

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, OCTOBER 16, 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	Present	Ms. Murphy	Present
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Present	Ms. Hanlon	Absent

Also present were Mr. Siciliano, Mr. Lynch, Mr. McNicholas, Mr. Rose, Ms. Trapp, Ms. Kane, Mr. Federici, Ms. Feketics and Mr. April.

A. Approval of Minutes

Mr. Reidenbach made a motion to approve the Re-Organization Meeting minutes from August 20, 2014, 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	Yea	Mr. Greenland	Yea
Mr. Montello	Yea	Ms. Hanlon	Absent

Motion was moved and approved.

Mr. DelMonte made a motion to approve the Regular Meeting minutes from August 20, 2014, 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	Yea	Mr. Greenland	Yea
Mr. Montello	Yea	Ms. Hanlon	Absent

Motion was moved and approved.

Mr. Patterson made a motion to approve the minutes from September 18, 2014, 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	Yea	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 – October 2014
- Finance Update – October 2014
- Housing Update – October 2014
- Sales Update – October 2014
- SMG Update – October 2014
- Delaware North Update – October 2014

Mr. Morey had questions regarding our current relationship with SMG and DE North, which were answered by Mr. Siciliano. DE North is the agent for all food and beverage in the Wildwoods Convention Center. SMG is the agent for operations, maintenance and production in the facility. SMG was replaced in Atlantic City with Global Spectrum. We sometimes shared services and equipment with SMG in Atlantic City when needed. We are now a more self-reliant building. Mr. Siciliano added that we are getting the things we need and working within our Capital Budget.

Mr. Byrne stated that our parking revenue has increased.

Mr. Siciliano reviewed our 2% tax collections, which show a 24% increase, and a 25% increase over the 5-year average. We made up June numbers in our July collections.

A question on the PILOT payment was asked; Is the PILOT payment cumulative? Mr. Siciliano reiterated that the PILOT payment is deferred, not accrued. The payments do not accumulate.

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 a good job was done on the press release that was sent out regarding the refurbishment of the Wildwoods Sign.

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. Reidenbach 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	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 16, 2014

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of August 20, 2014 Re-Organization Meeting were approved.
The minutes of August 20, 2014 Regular Meeting were approved.
The minutes of September 18, 2014 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

- Events Department Update – October 2014
- Finance Department Update – October 2014
- Marketing/Public Relations Update – October 2014

Mr. Siciliano reviewed the history of the 1.85% tax. We are 20% ahead of 2013, and 23% ahead of our 5-year average.

Correspondence/Communication – None.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$73,159.42, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Yea
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 2014 Tourism Budget and explained the process. Our revenues are up; therefore this creates a higher than budgeted payment that will be made to the municipalities for beach offset payment. So, we need to increase our appropriations to compensate for that change.

Mr. Reidenbach made a motion to amend the 2014 Tourism Budget from \$3,281,079 to \$3,428,870 in Other Operating Revenues and from \$961,942 to \$1,099,838 in Total Operating Appropriations – Cost of Providing Services, second by Mr. Morey.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Yea

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 explained the 2015 Tourism Budget, also discussing General Fund and Surplus. The line item of Advertising will continue to be \$850,000.

Mr. DelMonte made a motion to approve the 2015 Tourism Budget which reflects Revenues in the amount of \$3,259,992, Appropriations in the amount of \$3,291,530, and Total Unrestricted Net Assets utilized of \$31,538, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	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 Unveiling of the Icon Wall, which will take place at 11:00 a.m. The committee is moving along and is gearing up for next year.
- **Special Events:** Mr. DelMonte stated that 3 applications have been received and will be reviewed.

Mr. Byrne reported that he and Mr. Siciliano met with Mayors Troiano, Groom and Rosenello regarding event support. There is a concern with costs to municipalities to hold special events. GWTIDA was charged with researching how much is spent by municipalities. Cities would send data, analyze the data and come up with a formula. At the meeting in October, a spreadsheet was presented to the Mayors. We cannot fund 100% of event support, and Mayor's do not want to increase TDF's. Meeting then shifted to beach events. Mr. Siciliano worked on a formula, where a value was determined with beach blocks utilized. Reimbursement of costs discussed. We are looking for a long-term solution of 5 years. There is a lot that needs to be worked on, however this is worth pursuing. Mr. April will work on language, and it was a good meeting.

Mr. Siciliano added that we cannot reimburse 100%. There isn't enough money. If a city wants to do events, they need to put some money in their budget. Mr. Patterson added that we should be paying less money on

reimbursing cities and more on advertising and promotions.

- **Strategic Planning:** Mr. Morey discussed redevelopment plan. Discussion ensued on 2015 Plan as well as Montgomery Avenue lot as it related to future development.

Old Business – None.

New Business – Mr. Lynch stated that the United Methodist group wants to extend their contract through 2018. This is a mid-week booking, Sunday to Wednesday.

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, November 20, 2014.

G. **Motion to Adjourn**

Mr. Patterson made a motion to adjourn, 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	Yea	Mr. Greenland	Yea
Mr. Montello	Yea	Ms. Hanlon	Absent

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary