

**GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER**

REGULAR MEETING, THURSDAY, OCTOBER 18, 2012

**Part I - OPERATIONS
GWTIDA as agent for NJSEA**

Call to Order: The Meeting was called to order by Chairperson, Mr. Byrne at 5:15 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	Absent	Ms. Murphy	Present
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Present	Ms. Hanlon	Present

Also present were Mr. Siciliano, Mr. McNicholas, Mr. Rose, Ms. Trapp, Ms. Kane, Mr. Federici, Ms. Feketics, Mr. April and Mr. Wayne Hasenbalg, President and CEO of the New Jersey Sports and Exposition Authority.

Mr. Byrne introduced Mr. Hasenbalg to the board meeting and thanked him for being here.

Mr. Hasenbalg thanked the board for inviting him to the meeting. He stated that he has been vacationing in the Wildwoods over the past 20 years. It was announced by the Governor in July that the New Jersey Sports & Exposition Authority will be moving into being the lead agency for the NJ Division of Travel & Tourism, as well as the NJ Hall of Fame and Motion picture and TV. NJSEA will be promoting NJ through tourism, and hopes to move NJ into a national arena, bringing sports and entertainment to all of New Jersey. It is his job to work with GWTIDA and others to bring events to the area. A presentation and business plan will be made to the Governor. Mr. Hasenbalg is optimistic and has a great team. They are looking forward to getting involved with us. Mr. Hasenbalg stated that NJSEA plans to hold on to the Wildwoods Convention Center, which he feels has done some really great things, and will try to assist us in any way he can. Mr. Byrne stated that one thing that could make the convention center better would be to have a host hotel. Mr. Byrne further explained that we had a hotel study done. Is this something that NJSEA would endorse? Mr. Hasenbalg stated that it sounds logical, but would come down to money. NJSEA lost a large part of their revenue stream. A business plan has been developed by NJSEA, and a recovery plan will soon be developed. NJSEA is in financial straits, however will discuss.

GWTIDA Board members introduced themselves to Mr. Hasenbalg, and then Mr. Siciliano introduced staff members present.

Mr. Morey distributed and discussed the 2015 Plan, and gave a background history of the plan. There were 2 times that the communities got together. The first was to form the

Omnibus Agreement and the building of the convention center. The second time was to put together the 2015 Plan. Resolutions were signed to clearly show unity going forward. Projects include a bike path connection of Wildwood and Wildwood Crest, a convention center hotel, a gateway to boardwalk from center city, and a beach recreation park.

Mr. Hasenbalg stated that tourism was moved to the Department of State under the Lt. Governor. One new mission is the recognition of various regions of the state, and the need to do their job within the state of promoting what is here. Promotion of golf courses was discussed. Mr. Hasenbalg stated that they can play a role in bringing other agencies in to assist on events that need different types of support.

Mr. Siciliano discussed beach events, including the American Express/Kenny Chesney concert. We would like to get the beach utilized more. Mr. Hasenbalg is pushing for a state incentive program, which could help get events here. It could put a fund/mechanism in place to do so. Travel & Tourism will now be located in an agency where it is the primary mission of NJSEA. A plan will also be developed to have better and more communication.

Mr. Byrne reiterated to Mr. Hasenbalg that the role we would like NJSEA to play with regards to the host hotel is not a financial one. We are looking for incentives such as land and parking. Mr. Hasenbalg stated that NJSEA can definitely play a role and will work out a meeting to further discuss.

Mr. Siciliano discussed the history of GWTIDA, which was formed in 1993. We were to market the Wildwoods and develop events which would extend our season. GWTIDA wears two hats, with 2 missions, which are to be the operating agent for the Wildwoods Convention Center, and to be the advertising/marketing arm of the Wildwoods. Mr. Siciliano also discussed the facilities two revenue streams, and GWTIDA's 1.85% tax and the TDF.

Mr. Siciliano discussed the Omnibus Agreement of 1998 as well as the Asset Assumption Agreement.

Mr. Siciliano further explained that we have become stagnant and would like to do off-season, mid-week business. We could see tremendous growth, and a host hotel could be the catalyst for other hotels to follow. We are trying to create a spark. Mr. Hasenbalg thought this was great and that we are absolutely heading in the right direction. Also discussed was the importance of the state's involvement and that Ms. Hanlon continues to come down to the Wildwoods.

Mr. Morey had questions regarding NJSEA's relationship with CRDA. Mr. Hasenbalg stated that NJSEA and CRDA respect each other and understand each other's missions, which intertwine. They want to reach out and bring others in, and have formed state working groups, which is another opportunity to bring resources.

Ms. Hanlon left the board meeting to attend the Cape May County Chamber of Commerce Installation Dinner with Mr. Hasenbalg.

A. Approval of Minutes

Mr. Patterson made a motion to approve the Regular Meeting minutes from September 20, 2012, seconded 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.

B. Executive Director's Report

Included in the board packet were:

- Administration Update – October 2012
- Finance Update – October 2012
- Housing Update – October 2012
- Marketing/Public Relations Update – October 2012
- Sales Update – October 2012
- SMG Update – October 2012
- Delaware North Update – October 2012

Mr. Siciliano reported that we have received collections of the 2% tourism tax. We are pleased to see that the numbers for August put us 18% ahead of what we had expected. We are also 24% ahead of 2011 collections through August, and 21% ahead of the 5-year average. Hotels are now paying that were not paying previously. We are seeing overall growth and had a very good September. We could end up with our best 2% tax collections since the authority's inception.

There were no questions on the Executive Director's Report.

Correspondence/Communication: Nothing.

Motions:

None.

C. Chairperson's Report

Mr. Byrne gave an overview of his report and discussed events and meetings attended throughout the month. It has again been a very busy month with a lot going on. Specifically mentioned was the Cresse Avenue bike path opening, which is a great project, and the Roger Brooks seminar, which was a very worthwhile presentation.

Mr. Byrne reported that the v-zone process is moving forward. The application has left the City of Wildwood and is in FEMA's hands. We are anxiously awaiting their reply, expect to hear back from them in 3-4 months, and will keep the board apprised of any additional progress made.

Committee Reports:

- **Buildings and Grounds** – Mr. Siciliano reviewed the update that was included in the packet. Mr. Byrne also discussed the parking lot signage,

which is being worked on. Mr. Greenland discussed prioritizing the Capital Plan, and landscaping.

- **Entertainment & Sales** – Mr. Montello reported that the committee is trying to secure Tony Bennett and get financing for a May 2013 concert. Ms. Murphy had questions regarding the concert and possibly targeting to a younger audience, which were answered by Mr. Byrne. He stated that the committee needs to be good stewards of the taxpayer's money, and need to use it in a wise fashion. If we can entice a promoter to take over a show, that would be the direction we would like to go in. Mr. Siciliano reiterated that it is not GWTIDA's role to be a promoter. So we are trying to secure financing in the amount of \$300,000 from a promoter. Mr. Montello stated that the committee welcomes new ideas that the board would like to have considered. Mr. Morey discussed several events we have held in the past that we thought would work, and did not. In addition to the Wild 100 concert, we have had many failed entertainment events in the building. Mr. Siciliano stated that even the 50's weekend is becoming less successful. He again suggested that the committee hold a Tony Bennett concert during the 50's weekend, because the weekend already has a captive audience and it will be less of a reach to buy tickets. Mr. Byrne stated that we will still pursue Tony Bennett; however the committee will also look at other possible artists to have a promoter handle. Ms. Murphy's point was well taken.

Old Business: It was reported that the NJ Annual Methodists would make a final decision on whether or not to hold their convention in the Wildwoods, at a meeting scheduled for October 24, 2012.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

D. **Executive Session** – Nothing.

E. **Any matter of immediate attention** - Nothing.

F. **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,

Fran Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, OCTOBER 18, 2012

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the September 20, 2012 meeting have been approved.

B. Executive Director's Report

Department Updates – Included in the board packet was an Events Department Update and a Finance Department Update for October 2012.

There were no questions.

Correspondence/Communication – Nothing.

Motions:

Mr. Patterson made a motion to approve the bill list in the amount of \$344,112.36, second by Mr. Barnabei. Mr. Greenland shall abstain on voucher #12000029.

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/abstain #12000029
Mr. Montello	Yea	Ms. Hanlon	Absent

Motion was moved and approved.

Mr. Siciliano stated that an amended budget process is available to us by law to account for any changes that need to be made to the budget. In 2012, each municipality changed their TDF ordinances to increase collections. Mr. Siciliano discussed Operation Revenues and monies for police and boardwalk restrooms, as well as money given to municipalities. Our budget needs to be changed to reflect appropriations, as well as event support. We have a \$142,000 gain in our general fund, and a \$208,000 loss in our TDF fund. This is attributable to the Celebration of Heroes concert.

Mr. Siciliano stated that a motion is needed to amend the 2012 Tourism Budget from \$2,810,000 to \$3,543,800 in Total Operating Revenues and from \$2,869,580 to \$3,588,180 in Total Operating Expenses.

Mr. DeMonte made a motion to amend the 2012 Tourism Budget from \$2,810,000 to \$3,543,800 in Total Operating Revenues and from \$2,869,580 to \$3,588,180 in Total Operating Expenses, second by Mr. Patterson.

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	Yea	Ms. Hanlon	Absent

Motion was moved and approved.

Mr. Siciliano discussed the 2013 budget introduction. The Finance and Advertising Committee have met and discussed needs, which include website review and possible redesign, and updating of b-roll and photos to digital. We are staying with our advertising theme for 2013, however would like to take \$100,000 of surplus and put it towards advertising to take care of the website, B-roll and photos as discussed. The Marketing Department can work with Suasion Communications to get website renewed. Mr. Morey had questions regarding a website redo, which were answered by Mr. Siciliano.

The Finance Committee talked about the fact that we are having our best year and still need to go into surplus. We are stagnant, and worthy of a few extra dollars to carry out our mission. We need the support of all to try to get the municipalities to sign resolutions.

Mr. Siciliano reported that we have increases in our tax revenue, and the municipalities benefit from this. Increased revenue is beneficial to the municipalities.

It was requested of Mr. Siciliano to email the GWTIDA Board a spreadsheet that tells what each municipality receives from GWTIDA.

It takes a lot of growth for us to come out ahead and we need help to expand our marketing base and budget.

Mr. Siciliano stated that a motion is needed to approve the 2013 Tourism Budget which reflects Revenues in the amount of \$3,447,000, Appropriations in the amount of \$3,547,000, and Total Unrestricted Net Assets utilized of \$100,000.

Mr. Patterson made a motion to Approve the 2013 Tourism Budget which reflects Revenues in the amount of \$3,447,000, Appropriations in the amount of \$3,547,000, and Total Unrestricted Net Assets utilized of \$100,000, second by Mr. Morey.

Discussion on the motion took place. Mr. Byrne stated that we have a surplus of \$1.7 million. TDF fund \$1.1 million, down to \$900,000. Mr. Siciliano reiterated that this is as much a working capital need as a surplus.

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.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Ms. Murphy discussed the meeting that was held prior to the board meeting. Topics included our website redesign, and Suation Communications recommended bringing our technology up to date. The committee decided to move forward with the Suation proposal because they already know what our website is currently; they already have done the programming for D-3000. It will be a general design, and not campaign specific. We need to get this done before next season.

Mr. Rose discussed our website, which was built in 2005. We have been upgrading and adding to it. We have run out of real estate on our home page and need a new design and new programming. The new site will be totally content managed, giving the convention center staff the ability to manage in-house.

Ms. Murphy stated that the RFP's for Public Relations have been submitted. We should have the oral presentations scheduled for the first week in November. 6 RFP's were submitted, 3 have been eliminated due to being over budget.

Mr. Rose discussed the Wildwoods Days song, which is licensed to us through December 2012. The committee has decided to renew for 5 years.

- **Finance:** This has been discussed under the motions portion of Tourism minutes.
- **Special Events:** Mr. DelMonte discussed the deadline for Funding Applications is November 15th. Mr. Morey stated that Mr. Patterson, Ms. Murphy and he attended a discussion with the Mayor and Commissioners of the Borough of Wildwood Crest, where specific areas of concern were discussed. These concerns mainly focused on event funding, how funding is allocated and event committee structure. Mr. Byrne stated that there is currently one GWTIDA board member from each municipality on the Special Events Committee. Mr. Patterson asked if recipients of event funding are required to report back to GWTIDA as to where or how that money was spent. Mr. Siciliano stated that they are required to provide a proforma sheet, as well as substantiate that with receipts. Mr. Morey suggested that maybe some of the general public could have a better and more transparent mechanism to show their return on investment. Mr.

Siciliano stated that we need to enhance the experience of the visitor so the hotel owner's guests are happy as well. We need every municipality to be a partner. We will meet with the Mayors and try to fix any issues or misconceptions. Mr. Byrne stated that it was a healthy discussion and that the majority of their concerns have been addressed. We are trying not to give the same events the same funding year after year. Events do spill over into other towns, i.e. Seafarer's and Irish Festival. Mr. DeMonte discussed that he was appointed Chairperson of Events Committee last year. There were events that Wildwoods Crest received money for. Mr. Morey stated that our job is not to give money for community residential events. If anyone wants to get funding, it was suggested by Mr. Morey to bring a good event that we can calculate a reasonable return on investment. What can we have as a way to measure to fund or not fund an event based on projected return. We need events to generate return on investment. Mr. Byrne stated that the Events Committee will try to help everyone better understand. Ms. Trapp stated that Wildwood Crest applies for funding for its use. They know the process because they are part of it every year. They apply for funding, they receive funding, and they are responsible for the same post event reporting that we request from everyone. They are well aware of the process. Mr. Morey again suggested sending out a digital transparent newsletter to the community. Mr. Siciliano stated that he gives a recap in December that will be converted to a 2-page piece to give summaries and states how much we give each municipality. Mr. Byrne stated that we will reach out and have a meeting with the Mayors within 1 month to 45 days to discuss transparency and event funding. We will work on any issues that need to be worked out.

Old Business – Nothing.

New Business – Nothing.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

D. Public Comment – Nothing.

E. Executive Session

Nothing.

F. Any matter of immediate attention

Mr. Byrne stated that the next GWTIDA Board Meeting will be held on Thursday, November 15, 2012.

G. Motion to Adjourn

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

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

Yea

Ms. Hanlon

Absent

Motion was moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary