

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, NOVEMBER 20, 2014

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	Absent	Mr. Greenland	Present
Mr. Montello	Present	Ms. Hanlon	Absent

Also present were Mr. Siciliano, Mr. McNicholas, Mr. Rose, 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 October 16, 2014, 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	Absent	Mr. Greenland	Yea
Mr. Montello	Yea	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 – November 2014

Finance Update – November 2014

Housing Update – November 2014

Sales Update – November 2014

SMG Update – November 2014

Delaware North Update – November 2014

Mr. Siciliano reviewed our 2% tax collections, through August. We are currently \$200,000 under what was budgeted. (2%)

Mr. Siciliano stated that a tremendous job was done on the Wildwoods sign project, which is now complete. Mr. Byrne agreed that the sign looks fantastic.

Mr. Byrne discussed the Statement of Operations and budget for the convention center. We normally break even, however we are hoping to make a profit through October. The numbers shown do not include actual revenue for October. Mr. McNicholas added that our average year has been a break even year; however we are having a good year this year to date.

Mr. Byrne discussed the parking analysis included in the Finance Department update.

Correspondence/Communication: None.

Motions:

None.

D. Chairperson's Report

Mr. Byrne discussed meetings he attended throughout the month. There were no questions.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland reviewed portions of the meeting minutes and stated that the refurbishment of the Wildwoods Sign is complete and looks great. A new Wi-Fi system is currently being installed in the building, which will bring us up to par with clients needs. Also, each of the island-wide grade schools will be participating in the Greater Wildwood Elks Holiday Window Decorating Contest again this year.

Mr. Byrne stated that both the committee and SMG have done an excellent job.

Ms. Murphy had questions on lighting, answered by Ms. Kane. We will apply for Smart Start funding.

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

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
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

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Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of October 16, 2014 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – November 2014

Finance Department Update – November 2014

Marketing/Public Relations Update – November 2014

Mr. Siciliano reviewed the history of the 1.85% tax. Our hospitality tax is in line with our tourism tax.

Proposed board meeting schedule for 2015 was reviewed and will be voted on at the December board meeting.

Mr. Siciliano informed the board that Caitlin Storbeck, our part-time Marketing Administrator will be leaving us to begin a new job in social media for a company in Philadelphia. Caitlin has been a wonderful asset to GWTIDA and we will miss her and wish her well in her new endeavors. An ad has been placed for a Marketing Administrator. Jamie McLaughlin, our Marketing Coordinator, is still out on medical leave, and we are following the process to facilitate her return.

Mr. Byrne discussed and reviewed the 2014 GWTIDA budget and Statement of Cash Flows.

Mr. Greenland had questions regarding the vacation guide requests, which were answered by Mr. Rose.

Correspondence/Communication – None.

Motions:

Mr. DelMonte made a motion to approve the Bill List in the amount of \$314,082.78, 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	Absent	Mr. Greenland	Yea, abstain #50
Mr. Montello	Yea	Ms. Hanlon	Absent

Motion was moved and approved.

Mr. Patterson made a motion to award the contract for printing of the 2015 Calendar of Events to the successful lowest bidder, Mark Lithography, in the amount of \$21,995.00, second by Mr. DeMonte.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DeMonte	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

Mr. Byrne informed the board that there was a second meeting held with the Mayor's regarding beach event support. Each town provided us with a spreadsheet on events and what was spent. There was consensus that we continue to collect the TDF and fund according to the 2012 MOU. Three years ago, the Mayor's raised the TDF, and funding was provided for additional police and restrooms on the boardwalk. The emphasis of the meeting was beach events. In conclusion, Mr. Siciliano has reached out to City Administrator Chris Fox to further discuss numbers provided from the City of Wildwood. A plan was discussed which stated that we would deduct the beach offset payment from the beach maintenance fee, and divide that number by the number of blocks used per beach event to come up with a promoter fee. City of Wildwood reimbursement would not be considered a beach user fee; therefore, we would still pay them a beach offset payment. We would like to make this a long-term 5-year deal. Additional discussion ensued.

Committee Reports:

- **Advertising:** Ms. Murphy stated that the committee is moving forward with the 2015 Advertising and Marketing Campaign. We are keeping our current advertising theme, and there will be no new creative in 2015.
- **Special Events:** Mr. DeMonte stated that the committee has begun the review process for funding applications that are being received. The committee will meet every 2 weeks from this point on until the scoring and review process is complete.

Mr. Byrne stated that the City of Wildwood TDC minutes included in the packet are very informative. It was also reported that TDF are down overall, primarily in the City of Wildwood.

Old Business – Mr. Byrne stated that Army Corps of Engineers meetings are being held. Island will submit plans to include dunes, recreations areas, bike path, etc., to be presented early next year. Mr. Patterson discussed his concerns with access to the beach over the proposed dunes.

New Business – Mr. Siciliano stated that the Wildwoods Sign has been repainted, and the company that provided the paint, PPG-Stolz Paint, has asked us to sign a photo release to use our sign in their advertising. The release was discussed and one change was made by our solicitor, that we hereby reserve the right to review a photo or advertising prior to its use.

Mr. DelMonte made a motion to execute the photo release for PPG regarding our Wildwoods Sign as modified by our Solicitor, Mr. April, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
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.

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, December 18, 2014.

G. Motion to Adjourn

Mr. Montello made a motion to adjourn, second by Mr. Barnabei.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
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 Submitted,



Frances Feketics
Board Secretary