

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, NOVEMBER 21, 2013

Part I - OPERATIONS
GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by Chairperson, Mr. Byrne at 6:10 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	Absent	Ms. Murphy	Present
Mr. Morey	Absent	Mr. Greenland	Present
Mr. Montello	Present	Ms. Hanlon	Absent

Also present were Mr. Siciliano, Mr. McNicholas, Mr. Rose, Mr. Lynch, Ms. Trapp, Mr. Amusa, Ms. Kane, Ms. Feketics, Mr. April and Christie Rotunda from the Wildwood Leader.

A. Approval of Minutes
The minutes of October 17, 2013 could not be approved.

B. Public Comment
Nothing.

C. Executive Director's Report
Included in the board packet were:
Administration Update – November 2013
Finance Update – November 2013
Housing Update – November 2013
Sales Update – November 2013
SMG Update – November 2013
Delaware North Update – November 2013

Mr. Siciliano stated that we need to contact NJSEA to reschedule the conference Call regarding the host hotel.

Mr. Siciliano also reported that our September tax collections were below budget for 2013 by 5% and 10% behind 2012, our best year. August and September collections were good. Also, Food & Beverage picked up 17% ahead of plan. Mr. Greenland commented on the increases in F&B. This is the first year since 2007 that we will reach \$1 million in revenue.

Mr. Lynch reported that it looks promising for 2015 that the Sysco Food Show will move to the Wildwoods from Atlantic City.

Correspondence/Communication: A thank you note from the family of Jack Koza was included in the packet.

Motions:

Mr. Siciliano discussed the Loading Dock Epoxy Project. Mara Restoration, Inc. was the lowest responsible bidder. Phase II is in the Capital Budget for 2013, and Phase III is subject to availability of funds, upon NJSEA approval of the 2014 Capital Budget.

Mr. Greenland made a motion to award a contract for Phase II of the Loading Dock Epoxy Deck Coating Project to Mara Restoration, Inc. in the amount of \$36,608.00, second by Mr. DelMonte.

Roll Call:

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

Motion moved and approved.

Mr. Montello made a motion to award a contract for Phase III of the Loading Dock Epoxy Deck Coating Project to Mara Restoration, Inc. in the amount of \$42,240.00, subject to the availability of funds, upon approval of 2014 Capital Budget, second by Ms. Murphy.

Roll Call:

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

Motion moved and approved.

D. Chairperson's Report

Mr. Byrne stated his update was included in the packet, and reiterated meetings he attended throughout the month. There were no questions.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet and highlighted several items discussed at the meeting, including the Bird Air project, and the parking project that Ms. Kane is obtaining additional information for. Three out of four schools have responded that they would like to participate in the window decorating contest. The Elks will award prizes, and the students will decorate the windows on December 1st and 2nd.

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.

Ms. Murphy 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	Absent	Ms. Murphy	Yea
Mr. Morey	Absent	Mr. Greenland	Yea
Mr. Montello	Yea	Ms. Hanlon	Absent

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, NOVEMBER 21, 2013

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the October 17, 2013 could not be approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – November 2013

Finance Department Update – November 2013

Marketing/Public Relations Update – November 2013

Mr. Siciliano stated that we will need to go into Executive Session.

Mr. Siciliano mentioned that the 2013 room tax 1% behind our 5-year plan, but 12% behind 2012.

Proposed GWTIDA Board meeting dates for 2014 were included in the packet. All potential meetings fall on the third Thursday of the month. Due to April 17th being Holy Thursday, it was recommended that the April meeting be held on the following Thursday, April 24th. There are no other conflicts. The Board decided to table moving forward until the December meeting. Mr. Byrne asked the board to email Mr. Siciliano or Ms. Feketics with any potential conflicts with the recommended meeting dates.

Correspondence/Communication – Nothing.

Motions:

Mr. DelMonte made a motion to approve the bill list in the amount of \$65,887.83, second by Mr. Montello.

Roll Call:

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

Motion was moved and approved.

Ms. Murphy made a motion to award the contract for printing of the 2014 Calendar of Events to the successful lowest bidder, Mark Lithography, in the amount of \$21,995.00, second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Ms. Murphy stated that the report was included in the packet and highlighted several items that were discussed at the meeting, including the Wine Fam Tour update, the 39.9% increase in searches of our online vacation guide in 2013, since our site was redone. Also, the change in the billboard location for intercept marketing. We will be doing 1 billboard each in Wildwood and North Wildwood, and getting a third billboard at Exit 25 going into Ocean City. Our site is very user friendly and visit time is above average. Also, our new campaign will be unveiled when ready. Mr. Byrne commented on a job well done by all.
- **Finance:** Mr. Byrne stated that Mr. Siciliano and the committee met with the three Mayors regarding TDF's. The meeting included very good discussion on uses and continued collections. The committee will make decisions on how to best use the money in the upcoming year.
- **Special Events:** Mr. DelMonte stated that the committee is in the process of reviewing applications, with a deadline of November 15th. The committee will have more frequent meetings for the rest of the year. Mr. Byrne stated that he appreciates the time and effort that goes into the committee. Ms. Trapp does a great job. Kudos for all her efforts on a lot of work. Mr. Barnabei had questions regarding the funding of the Hydrofest after being cancelled, which were answered by Mr. Siciliano. Due to much of the marketing for the event being done prior to the cancellation, which was within days of the event taking place, funding for the event marketing was given to the promoter.
- **Strategic Planning:** Mr. Siciliano discussed several projects being worked on included in the update. The Host Hotel topic will move out of the Strategic Planning Committee and move into an Executive Committee consisting of Mr. Siciliano, Mr. Byrne, Mr. DelMonte, and Triad Associates. Triad will work on putting together an incentive package and hopefully move the project forward. The Matching Funds Project has been moved to the Finance/Appropriations Committee.

Old Business – Nothing.

New Business – Mr. Siciliano stated that the Greater Wildwood Hotel Motel Association has developed a list of events that they would like to see happen in the convention center. The Entertainment and Sales Committee has made a decision that they do not want to be in the promotion business, however can try to find a promoter for the proposed events. Mr. Siciliano will contact Steve Tecco to set up a meeting for their committee to meet with the Entertainment & Sales Committee.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

D. **Public Comment** – Nothing.

E. **Executive Session**

Mr. Greenland made a motion to go into closed session for the reason of discussing possible litigation in connection with pending legislation and any matter the disclosure of which constitutes an unwarranted invasion of privacy, such as personnel matters, any matters involving the purchase lease or acquisition of real property with public funds, any pending litigation or contract negotiation other than covered by subsection (4) in which the body may become a party, any matter falling within Attorney/Client privilege, to the extent that confidentiality is required in order for the Attorney/Client to exercise his ethical duties as a lawyer and that after discussion are therefore no longer sensitive, the results of the discussions may be disclosed to the public following the adoption of a motion authorizing such disclosure by the Authority, second by Mr. Montello.

Roll Call:

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

Motion was moved and approved.

Mr. April stated that in Executive Session, the Board discussed the issue of a beach user fee and the effect of certain proposed activities in Wildwood that may impact upon that and ways that it could not impact upon that. No formal action was taken in Executive Session. The Chairperson, Vice-Chairperson, Executive Director and Solicitor will meet with officials from the City of Wildwood to discuss the matter further so that any problems that could arise will be offset.

F. **Any matter of immediate attention**

The next GWTIDA Board Meeting will be held on Thursday, December 19, 2013.

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

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary