

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

**REGULAR MEETING, THURSDAY, OCTOBER 20, 2011**

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

Call to Order: The Meeting was called to order by Chairperson, Mrs. Franco at 6:00 p.m.

Salute to flag.

The Open Public Meetings Act was read by our Chairperson, Mrs. Franco.

**Roll Call:**

Mrs. Franco	Present	Mr. Reidenbach	Absent
Mr. Johnson	Absent	Mr. DeMonte	Present
Mr. Morey	Present	Ms. Ostrander	Present
Mrs. Crossen	Present	Mr. Patterson	Present
Mr. Montello	Present	Mr. Byrne	Present

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

**A. Approval of Minutes**

**Mrs. Crossen made a motion to approve the Re-Organization minutes from August 18, 2011, second by Mr. DeMonte.**

**Roll Call:**

Mrs. Franco	Yea	Mr. Reidenbach	Absent
Mr. Johnson	Absent	Mr. DeMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Yea
Mrs. Crossen	Yea	Mr. Patterson	Yea
Mr. Montello	Yea	Mr. Byrne	Yea

**Motion was moved and approved.**

**Mr. Patterson made a motion to approve the Regular Meeting minutes from August 18, 2011, second by Mrs. Crossen.**

**Roll Call:**

Mrs. Franco	Yea	Mr. Reidenbach	Absent
Mr. Johnson	Absent	Mr. DeMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Yea
Mrs. Crossen	Yea	Mr. Patterson	Yea
Mr. Montello	Yea	Mr. Byrne	Yea

**Motion was moved and approved.**

**B. Public Comment**

Nothing.

**C. Executive Director's Report**

Included in the board packet were:

- Administration Update – September & October 2011
- Finance Update – September & October 2011
- Housing Update – September & October 2011
- Marketing/Public Relations Update – September & October 2011
- Sales Update – September & October 2011
- SMG Update – September & October 2011
- WellBread Update – September & October 2011

**Correspondence/Communication:** Nothing.

**Motions:**

**Mrs. Crossen made a motion to extend Suasions Communications contract for a 1-year period, commencing on January 1, 2012 and ending on December 31, 2012, in an amount not to exceed \$28,000, second by Mr. DelMonte.**

Discussion on the motion took place. Questions were asked by Mr. Morey, answered by Mr. Siciliano, and Ms. Ostrander has questions answered by Mr. Rose.

**Roll Call:**

Mrs. Franco	Yea	Mr. Reidenbach	Absent
Mr. Johnson	Absent	Mr. DelMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Nay
Mrs. Crossen	Yea	Mr. Patterson	Yea
Mr. Montello	Yea	Mr. Byrne	Yea

**Motion was moved and approved.**

**D. Chairperson's Report**

**Committee Reports:**

- **Buildings and Grounds** – Mr. Siciliano provided the Board with an update on the Solar Project. The solar project is still on hold however Tioga feels that they will be able to put the financing together by the end of the year. Tioga is exercising their option not to opt out. Also discussed was grant, 30% cash credit comes back, as long as you spend 5% of total cost of the project. Mr. Siciliano also spoke with Mark DeBlasio, who may have a party interested in the project. Mr. Morey had questions on the roof, answered by Mr. Siciliano.
- **Finance** – Mrs. Franco congratulated Mr. Patterson as the new Chair of the Finance Committee. Mr. Patterson met with Mr. Siciliano to get a full review of GWTIDA operations, advertising and PR budgets.

- **Housing** – Mrs. Crossen discussed increase in rebates for Cheer Tech event in March. To date, we have lost 40 rooms because of this. Mr. Siciliano explained fees and process of client rebates.
- **Staffing** – Mrs. Franco thanked Mr. DelMonte for accepting the position of Staffing Chair, and has met with Mr. Siciliano to be brought up to speed on the committee.

**Old Business:** Nothing.

**New Business:** Mrs. Franco discussed the story that appeared in the Cape May County Herald regarding GWTIDA and its mortgage with the City of Wildwood. Mayor Troiano has asked Mr. Siciliano to attend the next commissioners meeting to explain. Revenues are to be used in 5 ways: 1) for operations and maintenance of the Wildwoods Convention Center, 2) Funding of capital reserves and capital projects as needed, 3) PILOT payment, 4) payment of mortgage (which defers, and does not accrue), and 5) anything left goes to the Treasurer to pay for the building.

We have created a capital reserve. If we ever do have monies, we have to look down the road and protect the facility. We are unable right now to put money back into the reserve. Omnibus Agreement got the building built, and paid for by State of NJ. If process to forgive debt was simpler than a referendum, it would be forgiven. Four steps were created to make sure the building is protected and maintained with priority over payment.

**Policies/Procedures:** Nothing.

**Correspondence/Communication:** Nothing.

E. **Final Public Comment** – Nothing.

F. **Executive Session** – Nothing.

G. **Any matter of immediate attention**  
Nothing.

H. **Motion to go into the GWTIDA/Advertising portion of the meeting.**

**Mr. Montello made a motion to go into the GWTIDA portion of the meeting, second by Mrs. Crossen.**

Roll Call:

Mrs. Franco	Yea	Mr. Reidenbach	Absent
Mr. Johnson	Absent	Mr. DelMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Yea
Mrs. Crossen	Yea	Mr. Patterson	Yea
Mr. Montello	Yea	Mr. Byrne	Yea

**Motion moved and approved.**

Respectfully,

Fran Feketics  
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, OCTOBER 20, 2011

Part II – GWTIDA/Advertising and Promotions

A. **Approval of Minutes**

The minutes from the August 18, 2011 Re-Organization and Regular Meetings have been approved.

B. **Public Comment**

Nothing.

C. **Executive Director's Report**

**Department Updates** – Included in the board packet was an Events Department Update and a Finance Department Update for September & October 2011. There were no questions.

**Correspondence/Communication** – Nothing.

**Motions:**

**Mr. Montello made a motion to approve the bill list in the amount of \$650,449.68, second by Mrs. Crossen.**

**Roll Call:**

Mrs. Franco	Yea	Mr. Reidenbach	Absent
Mr. Johnson	Absent	Mr. DelMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Yea
Mrs. Crossen	Yea	Mr. Patterson	Yea
Mr. Montello	Yea	Mr. Byrne	Yea

**Motion moved and approved.**

Mr. Siciliano stated that the tourism marketing portion of the advertising agency contract needs to be awarded.

**Mrs. Crossen made a motion to extend Suasions Communications contract for a 1-year period, commencing on January 1, 2012 and ending on December 31, 2012, in an amount not to exceed \$56,000, second by Mr. Patterson.**

**Roll Call:**

Mrs. Franco	Yea	Mr. Reidenbach	Absent
Mr. Johnson	Absent	Mr. DelMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Nay
Mrs. Crossen	Yea	Mr. Patterson	Yea
Mr. Montello	Yea	Mr. Byrne	Yea

**Motion was moved and approved.**

**Mr. Patterson made a motion to Authorize the Finance Department to Bid the Printing of the 2012 Calendar of Events, second by Ms. Ostrander.**

Roll Call:

Mrs. Franco	Yea	Mr. Reidenbach	Absent
Mr. Johnson	Absent	Mr. DeMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Yea
Mrs. Crossen	Yea	Mr. Patterson	Yea
Mr. Montello	Yea	Mr. Byrne	Yea

**Motion moved and approved.**

Mr. Siciliano discussed the budget process and reviewed key items of the budget, including maintaining destination marketing and event support, municipal splits and parking lot rentals

**Mr. Patterson made a motion to Approve the 2012 Tourism Budget which Reflects \$2,810,000 in Revenues, \$2,891,080 in Appropriations, and \$81,080 from Operating Reserve, second by Ms. Ostrander.**

Roll Call:

Mrs. Franco	Yea	Mr. Reidenbach	Absent
Mr. Johnson	Absent	Mr. DeMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Yea
Mrs. Crossen	Yea	Mr. Patterson	Yea
Mr. Montello	Yea	Mr. Byrne	Yea

**Motion moved and approved.**

**D. Chairperson's Report**

Mrs. Franco stated that the Chairperson of the Authority creates committees and also assigns members to them. She also asked if committee chairs were happy with their members.

**Committee Reports:**

- **Special Events:** Ms. Trapp reported that the event proposal for the Memorial Day Weekend event is on track and looking hopeful. It is a nice event and we are now locking in a few contracts. Progress is being made and the event will affect businesses.
- **Advertising:** Mr. Rose stated that the department is focusing in on their creative campaign, which is being revised. Signature is making those changes and the campaign should be finalized in the next few weeks. We are also working on a billboard campaign, media schedule and Marketing

Plan for 2012. The PR plan for 2012 is also being worked on to enhance our advertising campaign.

Ms. Ostrander discussed Roger A. Brooks presentation and liked his take on the branding of a community. We need to brand the island and get everyone on the same page. A consistent message needs to be sent out.

Mr. Siciliano discussed our fulfillment package. Next years package will be a DVD, which will include both the Greater Wildwood Chamber of Commerce and the Greater Wildwood Hotel & Motel Association books, our commercials and coupon book. Hard copies will still be sent to those who wish to receive them in that manner. A 3-minute editorial will be included in the beginning of the DVD.

- **Appropriations:** Mr. Siciliano reported that he has contacted Mayor Henfey via phone and is awaiting a reply. The Mayor has asked that a meeting be set up to discuss TDF monies, and being asked for assistance with restrooms, police protection, etc. The meeting will help drive us in a direction and possibly allow us to get a bigger budget.
- **Finance:** Mr. Patterson stated that he is impressed with the list of event funding and would like the board members to get a copy.
- **Staffing:** Mrs. Franco stated that there is nothing further to report.
- **Strategic Planning:** Mr. Morey discussed the Cresse Avenue Bikeway Project, and he stated that in his opinion, it is vital to the community. They are moving forward and are hopeful that it will open for Memorial Day 2012. The hotel study is in its first round, and Mr. Peterman is now contacting potential users of the building. We should have a preliminary draft by the week before Thanksgiving, which Mr. Peterman will present to the Board.

Mr. Siciliano gave a report on the status on the v-zone. Mr. Siciliano attended a City of Wildwood Commissioners Meeting with Dr. Weggel. The V-zone matter went through 1<sup>st</sup> reading, and now has to go to the Zoning Board, which has 30 days to review. It then will go to 2<sup>nd</sup> reading, with a 20-day petition period. All commissioners are in favor. Mr. Byrne explained his understanding of v-zone definition and process.

- **Housing:** Mrs. Crossen stated that there is nothing further to report.
- **Entertainment/Sales:** Mrs. Franco thanked Mr. Montello for accepting the position of Chair of the Entertainment & Sales Committee.

**Old Business** – Nothing.

**New Business** – Mrs. Franco stated that we are New Jersey Sports and Exposition Authority's Agent for another year.

Ms. Ostrander voiced her concerns with the Cape May Convention Center, and how important it is that the Wildwoods Convention Center keep the business we

have. Discussion ensued on competition. Mr. Morey feels that Cape May is a partner to us, and not competition.

**Policies/Procedures** – Nothing.

**Correspondence/Communication** – Nothing.

E. **Final Public Comment** – Nothing.

F. **Executive Session**  
Nothing.

G. **Any matter of immediate attention**  
The next GWTIDA Board Meeting will be held on Thursday, November 17, 2011.

H. **Motion to Adjourn**  
**Mr. DeMonte made a motion to adjourn, second by Ms. Crossen.**

Roll Call:

Mrs. Franco	Yea	Mr. Reidenbach	Absent
Mr. Johnson	Absent	Mr. DeMonte	Yea
Mr. Morey	Yea	Ms. Ostrander	Yea
Mrs. Crossen	Yea	Mr. Patterson	Yea
Mr. Montello	Yea	Mr. Byrne	Yea

**Motion moved and approved.**

Respectfully Submitted,

Fran Feketics  
Board Secretary