

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

REGULAR MEETING, THURSDAY, SEPTEMBER 20, 2012

Part I - OPERATIONS

GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by Chairperson, Mr. Byrne at 6:30 p.m.

Salute to flag.

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

Mr. April swore in reappointed board member Joseph Montello to the meeting.

Roll Call:

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

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

A. Approval of Minutes

Mr. Patterson made a motion to approve the Re-Organization Meeting minutes from August 16, 2012, seconded by Mr. DeMonte.

Roll Call:

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

Motion was moved and approved.

Mr. Greenland made a motion to approve the Regular Meeting minutes from August 16, 2012, seconded by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

Ms. Hanlon arrived at 6:05 p.m.

B. Executive Director's Report

Included in the board packet were:

- Administration Update – September 2012
- Finance Update – September 2012
- Housing Update – September 2012
- Marketing/Public Relations Update – September 2012
- Sales Update – September 2012
- SMG Update – September 2012
- Delaware North Update – September 2012

Mr. Siciliano discussed the Finance Report. We have received collections of the 2% tourism tax through July of this year, and we are 30% ahead of what we had planned through July, which is a very positive number.

Mr. Byrne commented on our parking numbers, which are also good. We have our first year over \$600,000, per Mr. Siciliano. Our parking lots are now open weekends only. It was reiterated that our cap in the lots at any time throughout the year, is \$15. Mr. Byrne stated that he thinks it's great that we have a \$15 cap, it is the right thing to do and we should stick with it.

Mr. Siciliano stated that the SMG contract will expire at the end of this year. We will be going out for RFP for Operations Services at the Wildwoods Convention Center.

Correspondence/Communication: Nothing.

Motions:

Mr. Patterson made a motion to authorize the Finance Department to go out for bid for Operations Services at the Wildwoods Convention Center, second by Mr. DelMonte.

Roll Call:

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

Motion was moved and approved.

Mr. Siciliano stated that interested parties have 30 days to apply. The mandatory pre-bid conference will be held on October 2nd. If all goes well, we should have everything ready by November board meeting for approval. Mr. Morey had questions on the composition of the RFP. Mr. Siciliano informed the board that the document was written by Joanne Cocchiola, counsel for NJSEA. The contract will be for 3 years, with 2 one-year extension options, for a potential total of 5 years.

C. Chairperson's Report

Mr. Byrne gave an overview of his report and discussed events and meetings attended throughout the month. It has again been a very busy month with a lot going on.

Mr. Byrne discussed committee changes that have been made and reiterated that these changes provide us with an opportunity to rotate members into new committees, allow us broader representation in each committee, as well as give new board members a chance to participate more actively. Mr. Byrne thanked the board for their cooperation.

Mr. Byrne discussed a meeting that he and Mr. Siciliano attended at the request of the Freeholder's Susan Sheppard and Will Morey, at the Cape May Wildlife Refuge. He is happy that GWTIDA was included in the meeting and GWTIDA may take on a small part in the project to extend the bike path into the refuge. It will be turned over to the Strategic Planning Committee, who has been asked to look at the aesthetics of the project. The committee will keep the Board up to date, and the project will be added to the GWTIDA plans and actions list.

Committee Reports:

- **Buildings and Grounds** – Mr. Siciliano reviewed the update that was included in the packet. In regards to the City of Wildwood cameras on our roof, Ms. Murphy reported that she believed the city is waiting for approval from AC Electric. Mr. Greenland attended his first meeting as a committee member and received a full tour of the facility. The committee is looking forward to planning for next year.
- **Entertainment & Sales** – Mr. Lynch reported that he is working on bringing the United Methodist conference to the facility. They have narrowed their choice down to two destinations, and we anticipate hearing a response from them tonight or tomorrow. This event could bring in \$200,000 of food and beverage into the facility. Mr. Lynch also discussed Teams 12, an event to solicit events that would fit into our building. The New Jersey Division of Travel & Tourism is working on this. Mr. Lynch will speak with Ms. Hanlon further regarding forwarding some information.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

D. Executive Session – Nothing.

E. Any matter of immediate attention - Nothing.

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

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

Motion was moved and approved.

Respectfully,

Fran Feketics
Board Secretary

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

REGULAR MEETING, THURSDAY, SEPTEMBER 20, 2012

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the August 16, 2012 meeting have been 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 2012.

There were no questions.

Mr. Siciliano stated that we are looking forward to a good turnout for both the Car Show and Auction. Thank you to the Greater Wildwood Hotel Motel Association for their assistance with picking up these events. Monster Truck is also on target for next weekend.

Mr. Siciliano discussed the status of our budget through July. 1.85% tax is up 33% of our projections this year through July. This is very encouraging. In the 2% category, Food and Beverage is fairly well ahead of the overnight stays, in the increases in the tax. August numbers will be interesting to see.

Mr. Morey had questions on the Motorcross event. Mr. Siciliano stated that the event could not be salvaged as a motorcross event. It had to do with it being a sanctioned event. GWHMA will be doing a quad event. KSR will try to put together a show. We are waiting confirmation on whether or not someone will be able to do the sanctioned event next year.

Mr. Siciliano stated that we need to amend the Signature Communications contract for Creative and media services from \$600,000 to \$720,000. We gave Signature Communications a 3-year contract for \$600,000 a year for 3 years, which was a total of \$1.8 million. We had an Advertising budget of \$850,000. We go out and then implement a marketing plan, buys, creative, etc., and at the time, we do not know how much is going to be Signature's part and how much will be our own. This year, we are estimating that Signature's portion will be \$702,000-\$718,000. We are going to go for the full amendment which is \$720,000. We are still within our budget for Advertising and Promotions. There are times that we will go over the \$600,000 contract level, however that is because Signature buys our billboards, advertising, creative, etc. This is not because we went over our budget. Mr. Greenland had questions that were answered by Mr. Siciliano.

Correspondence/Communication – Nothing.

Motions:

Mr. Morey made a motion to amend the 2012 Signature Communications contract for creative and media services for up to \$120,000, from \$600,000 to \$720,000, second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

Mr. Greenland made a motion to approve the bill list in the amount of \$500,861.46, second by Mr. DeMonte. Mr. Morey shall abstain on voucher #37.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DeMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Absent	Ms. Hanlon	Abstain
Mr. Morey	Yea, abstain on #37	Ms. Murphy	Yea
Mr. Montello	Yea	Mr. Greenland	Yea

Motion was moved and approved.

Mr. Patterson made a motion authorize the Finance Department to bid Public Relations Services for the GWTIDA, second by Ms. Murphy.

Roll Call:

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

Motion was moved and approved.

Mr. Greenland made a motion to authorize the Finance Department to go out to bid for the printing of the 2013 Calendar of Events, second by Mr. DeMonte.

Roll Call:

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

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Mr. Rose discussed the grand opening of the bike path connector at Cresse Avenue. The event will be held on Friday, September 21st at 11:00 a.m. This will improve the bikeability on the island, and gives us close to 6 miles of uninterrupted bikeway, making it one of the largest continuous bikeways in the state. Biking is a wholesome, family activity that is very positive for the island.

Mr. Morey had questions on the RFP for the Public Relations bid. Per Mr. Rose, we have received 2 requests to date, and the RFP will be placed on our website.

Ms. Murphy discussed the possible reuse of the "What Do You Love" campaign, along with a different kind of giveaway package. The committee is also discussing a possible redesign of our website, for the purpose of giving it more functionality. Additional meetings will be held regarding better utilization of the website.

- **Special Events:** Mr. DeMonte discussed Bike Weekend. It was a good weekend, however a little light, which we believe is weather related. The Wild Half Marathon saw over 2,025 people. The event is looking to grow in the coming years. Monster Truck event was discussed earlier. Our application deadline is November 15th. Once applications are received, the committee will review all details. Mr. Siciliano added that although there was confusion about the salvaged Car Show and Monster Truck Show events, the production of the shows will be done professionally. The customers will not know any different.
- **Strategic Planning:** Mr. Morey discussed projects being worked on. The hotel feasibility study is done and we would like to put that out to bid. In order to do that, we have to resolve the V-zone issue. This is being worked on. Mr. Siciliano reported that the ordinance became law on Tuesday. Mr. Siciliano has contacted Chris Wood of the City of Wildwood, and Mr. Wood will be turning the matter over to Remington & Vernick, who will make the application letter to FEMA. Tax abatement letter was sent out. Mr. Morey also reported that the committee has been working on the west side of Rio Grande Avenue at the request of the Freeholder's office on a new ingress and egress onto the island. Stokes Architecture was hired to study the area and an entrance icon on the west side of the bridge. Mr. Stokes is working on this and should have something ready to show the board at the October board meeting. Mr. Byrne stated that he spoke with Mayor Troiano, who said he might have the ability to get the Globetrotter billboard. Can we somehow build that into the empty piece of land? There is a lot of support for this project. Mr. Morey discussed that we are trying to figure out a way to have various metrics for tourism during the season, whether it be the county or Wildwood. We would like to have some sort of aggregations and accumulation of various metrics that are out there to understand traffic on any given month, etc. That is just one measurement point, and we would like to follow through to figure out what they are, and who is going to do the

measuring – GWTIDA, Wildwood, county? Mr. Byrne would like to come up with 3-5 different objective statistical points that would give us an indication to somehow combine them and come up with a number to pin to the season.

Old Business – Nothing.

New Business – Mr. Greenland had questions on landscaping fees, which were answered by Mr. Siciliano. Mr. Siciliano stated that the TDF fee is paid by any registered business on the island that does not collect the 2% tax. That flat fee is \$300 for the year depending on various conditions, it could be higher.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

D. **Public Comment** – Nothing.

E. **Executive Session**
Nothing.

F. **Any matter of immediate attention**
Mr. Byrne stated that the next GWTIDA Board Meeting will be held on Thursday, October 18, 2012.

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

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary