

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

**REGULAR MEETING, WEDNESDAY, SEPTEMBER 16, 2015**

**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
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 and Mr. April.

**A. Approval of Minutes**

**Ms. Murphy made a motion to approve the minutes from the Re-Organization Meeting on August 19, 2015, 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		

**Motion was moved and approved.**

**Mr. Greenland made a motion to approve the minutes from the Regular Meeting on August 19, 2015, 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		

**Motion was moved and approved.**

**B. Public Comment**

Nothing.

**C. Executive Director's Report**

Included in the board packet were:

- Administration Update – September 2015
- Finance Update – September 2015
- Housing Update – September 2015
- Sales Update – September 2015
- SMG Update – September 2015
- Delaware North Update – September 2015

Mr. Siciliano reported that we were notified this afternoon of our 2% and 1.85% tax collections for July. These sheets have been distributed to the board. It was reported that in 2014 through July we were at \$2.78 million, and in 2015 we were at \$2,880,000. We are right on target for July. 2014 was the best year we ever had. We are over plan by \$216,923. Mr. Morey had questions regarding the different kind of taxes. In the past, tax collections on Food and Beverage were ahead of Room Taxes. Questions were answered by Mr. McNicholas and Mr. Siciliano, that trend seems to be the same.

Mr. Siciliano asked Mr. Federici to give an update on the Roar to the Shore Weekend. Mr. Federici reported that we lost all of Thursday due to rain, and 70% of Saturday due to rain. We had a strong Friday and a strong Sunday. We were actually down about 22%. With losing a large part of Saturday and all of Thursday, we were happy with that. Additional discussion took place on the event.

**Correspondence/Communication:** None.

**Motions:**

None.

**D. Chairperson's Report**

Mr. Byrne reported on meetings he attended throughout the month. He also attended the Business Improvement District this afternoon on behalf of GWTIDA. There were no questions on the Chairperson's Update.

**Committee Reports:**

- **Buildings and Grounds** – Mr. Greenland commented on window décor that was discussed at the meeting. The possibility of adding neon lighting and transparent beach balls on the windows of meeting rooms 4-10 is still in review. Mr. Patterson suggested that we get colored transparencies made of our Icon Walls, and put them in our windows with backlighting. He also suggested that we add the address of the location to promote people going to see the walls. This suggestion will be taken into consideration.

**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. DeMonte made a motion to go into the GWTIDA portion of the meeting, second by Mr. Morey.**

**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		

**Motion was moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, WEDNESDAY, SEPTEMBER 16, 2015

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of August 19, 2015 were approved.

B. Executive Director's Report

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

Events Department Update – September 2015

Finance Department Update – September 2015

Marketing/Public Relations Update – September 2015

Mr. Siciliano reported that the 1.85% tax collections were distributed. While we are even on the 2% tax through July, the 1.85% tax, which is only on hotels, is up 7%. So until we can review, it may not mean anything at this point because the Food and Beverage outweighs the hotels when it's January, February and March due to events during those times who are eating but not necessarily staying over. For the year, we are \$191,000 over our budget. These are good numbers. We are having a good season so far.

**Correspondence/Communication** – Included in the packet was a thank you letter to Beverly Trapp from the National Marbles Tournament thanking her for helping to make the marbles event a success.

**Motions:**

**Mr. Patterson made a motion to approve the Bill List in the amount of \$429,306.48, second by Mr. DelMonte. Mr. Morey needs to abstain on bill number 15000540.**

**Roll Call:**

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Absent	Ms. Murphy	Yea
Mr. Morey	Yea, abstain #15000540	Mr. Greenland	Yea
Mr. Montello	Yea		

**Motion was moved and approved.**

Mr. Siciliano reported that there is a need to go out to bid for the printing of the Calendar of Events for 2016 season.

**Ms. Murphy made a motion to go out to bid for the printing of the Calendar of Events for the 2016 season, 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		

**Motion was moved and approved.**

**C. Chairperson's Report**

Mr. Byrne stated that there is one issue that he would like to address with the board and ask their approval to move forward. He was approached by the Boardwalk Special Improvement District (BSID) and the Wildwood Business Improvement District to join in a letter to the commissioners of the City of Wildwood to ask for a seat on the Beach Redevelopment Commission. It seems like the city is moving forward with that plan, per an article in the AC Press. Our position is that if the city is going to move forward with this plan, at least let us have some input, both as the business in town, and the tourism commission, and certainly it makes sense that as a tourism board, we have a seat at the table. Mr. Byrne clarified that he is asking for one seat for GWTIDA. Mr. Byrne asked for feedback and comments. From the standpoint of tourism, having a seat at the table gives you the opportunity to decide whether or not something is good for tourism.

**Mr. Patterson made a motion to give the Chairman of GWTIDA permission to sign on to a letter to ask for a seat on the Redevelopment Authority, 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	Mr. Greenland	Yea
Mr. Montello	Yea		

**Motion was moved and approved.**

**Committee Reports:**

- **Advertising:** Ms. Murphy reported that the 3<sup>rd</sup> Icon Wall Unveiling went very well. We got over \$1 million in advertising value for 42 articles that were written about the wall. The committee also decided to look at our DVD mailer that we've been doing for the last few years and how it coincides with the Greater Wildwood Chamber of Commerce and the Greater Wildwood Hotel Motel Association Vacation Guides, and looking at the numbers and the amount of money it takes to produce the piece, we are thinking about not producing it anymore, and instead reallocating the money to something that better suits. Only 1,900 people actually called for

the DVD, as opposed to everyone else ordering online. We have a new Wildwood app. 2,100 people downloaded the app, which also has the vacation guide on it.

- **Special Events:** Mr. DelMonte stated that the funding application process is underway. Mr. Byrne stated that some new thoughts for general guidelines were discussed. If we are giving the funding, then we have the power to ask for some things. One of the things we might ask for is that if we feel the venue is not appropriate, a lot of the events want to go to Fox Park. Some of the new events may i.e. want to go to Fox Park, we might say we would like you to consider having the event on Pacific Avenue in order to get funding, or somewhere else so that businesses that pay the TDF fees can benefit from the event. We will also think about events on the same date. We have to be good stewards of the money. We are also starting to see similar events on the island. It is a step in the right direction.
- Mr. Morey commented on the Hydrofest and how great of an event it was, and the organizers were great people, and he is sorry to see it go. Mr. Siciliano added that it was a great event, and the value of the event was the fact that it was a sanctioned APBA event, which carries weight and recognition. Ann Fitzgerald was heartbroken to cancel the event. It was a great event. Mr. Patterson suggested writing a thank you letter to the Fitzgerald's on behalf of the GWTIDA Board for the years that they brought such a nice event to the Wildwoods. This will be done.

**Old Business** – None.

**New Business** – None.

**Policies/Procedures** – None.

**Correspondence/Communication** – Mr. Siciliano stated that we received a letter from the Wildwoods Baby Parade Committee, as well as the Historic Hereford Inlet Lighthouse for our support.

**D. Public Comment** – None.

**E. Executive Session** – None.

**F. Any matter of immediate attention**

Mr. Morey questioned GWTIDA's policy on supporting or commenting on new construction projects. The Starlux property is trying for another phase of development which will include a mini golf course, and will need to go back to the planning board. Mr. April does not feel that it would be appropriate for GWTIDA to comment on development projects unless the comment is as to its effect on tourism. Mr. Siciliano stated that we have a letter that was written to the City of Wildwood regarding GWTIDA's position supporting the development of any hotel property. We support more and new hotel rooms. Mr. April suggested that the request not come from Mr. Morey. There is nothing wrong with supporting something that enhances tourism or enhances the use of our facility.

Our next Board Meeting will be held on Thursday, October 15, 2015 at 6:00 p.m.

G. **Motion to Adjourn**

**Mr. Byrne made a motion to adjourn, 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		

**Motion was moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary