

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

REGULAR MEETING, THURSDAY, JULY 15, 2010

Part I - OPERATIONS

GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by Chairperson, Mrs. Franco at 6:00 p.m.

The Pledge of Allegiance was recited.

The Open Public Meetings Act was read by our Chairperson, Mrs. Franco.

Roll Call:

Mrs. Franco	Present	Mrs. Erceg	Present
Mr. Johnson	Present	Mr. Reidenbach	Absent
Mr. Morey	Present	Mr. DeMonte	Present
Mrs. Crossen	Present	Ms. Ostrander	Absent
Mr. Montello	Present	Mr. Patterson	Present

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

Mrs. Franco congratulated Mr. Federici on the birth of his new daughter, Lola.

Mrs. Franco wished Mr. Lynch well, as he is under medication with pneumonia. All wish him a speedy recovery.

Mrs. Franco congratulated Ms. Trapp on the wonderful job she does, and announced that she recently received an award for her work with the Marbles Tournament.

A. Approval of Minutes

Mr. Johnson made a motion to approve the minutes from June 17, 2010, second by Mrs. Crossen.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Absent
Mr. Morey	Yea	Mr. DeMonte	Yea
Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Abstain

Motion was moved and approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

Administration Update – July 2010

Finance Update – July 2010
Housing Update – July 2010
Marketing/Public Relations Update – July 2010
Sales Update – July 2010
SMG Update – July 2010
WellBread Update – July 2010

Mr. Siciliano stated that there are no motions on this side of the meeting and asked if anyone had any questions.

Mr. Johnson had a question on the Administrative Report, which was answered by Mr. Siciliano. A meeting will be scheduled with the new City Administrator for the City of Wildwood.

Ms. Kane reported that the bid opening for the Solar Project took place on July 14th at 3:00 p.m. Pepco was the only bid that came in, and that bid will be reviewed over the next few weeks. An August 24th meeting with Pepco has been scheduled, after which a meeting will be held with consultants. We will not be spending any money for the solar project.

Mr. Federici discussed portables and soda sales, using syrup instead of bottles. Souvenir cups will also be sold, and some changes that will take place in the concession stands were discussed. It was also reported that the Concessions Manager candidate has accepted the open position and is going through testing.

Ms. Kane reported that she met with a company to come up with more cost-effective and permanent resolution to the issues we are having with our bollards at the Wildwoods sign.

Ms. Kane also reported that Walt Everitt, one of our security personnel, passed away yesterday and will be greatly missed.

Mr. Rose discussed the Gulf Oil Spill and his communications with the NJDEP and the office of U.S. Senator Menendez. We have not heard of an action plan being in place, should the oil come up into the Gulf Stream. Mr. Rose stated that he made a motion at the last TIA meeting, that they go to NJDEP and request what their action plan is, and if they do not have one, that they put a plan in place. The motion was accepted. Mr. Joe Simonetta, the lobbyist for NJTIA will be going to the NJDEP to get that information for us, and we are awaiting the results of that meeting.

Mrs. Franco thanked Ms. Trapp for her wonderful report, and gave credit to her for working so well with all the municipalities, and with events throughout the island.

Mr. McNicholas distributed tax collection reports for May to the Board.

Correspondence/Communication: Mr. Siciliano reported that we received the Money Ball from the Harlem Globetrotters. We hit a box office record for the Wildwoods Convention Center.

Motions: None.

D. Chairperson's Report

Mrs. Franco stated that she is very proud of the Borough of Wildwood Crest. The Fitness Park, and music is wonderful. Frank Basile and Brian Cuniff have stepped up to the plate and are attracting large crowds and are very successful. The funding the committee has given them has been well worth it and it's a beautiful venue. They have proven that they can do the job and it will only get better.

Mr. Patterson distributed Calendar of Events for the Borough of Wildwood Crest.

Mrs. Franco reported that she spoke with Joe Salerno recently, and he asked about digital signage that the GWHMA asked for assistance with from GWTIDA. Mr. Siciliano stated that this matter was discussed in July of 2008, and Mr. Siciliano recently spoke with Steve Tecco, President of GWHMA about the same issue. If the GWHMA would like to bring this matter up again, they should do so in writing or schedule a meeting to revisit the matter.

Mr. Montello asked about getting GWTIDA assistance for lighting for the Wall in Columbus Park. Mr. Johnson stated that per Commissioner Brannen, the City of Wildwood is looking into it. This will be further discussed in Part 2 of the meeting.

Committee Reports:

- **Buildings and Grounds** – Minutes of the Buildings & Grounds Committee Meeting were included in the packet.
- **Finance** – Mrs. Erceg stated that there is nothing further to report at this time.
- **Housing** – Mr. Crossen stated that there is nothing further to report at this time.
- **Staffing** – Mrs. Franco thanked all the staff for all they do and stated that there is nothing further to report at this time.

Mrs. Franco discussed the lighting of the tower, which was phase 2 of the Arts Project for the building completed by artist Chris Freeman, and looks beautiful. Phase 3 is scheduled to begin on August 16th, with a second portion to begin sometime in October 2010. Mr. Siciliano further explained the project to the Board.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

E. Final Public Comment – Nothing.

F. Executive Session – Nothing.

G. Any matter of immediate attention

Nothing.

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

Mr. Johnson made a motion to go into the GWTIDA portion of the meeting, second by Mrs. Crossen.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Absent
Mr. Morey	Yea	Mr. DeMonte	Yea
Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Yea

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

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WILDWOODS CONVENTION CENTER**

REGULAR MEETING, THURSDAY, JULY 15, 2010

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from June 17, 2010 were approved.

B. Public Comment

Nothing.

C. Executive Director’s Report

Department Updates – Included in the board packet was an Events Department Update and a Finance Department Update for July 2010. There were no questions.

Mr. Siciliano discussed the update on the 1.85% tax and 2% tourism tax collections, which were distributed to the Board. Currently, we are \$4,400 behind plan on the 2% tourism tax, and down 11% on the 1.85% tax. Mr. Siciliano then reviewed the figures and process with the Board.

Mr. Siciliano stated that there is one item that will be discussed in Executive Session.

Mr. Patterson had questions regarding the development of an Air Show, which were answered by Mr. Siciliano, who stated that nothing is planned for this year; however, we hope to have an event next year. Mr. Siciliano spoke with Will Morey and met with Dr. Salvatore, and will reach out again to Will Morey. We would like to possibly have the event next year.

Mr. Siciliano asked the Board to review the fireworks this Friday and provide feedback to either Mr. Johnson or Ms. Trapp. Patrick Rosenello is in discussions with Jack Serpico, from the laser company. We want to be sure the laser show is living up to what GWTIDA thought they were getting. The laser show was bought because we thought it would be an added “wow”, however it seems that the lasers can only be seen from the Boardwalk. This was not the idea that GWTIDA wanted or what was presented to us.

Correspondence/Communication – Nothing.

Motions:

Mr. Johnson made a motion to approve the Bill List in the amount of \$332,654.44, second by Mr. Patterson.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Absent
Mr. Morey	Yea	Mr. DelMonte	Yea

Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Yea

Motion moved and approved.

D. Chairperson's Report

Committee Reports:

Advertising: Mr. Johnson reported that the minutes of the Advertising Committee meeting on June 17th were included in the packet. There were no questions. Mr. Johnson also discussed the Events Department update. In the last month, the Italian Festival, BBQ and Blues Festival and Centennial Celebrations went very well. There was also a Wings N Things Festival and Restaurant Week. The Wildwoods are doing a fabulous job with events. A presentation was given to the committee by Paramore-Redd for social media marketing. The committee passed the proposal and we will now be on Facebook. We were concerned with negative comments, however the company will deal with the negative comments (less than 10%), and the committee was very impressed with the presentation. There is a one-time set up fee of \$4,000, and a monthly upkeep fee at \$1,350 per month. We can then take over the upkeep at any time and drop the \$1,350. The committee will be very involved in how it is set up and how it is monitored, and how responses will go out. Mr. Johnson also reported that Philly.com and Comcast.net did not bring back anywhere near the response that was anticipated.

Mr. Morey discussed reality TV, the amusement industry and the fact that if you have a good product, people will talk positively about it, leave the negatives up there. You can't buy advertising anymore. Good to use word of mouth.

- **Appropriations:** Mrs. Erceg stated that there is nothing further to report.
- **Finance:** Mrs. Erceg stated that there is nothing further to report.
- **Staffing:** Mrs. Franco state that there is nothing further to report.
- **Strategic Planning:** Mr. Morey stated that there is nothing further to report.
- **Housing:** Mrs. Crossen stated that there is nothing further to report.

Old Business – Nothing.

New Business – Nothing.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

E. Final Public Comment – Nothing.

F. Executive Session

Mrs. Erceg 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. Johnson.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Absent
Mr. Morey	Yea	Mr. DeMonte	Yea
Mrs. Crossen	Yea	Ms. Ostrander	Absent
Mr. Montello	Yea	Mr. Patterson	Yea

Motion moved and approved.

Mr. April stated that in Executive Session, the Chairperson recused herself from the discussion. The Board held a lengthy discussion concerning N.J.S.A 40:54D-14.1, the Tourism Assessment Fund, and how it could be impacted and affected by a proposal from the City of Wildwood to park vehicles on the beach. No formal action was taken in Executive Session. No formal action will be taken in Open Session. The purpose of the discussion was to bring the Board of Directors up to date on what is going on and what our particular options are.

Mr. April stated that there was also a discussion concerning contractually creating a recreational area or more types of recreational uses of the beach as it relates to water related activities. No formal action was taken.

Mr. Morey discussed passing the above item to the Strategic Planning Committee, and work with the City of Wildwood in developing a plan to show what the committee would endorse. Mrs. Franco stated that hopefully the City of Wildwood will re-review and move forward with the recreation beach. Additional discussion ensued. This matter will go to the Strategic Planning Committee.

G. Any matter of immediate attention

The next GWTIDA Board Meeting and Re-Organization Meeting will be held on Thursday, August 19, 2010.

H. Motion to Adjourn

Mrs. Erceg made a motion to adjourn, second by Mr. Patterson.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Absent

Mr. Morey	Yea
Mrs. Crossen	Yea
Mr. Montello	Yea

Mr. DeMonte	Yea
Ms. Ostrander	Absent
Mr. Patterson	Yea

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary