of \$30,000, second by Mr. Patterson.

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

Motion moved and approved.

Mr. DelMonte made a motion to approve the bill list in the amount of \$276,839.02, second by Mr. Reidenbach.

Mr. Byrne shall abstain from voucher #00093, regarding insurance.

Roll Call:

Mr. Morey	Yea	Mr. Montello	Yea
Mr. Reidenbach	Yea	Mr. Patterson	Yea
Mrs. Crossen	Absent	Mr. Byrne	Yea, Abstain on V00093
Mr. DelMonte	Yea	Mr. Barnabei	Yea
		Ms. Hanlon	Absent

Motion moved and approved.

Mr. Siciliano discussed our annual audit. The Board received the audit via email and with their packet. There is a management discussion and analysis portion on page 3, 4 & 5. There is a lot of detail that is written by us and given to our auditors. Mr. McNicholas provides graphs and charts as well as history collected and shared revenues between GWTIDA and the municipalities. Pages 10 & 11 include balance sheet and income statements. Page 11 shows our revenues that come into GWTIDA. Questions, if there are any, usually are from that area. Mr. Siciliano would be happy to answer any questions. Net Assets were discussed. Total reserve for events at the end of 2011 of \$1.1 million. Our general funds, advertising and promotions, non-restrictive funding, \$146,992 loss, \$53,950 of that is depreciation expense which is non cash expense, so that brings us up to \$93,042

loss. We have a reserve of \$1.664 million.

Mr. Siciliano noted the importance of the following statement: Our revenue streams do not come in until the end of the year. We literally have these reserves in place as more of a working capital fund. Our major outlay in all of our event support and all of our advertising & promotions is spent by August. The second half is spent by October. We need that money as working capital. July and August tax collections do not come in until September and October. The cities do not pay us our TDF's until November and December. We have to really carry over and spend \$2 million in advance of getting our big money in. We put the money away responsibly over the years because we never know what our cash collections are going to be in any given year. So we have 1 year's budget in reserve. Knowing what we know for 2012, we have that budget in the bank. We can make adjustments for the year after. We are in a very good position financially.

Mr. Siciliano stated that what we will ask the board to sign off on tonight is that you have read page 26, 27, 28 – General Comments and Recommendations. There were no findings or recommendations. The auditors found everything to be done according to the law and there are no recommendations that they could make to us and there were also no prior year recommendations either. Based on that, the auditors issued an unqualified report. This was our third unqualified report in succession.

Mr. Reidenbach mentioned a recommendation in the past to have a solicitor contract. Mr. April stated that when he was first appointed, NJSEA directed that there not be a contract with any professional at that time. When the auditor said that was wrong, we have been adopting a contract every year.

Mr. April read the following resolution into the minutes:

WHEREAS, N.J.S.A. 40A:5A-5 requires the governing body of each local authority to cause an annual audit of its accounts to be made, and

WHEREAS, the annual audit report for the fiscal year ended December 31, 2011 has been completed and filed with Ford Scott & Associates, LLC pursuant to N.J.S.A. 40A:5A-15, and

WHEREAS, N.J.S.A. 40A:5A- 17, requires the governing body of each authority to, within 45 days of receipt of the annual audit, certify by resolution to the Local Finance Board that each member there of has personally reviewed the annual audit report, and specifically the sections of the audit report entitled "General Comments" and "Recommendations," and has evidenced same by group affidavit in the form prescribed by the Local Finance Board, and

WHEREAS, the members of the governing body have received the annual audit and have personally reviewed the annual audit, and have specifically reviewed the sections of the annual audit report entitled "General Comments" and "Recommendations," in accordance with N.J.S.A. 40A:5A-17,

NOW, THEREFORE BE IT RESOLVED, that the governing body of the Greater Wildwoods Tourism Improvement and Development Authority hereby certifies to the Local Finance Board of the State of New Jersey that each governing body member has personally reviewed the annual audit report for the fiscal year ended December 31, 2011, and specifically has reviewed the sections of the audit report entitled "General Comments" and "Recommendations," and has evidenced same by group affidavit in the form prescribed by the Local Finance Board.

BE IT FURTHER RESOLVED that the secretary of the authority is hereby directed to promptly submit to the Local Finance Board the aforesaid group affidavit, accompanied by a certified true copy of this resolution.

Mr. Morey made a motion to accept/adopt the 2011 GWTIDA audit as read by Mr. April, second by Mr. Patterson.

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

Motion moved and approved.

Mr. Siciliano stated that there is tons of information that comes out of the Finance Department, and Mr. McNicholas does a great job. Mr. McNicholas stated that Ms. Rommel and Mr. Cafiero also do a great job.

Discussion on landscaping contract took place. Mr. Siciliano stated that the bid that we put out included an agreement for signage at the Wildwoods sign. The previous landscaper provided donated services for the ability to put up a sign, which is a plaque that states that landscaping has been provided by. That is a separate issue that the landscaper needs to agree to. Mr. McNicholas can now make that presentation to the landscaper.

Mr. Morey made a motion to authorize Mr. McNicholas to discuss with the landscaper his continuing donation of landscaping at the Wildwoods sign, second by Mr. DelMonte.

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

Motion moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Mr. Siciliano stated that the minutes were included in the packet. Mr. Siciliano received two comments – one at the BID meeting and one from Mrs. Franco, that our billboard was seen at the Walt Whitman Bridge and looked great. Vacation guide responses are doing well. A meeting was held today and facebook was the main topic of discussion. Everything that we've done throughout the end of last year and the first couple months of this year, we will now see the fruits of that labor in our campaign May through June. Billboards are up, TV and radio spots will start running. NBC-10 will be running 3 spots for Celebration of Heroes from 4 p.m. to 6 p.m. daily.
- **Appropriations:** Mr. Byrne stated that a meeting was held on April 23rd. TDF funding is in place and all municipalities are fielding questions and calls about the TDF increase. There were a few wrinkles that we overcame and the process is underway. A follow up meeting will be scheduled for mid-June with the Mayors about future funding and collections. The committee also discussed Phase 2 funding and sales tax and how we might go about getting that off the ground.
- **Special Events:** Mr. DelMonte stated that a meeting was held before the board meeting. The funding is pretty much wrapped up for 2012. An application was received today and we are awaiting additional information on it. We now look forward to the events to happen. Mr. Siciliano added that the City of Wildwood has asked that members of the board who are interested in attending the Centennial Ceremony on Saturday to RSVP to us if they haven't already and a chair will be provided for you. Mr. Montello, Mr. Patterson, Mr. Barnabei, Mr. Morey will attend. Ms. Trapp added that the convention center has stepped up and assisted in a big way with the Centennial Event. We are providing a lot of equipment and services that are needed. There will also be beach events and there is a huge commitment from our building. Mr. Siciliano also stated that all board members have received a list of events happening during the Celebration of Heroes weekend. Mr. Trapp also informed the board that they are invited to attend the US Coast Guard Graduation on Friday morning at 11 a.m. We are thrilled to have them at the convention center. The Coast Guard will have a large presence throughout the entire Celebration of Heroes weekend. Mr. Siciliano informed the board of the Unlocking of the Ocean Ceremony at 12:30 p.m. Mr. Siciliano also stated that all members of the board are welcome to attend the VIP reception in the building from 8:30-10 p.m., followed by fireworks on the back deck at 10 p.m.
- **Strategic Planning:** Mr. Morey discussed his concern with the DEP application for the bike path that the city was doing in conjunction with our interest in application for beach bars and other activities on the beach. Mr. Morey had concern that they were going to drop the application. Mr. Morey is pleased that they are continuing forward with the application so the bike path as depicted in the Vision 2015 Plan is going to DEP. The timing is exceptional and it is a step towards getting it approved, with the opportunity

to link the entire Wildwoods with a bike path, not just for recreation but for transportation. Mr. Morey is encouraged so far. Also, the BID is continuing their work downtown in order to see a center city parking facility. Mr. Byrne stated that a report was given today at the BID meeting that they are working with the City of Wildwood. They are making progress in taking steps to secure the land. The BID is taking the lead on the project, which is one of the priority projects in Vision 2015. Mr. Reidenbach discussed the Oasis building coming down. Mr. Byrne stated that a report was also given at the BID meeting that the Morey Organization secured that site when it came for sale, and offered that contract to the BID, who then took over that contract of sale. The BID then bought that property and has torn down the structure. The fence will be left up until the grass seed is down and benches have been placed. This will be a major improvement to Pacific Avenue and a great impact to the area.

Old Business – Nothing.

New Business – Mr. Patterson asked whether or not it would be possible, that with the election of a new Chairperson and Vice-Chairperson, that we could have term limitations on these positions? Perhaps every 5 to 6 years. Mr. Byrne stated that this should be studied and perhaps we should talk with some people that have limitations and some who do not. This could be a double edge sword. Mr. April stated that we could have a defacto by-law committee. Mr. Byrne will think about it and appoint a committee.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

D. **Public Comment** – Nothing.

E. **Executive Session** – Nothing.

F. **Any matter of immediate attention**
The next GWTIDA Board Meeting will be held on Thursday, June 21, 2012.

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary