

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JANUARY 15, 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	Present
Mr. Reidenbach	Absent	Ms. Murphy	Present
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Present	Ms. Hanlon	Absent

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

**A. Approval of Minutes**

**Mr. Patterson made a motion to approve the minutes from December 18, 2014, second by Mr. DelMonte.**

Roll Call:

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

**Motion was moved and approved.**

**B. Public Comment**

Nothing.

**C. Executive Director's Report**

Included in the board packet were:

Administration Update – January 2015  
Finance Update – January 2015  
Housing Update – January 2015  
Sales Update – January 2015  
SMG Update – January 2015  
Delaware North Update – January 2015

Ms. Murphy had questions regarding the Starbucks cart, which were answered by Mr. Federici.

Mr. April discussed Atlantic City Mayor Guardian's State of the City Address, in which he mentioned that Atlantic City will be going after events such as Cheer Tech.

Mr. Siciliano informed the board that one of our concierge staff, Joe Russo, passed away.

Also, Jamie McLaughlin, our Marketing Coordinator will return on Tuesday and we look forward to having her back and having a full staff in the Marketing Department again.

**Correspondence/Communication:** None.

**Motions:**

None.

**D. Chairperson's Report**

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

**Committee Reports:**

- o **Buildings and Grounds** – Mr. Greenland reviewed portions of the meeting minutes and reported that we are on target for the parking lot project to be completed by April 1<sup>st</sup>.

Mr. Siciliano stated that Ms. Kane sent him the Capital Budget. It is still in review and will be sent up to NJSEA for approval. Additional discussion ensued regarding NJSEA and the Meadowlands Commission. There is no discussion at this time on the Wildwoods Convention Center. Mr. McNicholas will find additional information on how staffing at NJSEA would affect us. Omnibus Agreement was discussed, as well as state bonds. Mr. Siciliano and Mr. Byrne will call Mr. Hasenbalg at NJSEA to discuss what is going on.

**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. DeIMonte made a motion to go into the GWTIDA portion of the meeting, second by Ms. Murphy.**

**Roll Call:**

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

**Motion was moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JANUARY 15, 2015

Part II – GWTIDA/Advertising and Promotions

A. **Approval of Minutes**

The minutes of December 18, 2014 were approved.

B. **Executive Director's Report**

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

Events Department Update – January 2015

Finance Department Update – January 2015

Marketing/Public Relations Update – January 2015

Mr. Siciliano reviewed the history of the 1.85% tax.

There were no questions on the Executive Director's Report.

**Correspondence/Communication** – Included in the packet was a thank you letter from the Greater Wildwood Jaycees thanking us for our participation in the Christmas Parade.

**Motions:**

**Mr. DeMonte made a motion to approve the Bill List in the amount of \$61,800.25, second by Mr. Patterson.**

**Roll Call:**

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

**Motion was moved and approved.**

C. **Chairperson's Report**

**Committee Reports:**

- o **Advertising:** Ms. Murphy stated that the committee met with Suasion Communications and Signature Communications. Recap of 2014 and proposed plan for 2015 was discussed. Our 2014 total ad value was \$11 million, which is the highest total ever. This is due to national press coverage. Signature Communications gave a brief proposal. We will be using the same creative, however may add more online marketing. Another meeting will take place in the next few weeks. Also, we have the

opportunity to go into the Baltimore Market with CBS6. This would be a weather sponsorship, which our commercial would follow.

- **Special Events:** Mr. DelMonte stated that the committee is continuing the review process for funding applications that are being received. Additional events have been approved. Also, the Greater Wildwood Chamber of Commerce has dropped their 60's concert. The City of Wildwood will be taking the event over and will be trying out some new acts. Funding has been approved for this event. The Race of Gentlemen event will be held on October 2<sup>nd</sup>-4<sup>th</sup>. Ms. Trapp and Mr. DelMonte met with Cape Express. They are trying to get the George Pratt Tournament back on the island. This event is held on Columbus Day Weekend. Mr. Greenland had questions, which were answered by Mr. DelMonte. Mr. Byrne stated that the committee has worked hard to wean down successful events so that we can try new events. Mr. Morey discussed a Fly-In event which will be held on the beach with small aircraft. This event has great spectator value, with only 3 being held in the United States, in Texas, Alaska, and Wildwood.

Mr. Byrne stated that the City of Wildwood announced that they will have an EDM concert on the beach on July 4<sup>th</sup>. GWTIDA met with the islandwide organizations to discuss, and issued a written statement to the city. The business organizations would like to be involved in the planning and decision process, and would like to see the concert scheduled in the off-season or indoors. The business organization leaders will try to meet again to discuss this and other issues. It is important to have a good relationship with the businesses and organizers of cities, etc. Mr. Morey added that it is important for the Wildwoods to embrace newness. EDM is a legitimate art form, which will be cleaned up in time. The issue is with the date and location of the concert. It should not be held in the middle of the family entertainment center of Wildwood. The date should not be July 4<sup>th</sup>. The promoters cannot dictate when the concert will be. Mr. Morey stated that he is not suggesting that we should be against this concert being held.

Additional discussion took place regarding Beach Buddy and the first EDM concert.

Mr. Siciliano asked Mr. Lynch to call Glenn Kingsbury of Cheer Tech. We will meet with Glenn on Wednesday, due to conversations that are being held by Atlantic City to have Cheer Tech relocate there.

- **Strategic Planning:** Mr. Morey discussed active meetings being held with the Army Corps of Engineers and NJDEP. Drainage system project is being worked on. Second home real estate and beachpark were also discussed. Mr. Morey also reported that the center city lot project has come to an end. It was sold to a private sector. There is movement, however, on the Cedar Avenue gateway to the Boardwalk. This project could happen in 2016. Sunset Lake will be dramatically increasing the park on Sunset Lake.

**Old Business** – None.

**New Business** – None.

**Policies/Procedures – None.**

**Correspondence/Communication – None.**

**D. Public Comment – None.**

**E. Executive Session**

**Mr. Patterson made a motion to go into closed session for the reason of discussing possible litigation in connection with pending legislation and any matter the disclosure of which constitutes an unwarranted invasion of privacy, such as personnel matters, any matters involving the purchase lease or acquisition of real property with public funds, any pending litigation or contract negotiation other than covered by subsection (4) in which the body may become a party, any matter falling within Attorney/Client privilege, to the extent that confidentiality is required in order for the Attorney/Client to exercise his ethical duties as a lawyer and that after discussion are therefore no longer sensitive, the results of the discussions may be disclosed to the public following the adoption of a motion authorizing such disclosure by the Authority, second by Mr. Morey.**

**Roll Call:**

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

**Motion was moved and approved.**

Mr. April stated that in Executive Session there were two topics discussed. A change to the Memo of Understanding (MOU) between GWTIDA and the three municipalities for beach event fees which the Executive Director has prepared a new MOU and transmitted to the three municipalities for comments which have not yet been received in full. No further action is being taken at this time.

The second item that was discussed was the Wildwood Redevelopment Plan and GWTIDA's review of that plan and comments thereon, as a result of a sub-committee meeting held on January 13<sup>th</sup> between the GWTIDA Chairperson, Vice Chairperson, Executive Director and Solicitor, Mr. April. A letter was drafted which was reviewed by the entire board in Executive Session. A few changes were made to the letter, and it will be sent to the City of Wildwood outlining our opinion.

**F. Any matter of immediate attention**

The next GWTIDA Board Meeting will be held on Thursday, February 19, 2015.

**G. Motion to Adjourn**

**Mr. Patterson made a motion to adjourn, second by Mr. Montello.**

**Roll Call:**

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Yea

Mr. Reidenbach      Absent  
Mr. Morey              Yea  
Mr. Montello          Yea

Ms. Murphy            Yea  
Mr. Greenland        Yea  
Ms. Hanlon             Absent

**Motion was moved and approved.**

Respectfully Submitted,

A handwritten signature in cursive script that reads "Frances Feketics". The signature is written in black ink and is positioned above the printed name and title.

Frances Feketics  
Board Secretary