

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, WEDNESDAY, MAY 20, 2015

Part I - OPERATIONS
GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by Chairperson, 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	Present
Mr. DelMonte	Present	Mr. Barnabei	Present
Mr. Reidenbach	Absent	Ms. Murphy	Present
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Absent	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

Mr. Patterson made a motion to approve the minutes from April 16, 2015, 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	Absent	Ms. Hanlon	Absent

Motion was moved and approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

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

Mr. Greenland had questions regarding the Food & Beverage Report, which were answered by Mr. Federici. Questions regarding the 70's concert were answered by Mr. Siciliano. We will be looking into obtaining another event for that weekend next year.

Mr. Morey had questions on parking and lines over the past weekend at Rio Grande Avenue. This is not a result of parking lot improvements. There was a timing issue with 2 simultaneous events – the Knights of Columbus and the Middle Township Prom - loading in and going on in the building. We are in the process of correcting the issue for next year.

Mr. Siciliano provided the board with a host hotel update. We received approval for the NJEDA loan/grant. Signatures have been obtained on the commitment letter. NJEDA is preparing the closing documents. Mr. Siciliano will send proposals for Joe Lomax, Tom Sykes and Tony Peterman of SAG, to NJSEA council for review. When closing is signed, title report will be done. We will then move on getting the pre-CAFRA application moving and start to meet with Tony Peterman. Mr. Morey had questions on Tony Peterman and the SAG study. Will a decision be made on whether or not the host hotel will have a food and beverage component? Will it be defined in advance? Per Mr. Siciliano, to some extent, yes. Per Mr. April, that information will be included in the RFP.

Correspondence/Communication: Nothing.

Motions:

None.

D. Chairperson's Report

Mr. Byrne reported that the Wildwood Business Improvement District meeting, which was included in his report, was cancelled.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland reported that the parking lot signage is being done in-house and is on target to be ready by Memorial Day Weekend. Security camera upgrades will be done, and precautions will be taken as a result of a walk-through with Homeland Security.
- **Housing** - Mr. Siciliano reported that the Housing Committee hosted a Housing Program Meeting on May 19th. Panel included Mr. Siciliano, the GWTIDA Housing Committee – Mr. DeMonte – Committee Chair, Ms. Murphy and Mr. Byrne, and GWTIDA Housing Manager Ms. Joy Nielsen. The purpose of the meeting was to bring hoteliers together to have an open dialogue on the housing program. Common questions were discussed, and misconceptions were addressed. Training sessions will be scheduled, and the committee will hold another meeting with hoteliers sometime in June.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: A thank you letter from the Tall Cedars was included in the packet.

E. Executive Session

Nothing.

F. Any matter of immediate attention - Nothing.

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

Mr. DeMonte made a motion to go into the GWTIDA portion of the meeting, second by Ms. Murphy.

Roll Call:

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

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, WEDNESDAY, MAY 20, 2015

Part II – GWTIDA/Advertising and Promotions

A. **Approval of Minutes**

The minutes of April 16, 2015 were approved.

B. **Executive Director's Report**

Department Updates – Included in the board packet were:

Events Department Update – May 2015

Finance Department Update – May 2015

Marketing/Public Relations Update – May 2015

Ms. Murphy had questions regarding the tourism tax increase, hospitality tax increase, which were answered by Mr. Siciliano

Mr. Siciliano announced that Lt. Governor Kim Guadagno will be at the Unlocking of the Ocean on May 22nd. Please RSVP to Ms. Trapp. Mr. Morey added that he would like to suggest possible making the event bigger to attract major media to the event. This will be taken into consideration for the future.

Correspondence/Communication – Letter regarding offshore drilling was included in the packet.

Motions:

Mr. DeMonte made a motion to approve the Bill List in the amount of \$353,305.25, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea, abstain EFT transfer	Mr. Patterson	Yea
Mr. DeMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Absent	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Absent	Ms. Hanlon	Absent

Motion was moved and approved.

C. **Chairperson's Report**

Mr. Byrne gave a report on the C5 Project, which received board authorization to approach the State of NJ and ask for match from tax collected, in order for us to fulfil our mission. We met with Mike Zumpino and Todd Noone from Triad Associates to review the proposal and had a good exchange of ideas. Updates will be made and we will meet and review another draft. It will then be taken to Senator Van Drew. We may need to obtain new resolutions from the municipalities and the county. Substantial progress is being made.

Committee Reports:

- **Advertising:** Ms. Murphy stated that a presentation was made by a new business owner regarding a mobile app for droid and iPhones. The committee decided to move forward and the app could be available by July 4th weekend. The app will also include up to date information for guests while they are vacationing in the Wildwoods.

Mr. Patterson had questions regarding the icon wall, which were answered by Mr. Siciliano. The next icon wall will be discussed in the upcoming month.

Mr. Greenland had questions regarding the electrical box project, which were answered by Ms. Murphy. There are other priorities at this time and the committee is waiting for the right time to resurrect this project.

- **Special Events:** Mr. DelMonte stated that the committee met today with Valerie Trevellis and Jamie Mancini of the Restaurant Association to go over funding and clear up some questions they had. The meeting went well, and they know how to move forward with the process for next year. It was a successful meeting.
- **Strategic Planning:** Mr. Morey discussed the John's Tire and Auto project. Phase 1 is underway and the project expected to be completed for next year. Mr. Siciliano had questions regarding Phase 2 of the project. Have there been limitations put on the county? Will there be a grassy area? Mr. Morey will find out.

Mr. Morey discussed the City of Wildwood Redevelopment Plan. The convention center has been dropped from the plan, and now the boardwalk has been removed. This is a step in the right direction.

Mr. Morey also reported that the proposed beach bar has not received a license from ABC.

Mr. Morey would like to put the parking project back on the table

Old Business – None.

New Business – None.

Policies/Procedures – None.

Correspondence/Communication – None.

D. **Public Comment** – None.

E. **Executive Session** – None.

F. **Any matter of immediate attention**

The next GWTIDA Board Meeting will be held on Thursday, June 18, 2015.

G. Motion to Adjourn

Mr. Patterson made a motion to adjourn, 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	Absent	Ms. Hanlon	Absent

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary