

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

**REGULAR MEETING, THURSDAY, SEPTEMBER 21, 2017**

**Part I - OPERATIONS**

**GWTIDA as agent for NJSEA**

Call to Order: The Meeting was called to order by Mr. Byrne at 6:15 p.m.

Salute to flag.

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

**Roll Call:**

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

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

**A. Approval of Minutes**

**Mr. Patterson made a motion to approve the minutes from the Re-Organization Meeting on August 16, 2017, second by Mr. DelMonte.**

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Absent	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 16, 2017, second by Mr. Patterson.**

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Absent	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 2017
- Finance Update – September 2017
- Housing Update – September 2017
- Sales Update – September 2017
- SMG Update – September 2017
- Delaware North Update – September 2017

**Correspondence/Communication:** None.

Mr. Greenland stated that he was happy to read that Ms. Trapp has decided not to retire and will be staying with GWTIDA. The Board agreed.

Mr. Siciliano stated that the tax collections numbers have been received. July's numbers puts us 28% ahead of budget through July.

**Mr. Barnabei arrived.**

Mr. Byrne had questions regarding the Statement of Operations parking line item, which was answered by Mr. McNicholas. This year is going well.

Mr. Lynch presented a video of all of the coverage received on the "Globetrotter's Shot Around the World". TV coverage, as well as Internet coverage, was phenomenal, receiving 13 million views, and 47 million web impressions. The amount of PR that the Globetrotters brings to the Wildwoods is more than the investment made.

**Motions:** None.

D. **Chairperson's Report**

Mr. Byrne reiterated meetings held and attended throughout the month.

**Committee Reports:**

- **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet. New boardroom chairs have arrived. Our current landscaper will continue until the end of the season, then will be given 60 days' notice, at which point we will be hiring a new landscaper and an in-house groundskeeper. We are hoping that the grounds will look a lot better next year.
- Mr. Siciliano gave the board an update on the NJDEP meeting regarding the convention center hotel. Joe Lomax and Mr. Siciliano met in Trenton to discuss parking requirements for the project. Does surface parking work with respect to the hotel. If currently existing public spaces are no longer used for public parking, the developer either needs to replace those spaces within the project, or at another location. As a parking lot, if we only lost 30 spaces, why would the developer have to replace? We have x amount of spaces, with an occupancy rate of 50%-70%. Two years' worth of history was reviewed, showing this. If taken out of circulation, we can still support. Mr. Lomax and Mr. Siciliano will prepare a report for the NJDEP, and if they accept, the information will be transferred to a developer. It was a very

positive meeting. Also discussed at the meeting was the Dune Project being proposed by the Army Corps of Engineers. The dune will be 16 feet, and they want to make the Wildwoods Convention Center dune 16 feet above sea level as well. We do not have a resolution on this matter. Overflow parking on the beach was also discussed. The NJDEP will discuss this with us once the dune project is complete. Mr. Siciliano will let the board know of any progress made on this matter.

**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. DeMonte 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. DeMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Absent	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, SEPTEMBER 21, 2017**

**Part II – GWTIDA/Advertising and Promotions**

**A. Approval of Minutes**

The Re-Organization Meeting minutes of August 16, 2017 were approved.  
The Regular meeting minutes of August 16, 2017 were approved.

**B. Executive Director's Report**

**Department Updates** – Included in the board packet were:

Events Department Update – September 2017  
Finance Department Update – September 2017  
Marketing/Public Relations Update – September 2017

Mr. Siciliano gave an update on changes to our Family Holiday Celebration and Christmas Parade for this year. The parade has been moved 1 week earlier to Friday, December 1<sup>st</sup>, and it will end at Byrne Plaza with a tree lighting. Our Family Holiday Celebration will be held the following weekend, on Saturday, December 9<sup>th</sup>, ending with a Wildwoods Convention Center Tree Lighting at 4:45 p.m.

**Correspondence/Communication** – None.

**Motions:**

**Mr. Patterson made a motion to approve the Bill List in the amount of \$475,379.04, second by Mr. DeIMonte.**

**Roll Call:**

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

**Motion was moved and approved.**

Mr. Siciliano stated that about 2 months ago, we passed a resolution where in case we needed action taken, we would be able to go out via email and have board members take an action and get back to us. Once we received the affirmative number of votes we need, we can move forward on it, however at the next meeting, we have to make it a formal resolution. The item that we were talking about was a declaratory judgement in relation to this issue with user fees and beach offset payments. So we did the email, and received 6 affirmative votes from the following: Mr. Byrne, Mr. DeIMonte, Mr. Patterson, Mr. Montello, Mr. Barnabei and Mr. Reidenbach. We moved forward on the action, then subsequent to that, received an affirmative response from Mr. Greenland. We need to ratify the action.

**Mr. Greenland made a motion to ratify action taken by board via email vote to move forward to file for a declaratory judgement regarding beach user fees, per the advice and suggestion of Mr. April, Mr. Byrne and Mr. Siciliano, second by Mr. Patterson.**

Mr. Morey had addition questions, answered by Mr. Byrne. Mr. Byrne stated that this is a declaratory judgement to ask the court to interpret the language in the Omnibus Agreement, as it pertains to what a user fee is.

Roll Call:

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

**Motion was moved and approved.**

Mr. Siciliano received a call from Mayor Troiano, and Mr. Byrne received calls from Mayor Rosenello and Commissioner Byron. After further discussion, all parties have an understanding of the matter of declaratory judgement.

**C. Chairperson's Report**

Mr. Byrne reiterated meetings held and attended throughout the month and stated that we are moving in a good direction.

Mr. Byrne stated that at the next meeting, Ms. Murphy will be replaced as Chairperson of the Advertising Committee. If anyone has any interest, please let Mr. Byrne know. Ms. Murphy will remain a member of the GWTIDA Board.

**Committee Reports:**

- **Advertising:** Mr. Rose stated that the committee is planning for 2018. Major digital program was discussed. We are looking to increase digital and also keep traditional advertising. Determination will be given after August numbers are received. Mr. Siciliano stated that the report would be made electronic and sent to members of the board. Mr. Greenland had questions regarding changes in the campaign which were answered by Mr. Rose. Focus groups were discussed, hoping doing so will get us some good data. Additional discussion ensued on survey and statistics, as well as market research.
- **Special Events:** Mr. DelMonte stated that post reports are being received. Also, our logo will be placed on icon wall murals, electrical boxes and at Byrne Plaza, stating that the project is sponsored by us. In addition, applications for Special Events funding for 2018 will begin to come in soon.
- It was reported that TDF collections are down. There will be a meeting with the Mayor's on the 26<sup>th</sup> to review TDF's. Mr. Patterson stated that the Wildwood Crest TDC is hurting because TDF's are down. Mr. Siciliano commented on leases, mercantile licenses, etc.

- **Strategic Planning:** Mr. Morey stated that there will be a public hearing for the Rio Grande Avenue Project on Monday, October 2<sup>nd</sup> from 2-6 p.m. This is an open house and all are invited to attend. The project is great for the town and will include the area from the foot of the bridge to Park Blvd. Construction is scheduled to begin in Fall of 2018.

**Old Business – None.**

**New Business – None.**

**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, September 21, 2017 at 6:00 p.m.

G. **Motion to Adjourn**

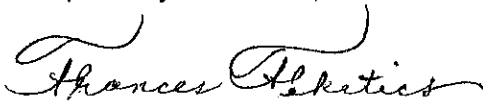
**Mr. DelMonte made a motion to adjourn, second by Mr. Greenland.**

**Roll Call:**

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

**Motion was moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary