

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, NOVEMBER 19, 2015

Part I - OPERATIONS
GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by 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	Present	Ms. Murphy	Present
Mr. Morey	Absent	Mr. Greenland	Present
Mr. Montello	Present		

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 the Regular Meeting on October 15, 2015, with 2 changes. The Open Public Meetings Act was in fact read by Mr. DelMonte and not Mr. Byrne, as stated. Also, in part II, the meeting was adjourned by Mr. DelMonte and not Mr. Byrne, 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	Absent	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

Administration Update – November 2015
Finance Update – November 2015
Housing Update – November 2015
Sales Update – November 2015

SMG Update – November 2015
Delaware North Update – November 2015

Mr. Greenland had questions on Globetrotters meeting held this month internally, which were answered by Mr. Siciliano. Ticket numbers have dropped since last year, and we will be meeting with the Globetrotters to see how the event can be tweaked in the future, as well as to review marketing efforts. We have a great partnership with the Globetrotters and they are happy with their event here.

Mr. Siciliano stated that he will be meeting tomorrow with Joe Lomax, Tom Sykes of SOSH Architects and Tony Peterman of the Strategic Advisory Group to discuss the host hotel. We are trying to gather additional information regarding the mortgage, and see what can be done to offer incentives.

Mr. Siciliano discussed September tax collection numbers. 2014 was our best year ever, and we are 6% ahead of that through September. We had a good summer. Mr. Byrne had questions on the tourism tax, which were answered by Mr. McNicholas. Mr. Byrne also stated that it is important for board members to understand the financial setup of GWTIDA.

Mr. Greenland had questions on the Food and Beverage update, regarding a 17% decrease in revenue for the 50's Dance Party, which were answered by Mr. Federici. The event had a good turnout, however, also had a short intermission. There was also a decrease in alcohol consumption at the event.

Correspondence/Communication: None.

Motions:

None.

D. Chairperson's Report

Mr. Byrne reviewed meetings held throughout the month.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet. We are awaiting prices for neon lighting. The holiday window décor contest will be held again this year with all of the island wide grade schools. SMG is working on a Capital Plan for next year.

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

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of October 15, 2015 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

- Events Department Update – November 2015
- Finance Department Update – November 2015
- Marketing/Public Relations Update – November 2015

Mr. Siciliano provided the board with copies of the proposed Board Meeting schedule for 2016. August and September meetings are on Wednesdays.

Mr. Siciliano also reported that the City of Wildwood was approached by the Race of Gentlemen promoters to move the event to May.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$123,163.93, 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	Absent	Mr. Greenland	Yea, abstain #38
Mr. Montello	Yea		

Motion was moved and approved.

Mr. Patterson made a motion to reject the bid from Courier Printing for the printing of the 2016 Calendar of Events, in the amount of \$24,890.00, because it exceeded our estimated price, second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

Mr. DelMonte made a motion to rebid the printing of the 2016 Calendar of Events, 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	Absent	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

Correspondence/Communication – Included in the packet was a thank you letter to John Siciliano from Phyllis Oppenheimer for honoring her at the Chamber of Commerce dinner. Also included was a letter to John Siciliano and Bev Trapp from Dennis Hall thanking them for meeting with him regarding event funding. There was also a letter that was sent to all island wide schools confirming their performance times at our Family Holiday Celebration on December 12th. Also included was a letter to Mayor Rosenello from John Siciliano regarding support for North Wildwood's application for funding under the New Jersey Department of Transportation Bikeways program.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Ms. Murphy reported that the committee met and viewed a presentation for the 2015 PR campaign re-cap and proposal for the 2016 PR campaign. The PR ad equivalent to date is \$17 million. The committee is excited for 2016 and we are moving along with 2016 plans. Signature Communications will present in January.
- **Special Events:** Mr. DelMonte stated that the committee is reviewing post-event reports. The monster truck building lease was also discussed. Mr. Siciliano explained the agreement. We sub-let to Wildwood Motorsports to run Car Shows in the Fall and Spring. We have received a check for \$15,000 and a post-event report.
- Mr. Siciliano added that he and Ms. Trapp received a thank you letter from Dennis Hall, thanking them for meeting with him to explain how monies are applied for and funded. It helped him to understand what the process is. Mr. Siciliano will meet with the Greater Wildwood Hotel Motel Association (GWHMA) to review the numbers. Mr. Byrne added that the GWHMA is a big advocate of GWTIDA and our operation. Kudos to them.

Old Business – None.

New Business – Mr. Byrne thanked the board for approving \$8,500 for the C5 Plan It is a great opportunity to do more here and it will also help with the hotel.

Mr. Patterson asked if there was still an Office of Travel and Tourism in the state. Mr. Rose replied that there is. Mr. Rose received an email from Anthony Minick from that office regarding Phyllis Oppenheimer's replacement, and there is no replacement at this time. They will also not be replacing Grace Hanlon's position at this time.

Mr. Siciliano received a Goggle alert regarding Virginia continuing their "VA is for Lovers" theme. VA has a \$20 billion tourism industry, and the state spends \$30 million on marketing. NJ has a \$40 billion industry and we spend \$9 million (\$7 million).

Policies/Procedures – None.

Correspondence/Communication – None.

D. **Public Comment** – None.

E. **Executive Session** – None.

F. **Any matter of immediate attention**
Our next Board Meeting will be held on Thursday, December 17, 2015 at 6:00 p.m.

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

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary