

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

REGULAR MEETING, THURSDAY, JULY 21, 2011

**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.

Salute to flag.

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	Present
Mr. Morey	Absent	Mr. DeMonte	Present
Mrs. Crossen	Present	Ms. Ostrander	Absent
Mr. Montello	Present	Mr. Patterson	Present

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

A. Approval of Minutes

Mr. Johnson made a motion to approve the minutes from June 16, 2011, second by Mr. Reidenbach.

Roll Call:

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

Motion was moved and approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – July 2011
- Finance Update – July 2011
- Housing Update – July 2011
- Marketing/Public Relations Update – July 2011
- Sales Update – July 2011
- SMG Update – July 2011

WellBread Update – July 2011

There were several questions on the Executive Director's Reports.

Mr. Reidenbach had questions regarding parking revenue. Per Mr. Siciliano, parking revenue is up because of both money and number of cars.

Mr. Johnson explained the purpose of meetings had with the Greater Wildwood Hotel Motel Association and the Greater Wildwood Chamber of Commerce, with regards to DVD's.

Mr. Morey arrived at 6:05 p.m.

Mr. Reidenbach had questions regarding a meeting pertaining to parking on the East side of the boardwalk. Per Mr. Siciliano, this is part of the Vision 2015 Plan. A solar farm is also a possibility for the same area.

Ms. Trapp had nothing to add to her Department Update. Mrs. Franco stated job well done.

Mr. Federici reported the department implemented a pretzel portable for Sophisticated Productions, and it went very well.

Mr. Lynch discussed the Entertainment and Sales Committee meeting that was held on June 14th. This month's report and future reports will provide a better understanding of what the department does on a monthly basis and paint a clearer picture of the efforts of the department. Thank you to Mrs. Franco, Mr. Reidenbach and Mr. Johnson. Mrs. Franco stated that on the monthly Board report, she would like to see, under lost business, a reason why the business was lost. Mr. Reidenbach asked about how many recurring vs. how many new on lost business. Mr. DelMonte asked if we could be our own promoter. Update on WWE ticket sales was given. We are currently at 4,400 tickets, and \$147,000 revenue to date. The President of Live Nation will be attending WWE. We are also confident that the Harlem Globetrotters events will do well.

Mr. Rose had nothing further to add to his report. Mr. Johnson stated that total PR equivalency value for May-June 2010 was \$424,105.50. Mr. Rose will compare year to year.

Correspondence/Communication: Nothing.

Motions: Mr. Siciliano stated that at the May 19th GWTIDA Board Meeting, the Board gave authority to correspond with Delaware North regarding a 2 year contract extension. We have received a signed copy from them for their 2-year extension, which is agreed to end in December of 2013.

Mr. Siciliano explained that GWTIDA has been moving forward with taking the steps necessary to try to have the v-zone line redrawn in the area around the convention center. Currently, the V-Zone line at Montgomery Avenue goes from the Boardwalk out to Ocean Avenue, then South along Ocean Avenue. We want to have it moved from Ocean Avenue back to at least the Boardwalk, removing the

entire lot earmarked for future development.

The GWTIDA Board had authorized Mr. Siciliano to file application for a USDA grant through Triad Associates to cover the cost of the V-Zone application and professional fees.

It was reported to the Board, on a couple of occasions, that due to the Federal Government not being able to finalize their 2011 budget, that the USDA was unable to award any program grants until the budget was approved. Actually, there was no way that the staff at USDA could know what was going to be available during this period, until the budget was approved and they learned what was appropriated to them. Month after month the government continues to work without a formal budget.

Based on that information, we made the decision to move forward with the V-Zone professional contracts, because we did not want to lose any more time. Subsequently, GWTIDA did receive approval of the USDA grant, and will be able to get reimbursed for \$19,000 worth of the costs of the V-Zone removal.

Based on this information, we asked for two proposals for what the Strategic Planning Committee feels is the next logical step. That is the Hotel Study. Currently, both proposals that we received have come in under \$20,000. One at \$17,500 and the other at \$19,000.

In a conversation with Triad Associates, the possibility exists that we could get another grant to cover that cost, however it is not guaranteed nor can it be approved until at least October 2011.

Mr. Siciliano believes it is in the best interest of the Wildwoods to obtain this study. The monies that we had earmarked for the V-Zone can be reassigned to the Hotel Study and if approved, we can turn the project over to the Strategic Planning Committee to meet with the bidder or bidders to solidify what it is we want and need from the study.

We are looking for the Board to put a motion on the floor to approve \$22,000, which should cover any and all cost associated with the study and let the Strategic Planning Committee work on the timing, strategy and implementation of the study.

Additional discussion ensued.

Mrs. Johnson made a motion to approve funding in the amount of \$22,000 for a hotel study and for the Strategic Planning Committee to move forward with timing, strategy and implementation of the study, second by Mr. Morey.

Roll Call:

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

Motion was moved and approved.

Mrs. Franco thanked Mr. Siciliano for his diligence and persistence with the issue.

D. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. Reidenbach stated that Tioga Energy has not received financing to date for the Solar Project. Mr. Siciliano stated that on Monday, we received an email from Tioga Energy that they are moving forward with putting together their own financing, and are looking forward to doing so. As far as upgrading the marquee, we are waiting to receive a response from Ed Malandro from Sun Bank. Even if we do not receive a favorable response, we will move forward on our own.
- **Finance** – Mrs. Erceg stated that there is nothing to add at this time. Mr. Johnson discussed 2% tourism tax increase.
- **Housing** – Mrs. Crossen stated that there is nothing to add at this time.
- **Staffing** – Mrs. Franco stated that a meeting was held and minutes were included in the packet. It was a great and productive meeting.

Old Business: Nothing.

New Business: Mr. Siciliano stated that the Arts Package last phase is complete. A ribbon cutting was held for artist Tom Nussbaum's portion of the package on July 20th and went very well. Mr. Johnson suggested that the Board view the plaque at the top of the ramp in front of the main entrance of the building.

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

Roll Call:

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

Mrs. Crossen
Mr. Montello

Yea
Yea

Ms. Ostrander
Mr. Patterson

Absent
Yea

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

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WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JULY 21, 2011

Part II – GWTIDA/Advertising and Promotions

A. **Approval of Minutes**

The Meeting Minutes from June 16, 2011 have been 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 2011. There were no questions.

Correspondence/Communication – Nothing.

Motions:

Mr. Reidenbach made a motion to approve the bill list in the amount of \$184,874.39, second by Mrs. Crossen.

Roll Call:

Mrs. Franco	Abstain	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
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 16th were included in the packet. There were no questions. Mr. Johnson reported on the topics of the Advertising Committee Meeting of July 21st, including 2 Advertising presentations seen earlier today, with 2 more to be seen next Tuesday. It was exciting to listen to fresh ideas about the Wildwoods and the convention center. Suasion Communications 1-year contract extension, logo use, commercials of other towns, vendor restrictions for events, Doug Hunsburger proposal, and fireworks were also discussed. Mr. Johnson reported that we will report on the lasers after this Friday. He asked the Board to view the fireworks and let him know if the lasers were able to be seen. If so, from what location? Mrs.

Franco stated that the fireworks are well done with great clarity. The quality of the fireworks has stepped up. Facebook and Paramore Redd was discussed. We will continue to work with Paramore Redd until October, and then will handle facebook in-house. Mr. Johnson also discussed beach fee issue. There are statements being made that the Wildwoods beaches are filthy because of day trippers. However, we spend a lot of money to clean our beaches. Mr. DelMonte reiterated that the municipalities do a tremendous job in keeping our beaches clean. Mrs. Erceg stated that those kinds of statements are contrary to our advertising and contrary to reality. Can we send a letter and take a formal position? After additional discussion, it was agreed that we will let it go for now and Mr. Montello will speak with Mayor Troiano. Mr. Patterson discussed billboard on the Expressway. Although we thought we were originally going to get the West side billboard, we actually were given the East side. It has worked out well. Great job to Mr. Rose.

- **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 the Lt. Governor will be in town for a fundraiser on Friday, June 22nd. Before that event, she will meet with Mr. Morey and others to review the 2015 Plan.
- **Housing:** Mrs. Crossen stated that there is nothing further to report.
- **Entertainment/Sales:** Mrs. Franco stated that the committee met and minutes were included in the packet.

Old Business – Nothing.

New Business – Mrs. Franco, Mr. Siciliano and several members of the Board thanked Mrs. Erceg for her 20 years of dedication and service to GWTIDA, the Wildwoods Convention Center and the Wildwoods. She has been a wonderful asset to the community and has accomplished a great deal during her tenure. We are all saddened to see her have to leave an organization she has worked tirelessly for, for so many years. Mrs. Erceg has been a part of a wonderful history. Her wisdom and knowledge were instrumental to our organization, and we will continue to carry forward the great direction that she brought to GWTIDA.

Mrs. Erceg thanked the Board for their comments and stated that all the work and effort was well worth it. She would not have traded it for the world.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

E. Final Public Comment – Nothing.

F. Executive Session

Nothing.

G. Any matter of immediate attention

The next GWTIDA Board Meeting will be held on Thursday, August 18, 2011. The annual Re-Organization will begin at 6:00 p.m. followed by the regular Board Meeting.

H. Motion to Adjourn

Mrs. Erceg made a motion to adjourn, second by Mrs. Crossen.

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary