

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, OCTOBER 20, 2016

Part I - OPERATIONS
GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by Mr. DelMonte at 6:00 p.m.

Salute to flag.

The Open Public Meetings Act was read by Mr. DelMonte.

Roll Call:

Mr. Byrne	Absent	Mr. Patterson	Present
Mr. DelMonte	Present	Mr. Barnabei	Present
Mr. Reidenbach	Present	Ms. Murphy	Absent
Mr. Morey	Present	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 Re-Organization Meeting on August 17, 2016, second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

Mr. Greenland made a motion to approve the minutes from the Regular Meeting on August 17, 2016, second by Mr. Montello.

Roll Call:

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

Motion was moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – September/October 2016
- Finance Update – September/October 2016
- Housing Update – September/October 2016
- Sales Update – September/October 2016
- SMG Update – September/October 2016
- Delaware North Update – September/October 2016

Correspondence/Communication: None.

Mr. Greenland had questions regarding the Statement of Operations, which were answered by Mr. McNicholas. We have incomplete tax collection numbers for September and are awaiting August numbers.

Mr. Siciliano gave an update on the convention center hotel. On September 7th, our consulting team, Mr. McNicholas and Mr. Siciliano went to Trenton for a pre-application conference meeting with NJDEP. Of the 135 rules CAFRA has, our project needs to comply with 3. Scenic resource and design rule deals with properties off the boardwalk, and requires a 2-ft. setback for every 1 ft. of height as a design criteria. We are able, however, to apply for a waiver. On September 23rd, we had a meeting with potential developers, giving them a chance to meet with our consultant team and ask questions, etc. There were 4 potential developers and 1 engineering firm in attendance. On October 31st, our team will be going to Trenton to meet with NJEDA to outline all of the programs the hotel could possibly qualify for. The draft RFQ should be ready for review. Progress is being made on the project. Additional discussion ensued regarding the RFQ process and ERG program.

Mr. Siciliano stated that there is a need to increase the contracts for consulting services for the convention center hotel, as we will be incurring some additional costs.

Motions:

Mr. Reidenbach made a motion to increase the professional service contracts for consulting services for the convention center hotel to \$120,000, with \$38,000 allocated to SOSH Architects, \$42,000 allocated to JLL, Inc., and \$40,000 allocated to Lomax Consulting, with \$59,000 coming from the USDA grant, and \$50,000 coming from the NJEDA loan/grant. The remaining \$21,000 is from the convention center budget and is our matching funds, second by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

D. **Chairperson's Report**

Committee Reports:

- o **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet and there were no questions. The second GOBO machine was ordered and has arrived. It should be operational by the beginning of December. Mr. Greenland also stated that regarding the suggestion to add pavers to the square-cut concrete in the turnaround, the committee has decided to wait and see what the landscaping changes will be as a result of the potential convention center hotel.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

E. **Executive Session** – None.

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

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, OCTOBER 20, 2016

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Re-Organization Meeting minutes of August 17, 2016 were approved.
The Regular Meeting minutes of August 17, 2016 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – September/October 2016
Finance Department Update – September/October 2016
Marketing/Public Relations Update – September/October 2016

Mr. Siciliano stated that we are waiting for confirmed sales tax collection numbers from the State for August.

Correspondence/Communication – Included in the packet was a letter from the Marbles Tournament, which brought in almost \$1 million in ad value. This is a great family-oriented event. Ms. Trapp is very involved with this event and stated that new signage with new logo will be placed at the marbles rings. A meeting with the Marbles Committee was recently held and it was a very positive meeting.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$540,191.73, second by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

Mr. Reidenbach made a motion to authorize the Finance Department to go out to bid for the printing of the 2017 Calendar of Events, second by Mr. Greenland.

Roll Call:

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

Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

Mr. Siciliano stated that we need to submit our budget to Trenton for 2017. There are no major changes to any category from 2016. Mr. Siciliano reviewed the budget with the board.

Mr. April read the following resolution regarding approval of the 2017 GWTIDA Tourism Budget:

WHEREAS, the Annual Budget and Capital Budget for the Greater Wildwoods Tourism Improvement and Development Authority for the fiscal year beginning, January 1, 2017 and ending, December 31, 2017 has been presented before the governing body of the Greater Wildwoods Tourism Improvement and Development Authority at its open public meeting of October 20, 2016; and

WHEREAS, the Annual Budget as introduced reflects Total Revenues of \$ 3,381,185, Total Appropriations, including any Accumulated Deficit if any, of \$ 3,344,069 and Total Unrestricted Net Assets utilized of \$-0-; and

WHEREAS, the Capital Budget as introduced reflects Total Capital Appropriations of \$ -0-; and Total Unrestricted Net Assets planned to be utilized as funding thereof, of \$ -0-; and

WHEREAS, the schedule of rates, fees and other charges in effect will produce sufficient revenues, together with all other anticipated revenues to satisfy all obligations to the holders of bonds of the Authority, to meet operating expenses, capital outlays, debt service requirements, and to provide for such reserves, all as may be required by law, regulation or terms of contracts and agreements; and

WHEREAS, the Capital Budget/Program, pursuant to N.J.A.C. 5:31-2, does not confer any authorization to raise or expend funds; rather it is a document to be used as part of the said Authority's planning and management objectives. Specific authorization to expend funds for the purposes described in this section of the budget, must be granted elsewhere; by bond resolution, by a project financing agreement, by resolution appropriating funds from the Renewal and Replacement Reserve or other means provided by law.

NOW, THEREFORE BE IT RESOLVED, by the governing body of the Greater Wildwoods Tourism Improvement and Development Authority, at an open public meeting held on October 15, 2015 that the Annual Budget, including all related schedules, and the Capital Budget/Program of the Greater Wildwoods Tourism Improvement and Development Authority for the fiscal year beginning, January 1, 2017 and ending, December 31, 2017 is hereby approved; and

BE IT FURTHER RESOLVED, that the anticipated revenues as reflected in the Annual Budget are of sufficient amount to meet all proposed expenditures/expenses and all covenants, terms and provisions as stipulated in the said Authority's outstanding debt obligations, capital lease arrangements, service contracts, and other pledged agreements; and

BE IT FURTHER RESOLVED, that the governing body of the Greater Wildwoods Tourism Improvement and Development Authority will consider the Annual Budget and Capital Budget/Program for adoption on December 15, 2016.

Mr. Reidenbach made a motion to approve the 2017 GWTIDA Tourism Budget, as read into the minutes by our solicitor, Mr. April, second by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Mr. Rose stated that the committee met and discussed several items including the new 2017 Campaign Print Creative, Fuse Media Plan Direction, and 2017 Public Relations Plan. We hope to have a draft of the 2017 PR Plan from Suasion Communications by the next Advertising Meeting. Also, the Fuse Contract is currently being reviewed by our solicitor.

Mr. Siciliano stated that the Advertising Committee was given an award at the Greater Wildwood Chamber of Commerce Installation Dinner, for streetscape improvements, for the electrical box project.

- **Special Events:** Mr. DelMonte stated that the committee met with Joe Rullo regarding the Boots on the Beach event. It was a phenomenal event.

Old Business – None.

New Business – Mr. Rose informed the board that Mr. Siciliano was nominated for CFO of the Year for NJ Biz by GWTIDA and Suasion Communications. Mr. Siciliano was selected as a finalist in the Best Growth Manager category. This is a huge honor and we are very proud. Mr. and Mrs. Siciliano attended the awards ceremony in North Jersey and received the award and well-deserved recognition. The board congratulated Mr. Siciliano on the honor, and further discussed the event.

Mr. Reidenbach congratulated Mr. Morey on USA Today 10 Best Award for the Beach Dog Park, winning the #2 spot in the nation. Board and staff also congratulated Mr. Morey.

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, November 17, 2016 at 6:00 p.m.

G. **Motion to Adjourn**

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

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary