

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, SEPTEMBER 18, 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	Absent
Mr. Reidenbach	Absent	Ms. Murphy	Present via phone
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Present	Ms. Hanlon	Absent

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

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from July 17, 2014, second by Mr. Greenland.

Roll Call:

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

Motion was moved and approved.

The Re-Organization minutes of August 20, 2014 cannot be approved.

The Regular meeting minutes of August 20, 2014 cannot be approved.

Mr. Morey made a motion to exercise our option to extend the Signature Communications contract for a 2-year period, from January 1, 2015 to December 31, 2016, in the amount of \$500,000, based on availability of funds, second by Ms. Murphy.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Absent	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 exercise our option to extend the Signature Communications contact for a 2-year period, from January 1, 2015 to December 31, 2016, in the amount of \$1,200,000, based on availability of funds, second by Ms. Murphy.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Absent	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 amend the 2014 Signature Communications Contract for Creative and Media Services for up to \$200,000.00, from \$600,000.00 to \$800,000.00, second by Ms. Murphy.

Roll Call:

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

Motion was moved and approved.

Mr. Greenland made a motion to Authorize Finance Department to Bid the Printing of the 2015 Calendar of Events, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Absent	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 Bill List in the amount of \$492,064.57, second by Mr. DelMonte.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Absent	Ms. Murphy	Yea
Mr. Morey	Yea, abstain #44	Mr. Greenland	Yea
Mr. Montello	Yea	Ms. Hanlon	Absent

Motion was moved and approved.

Ms. Murphy left the Board Meeting at 6:15 p.m.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

Administration Update – September 2014

Finance Update – September 2014

Housing Update – September 2014

Sales Update – September 2014

SMG Update – September 2014

Delaware North Update – September 2014

Mr. Siciliano informed the board that Ms. Kane and Mr. Rose were absent due to illness.

Mr. Siciliano informed the board that our Sr. Auditor, Glen Ortman, of Ford, Scott and Associates has passed away. Our Jr. Auditor, Steve Kozlowski has also passed away. We offer our condolences to their families. We have been notified that either Leon Costello or Michael Garcia will be taking over our account.

Mr. McNicholas discussed our 2% and collections. Tax numbers have not been received to date, and will be available next month.

Mr. Greenland had questions on the meeting with an interested hotel developer, which were answered by Mr. Siciliano. It was explained that there is a process. We are meeting with potential developers when requested, however, we are hoping that there will be continued interest once the RFP is completed and sent out.

Mr. Morey discussed the proposed re-development plan. There will be a meeting held in mid-October. The plan includes Cresse to Schellenger Avenues, inclusive of the convention center hotel. Mr. Siciliano stated that we want to make sure that we are a part of this endeavor/process, and will follow up.

Mr. Greenland had questions on the Finance Department Update, which were answered by Mr. McNicholas. We are on target for plan. Also, parking is up 16.5% from 2012, and we are up 25% in tickets sold.

Mr. Federici reported that Roar to the Shore was down 23%. Beer distributors were the downfall in town. This year we are in line with 4 out of the last 5 years. There was also no Jack Daniels Experience. The crowds were a bit older this year as well. Mr. Siciliano stated that we need to have a post-event meeting.

Correspondence/Communication: None.

Motions:

As stated above.

D. Chairperson's Report

Mr. Byrne discussed meetings he attended throughout the month. There were no questions.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that there is a projected goal of April 1st, for the completion of the parking project. The Christmas Window Decorating Contest was also discussed. Students from island-wide grade schools will be participating again this year, and Mr. Greenland will contact the schools through the Greater Wildwood Elks, sponsor of the event.

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. Greenland made a motion to go into the GWTIDA portion of the meeting, second by Mr. DelMonte.

Roll Call:

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

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, SEPTEMBER 18, 2014

Part II – GWTIDA/Advertising and Promotions

A. **Approval of Minutes**

The minutes of July 17, 2014 could were approved.
The minutes of August 20, 2014 Re-Organization Meeting were not approved.
The minutes of August 20, 2014 Regular Meeting were not approved.

B. **Executive Director's Report**

Department Updates – Included in the board packet were:

Events Department Update – September 2014
Finance Department Update – September 2014
Marketing/Public Relations Update – September 2014

Mr. Siciliano stated that there are no new tax numbers to report. We are awaiting July numbers, and will have July and August numbers next month.

Correspondence/Communication – Included in the packet was a Wildwoods Hydrofest Welcome Letter, and a sample letter of invitation to all the island-wide schools to perform in our Family Holiday Celebration on December 13, 2014.

Motions:

All motions for Tourism side were made during the Operations portion of the meeting due to quorum being needed to approve the motions.

C. **Chairperson's Report**

Committee Reports:

- **Advertising:** Mr. Siciliano discussed the second icon wall and stated there were three possible locations. The first location fell through and as we worked to secure a contract on one of the other locations, they both also fell through. It seems as though the wall owners are not interested in having a mural placed on their wall in fear of losing potential advertising space for their businesses. Mr. Morey stated that he may have a usable wall and would be pleased to have improvements made to it, on Hunt's Pier, with a southern exposure. Artist has already begun work and we will try to work something out.
- **Special Events:** Mr. DelMonte reported that the municipalities have been asked to provide costs associated with holding events. To date we have received information from the Borough of Wildwood Crest, and are awaiting information from the City of Wildwood and the City of North Wildwood. The municipalities asked that the numbers be provided to us for discussion at a Mayor's Meeting in October. Develop a plan for a fee for beach events was also asked of us, and Mr. Siciliano is working on a formula to be presented

at the Mayor's Meeting. Mr. Byrne added that we need a long-term solution, and would like to implement a system moving forward.

- o **Strategic Planning:** Mr. Morey stated that Freeholder Morey has asked him to put together a plan with Army Corps dune line on it, with overlay of fields, etc. This would be a good tool and could further the 2015 Plan.

Old Business – None.

New Business – Mr. DeMonte stated that the Hay Ride and pumpkin patch event has been approved, and will be take place on October 26th.

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, October 16, 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. DeMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Absent	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