

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, OCTOBER 17, 2013

**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	Absent
Mr. Reidenbach	Present	Ms. Murphy	Present
Mr. Morey	Present	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 and Mr. April.

**A. Approval of Minutes**

**Mr. Patterson made a motion to approve the Re-Organization meeting minutes from August 15, 2013, second by Mr. Montello.**

Roll Call:

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

**Motion was moved and approved.**

**Mr. Greenland made a motion to approve the Regular meeting minutes from August 15, 2013, second by Mr. DelMonte.**

Roll Call:

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

**Motion was moved and approved.**

**B. Public Comment**

Mr. Byrne welcomed Mr. Barry Felice to the meeting. Mr. Felice owns and operates a taxi service on the island and last attended a GWTIDA Board Meeting in January of 2012 to voice some concerns regarding licensing and fees. At this meeting, Mr. Felice shared with the Board his concerns regarding a City of Wildwood contractor's license and proposed ordinance that could be passed at the next commissioners meeting on Wednesday. Mr. Felice questioned whether or not there will be a GWTIDA fee imposed on top of the licensing fee. Mr. Byrne responded that the TDF will remain the same for this year. Mr. Siciliano further responded that state licensees do not pay our fee, however Mr. Siciliano will follow up with the City of Wildwood and call Barry Felice to discuss the outcome.

**C. Executive Director's Report**

Included in the board packet were:

Administration Update – September & October 2013

Finance Update – September & October 2013

Housing Update – September & October 2013

Marketing/Public Relations Update – September & October 2013

Sales Update – September & October 2013

SMG Update – September & October 2013

Delaware North Update – September & October 2013

Mr. Siciliano stated that ticket numbers were added to the parking report in the Finance Update, as requested. 2012 was our best year ever.

Mr. Greenland had questions on the Soul Summer Slam, answered by Mr. Siciliano. It was reported that 987 the Coast is looking forward to doing the Music Festival again, however, without the participation of the Philadelphia Soul. They are currently looking for available dates and entertainment.

Mr. Siciliano announced that the v-zone line will be revised, moving the line to the boardwalk. Per letter from FEMA, it will become official in January 2014.

Mr. Siciliano reported that a conference call has been scheduled for Monday at 3:00 with NJSEA President Wayne Hasenbalg to discuss the host hotel.

Mr. Reidenbach had questions on the Sales Department update, which were answered by Mr. Lynch. We are still on Millenium's radar screen for an outdoor concert, however efforts are in limbo.

**Correspondence/Communication:** Mr. Siciliano discussed the New Jersey State Firemen's letter that was in the packet regarding sound issues during their convention. Mr. Siciliano explained the issue and stated that it would be resolved.

**Motions:**

Mr. Siciliano stated that we went out to bid for roof repair and cleaning, and the low successful bidder was BirdAir, Inc.

**Mr. Greenland made a motion to award a contract for roof repair and cleaning at the Wildwoods Convention Center to Bird Air, Inc. in the amount of \$105,450.00, second by Mr. Patterson.**

Mr. Morey had questions on the motion, which were answered by Mr. Siciliano. Cleaning of the roof is \$20,000 of the total cost.

Roll Call:

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

**Motion moved and approved.**

Mr. Siciliano discussed the need to award a contract for Food and Beverages at the Wildwoods Convention Center to DE North Companies, Sportservice, Inc. This will formalize the straw vote already taken by the board via email due to the September board meeting being cancelled.

**Mr. Morey made a motion to award the Food & Beverage contract for the Wildwoods Convention Center to Delaware North Companies, Sportservice, Inc. for a period of 3 years, commencing on January 1, 2014 and ending on December 31, 2016, in the amount of \$92,000.00 per year, with two 1-year options or one 2-year option, second by Ms. Murphy.**

Roll Call:

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

**Committee Reports:**

- **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet and highlighted several items discussed at the meeting. The window film project will be table until Spring 2014. The Elks will sponsor a Holiday Decorating Contest in the windows of meeting rooms 4 through 10 at the Wildwoods Convention Center. Students from 4 grade schools on the island will compete and be judged, getting monetary awards going to the schools. Parking lot operations project was proposed at the

meeting, and is a work in progress. Mr. Greenland stated that Ms. Kane did a great job with presenting the proposed project at the committee meeting.

**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. Patterson.**

**Roll Call:**

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

**Motion was moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, OCTOBER 17, 2013

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the August 15, 2013 Re-Organization and Regular meetings were approved.

B. Executive Director's Report

**Department Updates** – Included in the board packet was an Events Department Update and a Finance Department Update for September & October 2013.

Mr. Siciliano reported that we have done well with our numbers for our Calendar of Events. We have none left to be distributed. Also, we are receiving funding applications for the 2014 season.

Our Family Holiday Celebration, scheduled for December 13<sup>th</sup> and 14<sup>th</sup> this year, was originally reduced in size, however it is now back to a full-size event, due to an issue with the wrestling event being non-sanctioned for this year.

Mr. Siciliano reported that year to date, our tax collections are ahead of the 5-year average, however 15% behind 2012. Year-to date through August numbers bested 2011, 2010 and 2009.

**Correspondence/Communication** – Nothing.

Motions:

**Mr. Patterson made a motion to approve the bill list in the amount of \$549,600.35, second by Ms. Murphy.**

Roll Call:

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

**Motion was moved and approved.**

Mr. Siciliano discussed the need to amend the Signature Communications contract. The contract was awarded at \$600,000 per year for 3 years at \$1.8M.

We need to amend the Signature Communications contract from \$600,000 to \$775,000. However, we are still under budget. We just need to amend what we spent this year, for decisions we made in the 2013 budget. We are still within the

budget set by the board. Mr. Morey had questions on the matter which were answered by Mr. Siciliano.

**Ms. Murphy made motion to amend the Signature Communications contract for Creative and Media Services for up to \$175,000.00, from \$600,000.00 to \$775,000.00, second by Mr. Morey.**

**Roll Call:**

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

**Motion was moved and approved.**

Mr. Siciliano stated that there is no need for us to amend our 2013 budget; however, the 2014 budget needs to be introduced. It is mandated that we get the budget to DCA before November 1<sup>st</sup>. They then sign and return it, and then we do a budget adoption.

A Finance Committee meeting was held last week to prepare for the Mayor's meeting, where the current Memo of Understanding (MOU) will be discussed, and TFD funds and uses will also be addressed. The committee also discussed the 2014 budget.

Mr. Siciliano distributed copies of the 2013 and 2014 budgets to the board. There is no need to amend the 2013 budget. Mr. Siciliano explained and reviewed each budget.

Mr. Siciliano stated that in the 2013 budget, there has been an increase in the amount of the payment to the City of Wildwood for the rent on the parking lots. The Omnibus Agreement stipulated the payment structure for the rent payments. The base year for the rent payment of \$183,000 was 2002 with an adjustment to that amount made in 10 years and adjusted by the increase in the Consumer Price Index (CPI) for the next 10 years. Based on that information, the new payment amount is \$233,190, which is a 27% increase.

If our tax revenues remain on budget through December, we will have a \$187,000 loss in the General Fund, which comes from the \$100,000 Surplus that we planned to use for increased advertising in 2013, the additional \$50,190 payment to the City of Wildwood for parking lot rent and the remaining \$36,837.88 from reduced tax revenues. The TDF Fund will end the year with a surplus of \$80,900.

There were a few changes made to the 2014 budget. Two line items have been moved into the TDF Fund category. The Calendar of Events production and distribution categories belong to the event budget and therefore have been moved. Also, the amount of the Advertising Budget has been reduced back down to \$850,000, which is where it was prior to the increase in 2013 for the mini-campaign for Hurricane Sandy.

**Mr. Patterson made a motion to approve the 2014 Tourism Budget which reflects Total Revenues in the amount of \$3,301,079, Total Appropriations in the amount of \$3,388,079, and Total Unrestricted Net Assets utilized of \$87,000, second by Mr. Reidenbach.**

**Roll Call:**

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

**Motion was moved and approved.**

Mr. Byrne discussed the GWTIDA newsletter that was produced. It was time to tell our story in a factual way. It is a really wonderful piece, a good PR piece, and was well received in the community. Job well done to Mr. Rose and all who brought the piece to fruition. It was suggested by the board that each municipality have hard copies in each municipal hall for distribution to the general public.

**C. Chairperson's Report**

**Committee Reports:**

- **Advertising:** Ms. Murphy stated that the report was included in the packet. The icon wall has been tabled until the Spring.
- **Finance:** Mr. Siciliano stated that the committee met on October 10<sup>th</sup> and reviewed the MOU. A meeting will be held with the Mayor's on October 24<sup>th</sup> to also discuss the uses of TDF's. A call with NJSEA has been scheduled regarding items that need to be addressed for the host hotel. Whether or not we have incentives, we hope to go to RFP in early 2014. Mr. April stated that the mortgage on property that the city owns is a very critical issue. Balance of mortgage is \$2.4M.
- **Special Events:** Mr. DelMonte discussed the deadline on event funding contracts. New funding criteria is now being used. Mr. Siciliano stated that we have a new event coming in October 2014, which is the United Methodist Youth Group, and the Barbershopper's Convention is returning.

Mr. Lynch stated that we are in possession of a hard plastic snap together floor the weekend after Presidents Day, and we are trying to find a youth group to book during that time to utilize it. Mr. Reidenbach suggested that we look at having a dodge ball event.

- **Strategic Planning:** Mr. Morey discussed the 2015 Plan and stated that the center city municipal lot will shortly be owned by the Wildwood Business Improvement District. This will establish a secure and long-term hold on public parking, and will be good for downtown and boardwalk. Mr. Morey also discussed the area where Cheers and Penalty Box used to be. The city has requested that the County purchase the lots to secure

improvements for open public space. Mr. Morey asked the Board for their support by attending an upcoming city meeting, as it is part of the 2015 Plan endorsed by the board. There will be a City of Wildwood Commissioners meeting on Wednesday, October 23<sup>rd</sup> at 3:30 p.m. Mr. Siciliano stated that proceeds of the sale will be used to fund improvements. A certain percentage of the property is stipulated to be used for open space. Mr. Morey mentioned that Triad discussed possible funding for the Rio Grande Entryway/archway sign. There has also been activity on the bike connection to the wildlife refuge. Mr. Morey met with the Executive Director of the Wildlife Refuge, and the county has shown an interest in the project. They are working on modifications of drawings, and we hope to see progress.

Mr. Byrne stated that we are working on beach access with the City of Wildwood. Talks are opening back up.

**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**  
The next GWTIDA Board Meeting will be held on Thursday, November 21, 2013.

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

**Roll Call:**

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

**Motion was moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary