

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, MAY 15, 2014

Part I - OPERATIONS
GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by Chairperson, Mr. Byrne at 6:05 p.m.

Salute to flag.

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

Roll Call:

Mr. Byrne	Present	Mr. Patterson	Present
Mr. DeMonte	Present	Mr. Barnabei	Present
Mr. Reidenbach	Present via phone	Ms. Murphy	Present
Mr. Morey	Absent	Mr. Greenland	Present
Mr. Montello	Present	Ms. Hanlon	Absent

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

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

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from January 16, 2014, second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

Ms. Murphy made a motion to approve the minutes from February 16, 2014, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

Mr. Patterson made a motion to approve the minutes from March 19, 2014, second by Mr. DelMonte.

Roll Call:

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

Motion was moved and approved.

Mr. Patterson made a motion to approve the minutes from April 24, 2014, second by Ms. Murphy.

Roll Call:

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

Motion was moved and approved.

Mr. Reidenbach left the meeting at 6:15 p.m.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – May 2014
- Finance Update – May 2014
- Housing Update – May 2014
- Sales Update – May 2014
- SMG Update – May 2014
- Delaware North Update – May 2014

Mr. Byrne has questions regarding the Finance Report, specifically on the Statement of Operations, which were answered by Mr. McNicholas. Mr. Byrne stated that the report provided the Statement of Operations for the Wildwoods Convention Center, which the NJSEA owns. The profit or loss on that statement is what would go to pay any of the items outlined in the Omnibus Agreement, specifically our PILOT payment to the city or a payment on the mortgage of the land. Mr. Siciliano went on to explain that in our Statement of Operations, we budget our 2% tax revenues, which picks up the differential between operating revenues and the monies we need to balance the budget. We know that coming through May, we will have a \$1.5m deficit, because our cash flow is coming in two months behind collection. That is why we need a working capital fund to get us through those months of the year.

Mr. Patterson had questions regarding the Icon Wall, which were answered by Mr. Siciliano. Channel 6 interviewed Mr. Siciliano and the story will air on May 22nd.

Mr. Muccie reported that the attendees of the Wildwood Motor Sports Car Show kick-off party enjoyed their event.

Mr. Siciliano reported that housing will be slowing down a bit after Methodists. Mr. Lynch reported that 50's Weekend concert tickets went on sale on Monday, and since that time, 671 tickets have been sold. WWE pre-sale began on Saturday, bringing in 434 tickets. National Judges utilized 72 hotels, generating 6,800 room nights, with 62,000 people coming into the convention center during their time here. Tall Cedars and Gymnastics worked well together, with the gymnastics event expanding unexpectedly, the Tall Cedars agreed to move their event to another location within the building. We hope to condense fraternal events in the future in order to allow us to bring in additional bookings during American Legion, VFW, etc.

Mr. Greenland suggested doing something to get the information out on what we are working on, etc. Ms. Murphy reported that this has been discussed in the Advertising Committee, and some type of newsletter will be done.

Ms. Murphy had questions regarding the proposed concert, which were answered by Mr. Lynch.

Ms. Kane reported that staff is preparing for the Knights of Columbus, the Kite Festival, and gymnastics. Mr. Patterson had questions regarding the solar panels on the roof, which were answered by Ms. Kane.

Correspondence/Communication: A letter to Jay Ford re: Starlight Ballroom Naming Rights, and a Thank You letter from John CMC Chamber re: Business Expo – staff/sponsorship was included in the packet.

Motions:

None.

D. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland reported that ballroom chairs are being ordered in a darker color due to wear and tear and staining on our current beige chairs. Helen Kane is working hard on our parking lot upgrades. Signage is being researched, and the new system should be fully operational by mid-June. Mr. Greenland also informed the board of the proposed Wildwoods sign project.

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

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Absent	Ms. Murphy	Yea
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, MAY 15, 2014

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of January 16, 2014 were approved.
The minutes of February 20, 2014 were approved.
The minutes of March 19, 2014 were approved.
The minutes of April 24, 2014 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – May 2014
Finance Department Update – May 2014
Marketing/Public Relations Update – May 2014

Ms. Trapp discussed the Unlocking of the Ocean and Icon Wall unveiling events.

Mr. Rose further discussed the unveiling and reported that Assemblyman Fiocchi will be in attendance, and the City of Wildwood will be presenting a proclamation.

Correspondence/Communication – Nothing.

Motions:

Mr. DeMonte made a motion to approve the bill list in the amount of \$216,647.11, second by Ms. Murphy.

Roll Call:

Mr. Byrne	Yea, abstain e-check \$5,265	Mr. Patterson	Yea
Mr. DeMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Absent	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea	Ms. Hanlon	Absent

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Ms. Murphy reported that there were originally 3 icon walls planned, however the committee decided that they may only do 2 icon walls and use the money from the 3rd wall for the proposed electrical box artwork instead. Pricing is being obtained for both vinyl and paint. It was also reported that we are trying to get the Wildwoods word out through more publicity, and discussed the Wildwoods article.

- **Special Events:** Mr. Morey asked about the efforts on the beach event issue. Mr. Byrne gave a history of our commitment. GWTIDA and the 3 municipalities are working on a long-term solution. The committee discussed ways to gather information on each event from municipalities. General philosophical guidelines and limits of event support were also discussed.
- **Strategic Planning:** Mr. Morey gave an update on the downtown parking project, which was included in the Vision 2015 Plan. The open space project is now off the table. The City of Wildwood will rebid the parking lot, and the WBID will own and improve it.

An update on Army Corps of Engineers Dune Project was given. The NJDEP has mandated that 127 miles of dune be added to our shore. As a result of Hurricane Sandy, funding is in place for all 127 miles, from Hereford Inlet to Cold Spring. The Wildwoods portion of the project does not include dredging. We have massive amounts of excess sand. The idea was for sand to be pumped from Wildwood Crest to North Wildwood, therefore recycling our own sand. The Army Corps of Engineers needs the cities to be on board with the project. Dune height was discussed. Elevation 16 feet is the proposed height, which would guarantee 50 years of shore protection. The elevation is not above the street level, but sea level. In the areas where there is a boardwalk, the elevation would only be 18 inches above the boardwalk. The hope is to try to get the towns together and speak with one voice. Mr. Morey distributed and reviewed a concept dune plan with the board. Some items included on this plan are overflow parking; green fields and event fields, providing both storm protection and aesthetics. The DEP has seen this concept plan and thinks the items added would help the dunes.

Mr. Patterson voiced his concerns regarding access points over the dunes. The proposed plan shows only 51 access paths over the dunes, however, there are over 100 blocks that would have the new dunes. It was also reiterated that events would be able to continue to take place at their current locations. Mr. Morey asked the board for their support of "one voice, one approach" in response to the NJDEP.

Old Business – Mr. Byrne stated that there are two items that we would like to move forward with. One is to look at ways to increase state funding. We impose a tax on businesses and residents, and 2% tax funds operations of GWTIDA. There is little money left to work on infrastructure. A good function of our organization is tourism related infrastructural improvements. Can the state match the funding? Each municipality has passed resolutions in favor of approaching the state. We met with Senator Van Drew regarding the issue, and he has requested that an Executive Summary be compiled. Also, the community invited GWTIDA to a meeting regarding the Cedar Avenue Project. In addition to working on the Executive Summary, Triad Associates is involved with the Cedar Avenue Project as well, with the focal point being Atlantic Avenue, with both city and county involvement.

Triad Associates is working on the tax match issue. If GWTIDA goes to the State for support, would all GWTIDA Board Members be in favor? All agreed. The issue

has been revitalized and Triad is working on the project. Tourism infrastructure will be moving forward.

Discussion on the host hotel took place. Mr. Byrne and Mr. Siciliano met and discussed the need to fill the convention center, which would be made more possible by the addition of a host hotel. A conference call was held with Mr. Hasenbalg and Mr. Lennon of NJSEA. They both agreed that a host hotel would be a benefit to the facility and will carry the torch on the project. Clear title of land is needed, as well as engineering and permitting. Mr. Hasenbalg has offered to host a meeting in Trenton, gathering together the people he feels is necessary to be involved in the discussions, including Mr. Siciliano, Mr. Byrne, NJEDA and Triad Associates. We are optimistic on this project, with NJSEA backing. The meeting has been set for May 28th at 1:00 p.m. in Trenton. Tax abatements and acquisition costs were discussed. This project would be a transformative and catalytic project. An RFP would be developed, moving forward.

New Business – Nothing.

Policies/Procedures – Nothing.

Correspondence/Communication – Letter to three Mayors from Mr. Byrne, as discussed above.

D. **Public Comment** – Nothing.

E. **Executive Session** - None.

F. **Any matter of immediate attention**
The next GWTIDA Board Meeting will be held on Thursday, June 19, 2014.

G. **Motion to Adjourn**
Mr. DelMonte made a motion to adjourn, second by Ms. Murphy.

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary