

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

REGULAR MEETING, THURSDAY, JUNE 16, 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	Present	Mr. DeMonte	Present
Mrs. Crossen	Present	Ms. Ostrander	Present
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 May 19, 2011, second by Mr. Reidenbach.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Abstain	Mr. DeMonte	Abstain
Mrs. Crossen	Yea	Ms. Ostrander	Yea
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 – June 2011
- Finance Update – June 2011
- Housing Update – June 2011
- Marketing/Public Relations Update – June 2011
- Sales Update – June 2011
- SMG Update – June 2011

WellBread Update – June 2011

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

Ms. Trapp mentioned that there was some nice correspondence received from Dr. Salvatore regarding our participation and partnership for the event at the Naval Air Station Wildwood.

Mr. Federici reported that all is well, and Mr. Johnson stated that he heard that the food for the Middle Township High School Prom was excellent. An update was given on the interim chef in the facility.

Ms. Kane reported they are working with the VFW convention that is currently in the building. The recent wedding held in the building was phenomenal. It was a great Wildwood wedding that also included photos on the Boardwalk and amusements.

Mr. Lynch reported that we have hosted 20 groups and 17,000 people since the last GWTIDA Board Meeting. WWE tickets are on sale and we are working with the Harlem Globetrotters. New bookings include an Irish Dance competition in April.

Mr. Rose stated that we are working on updating our email address list. Once updated, we will be able to send out more information and keep in constant communication with businesses. Mr. Rose also discussed the PR that was generated, which was over \$1 million. (\$800,000 is our entire budget.) Thank you to Ben Rose and staff for all their efforts.

Correspondence/Communication: Nothing.

Motions: Mr. Siciliano discussed creating a reserve fund for our roof. Engineering report was obtained and calls were made to gather additional information. Due to not having current numbers from BirdAir, the resolution was redrafted. History was discussed. Our reserve is very important, and we only have so much. The purpose is that there is a capital plan in place as part of our operations budget. That plan is adopted by NJSEA. For 2011-2015, the capital plan is \$399,400 or \$80,000 per year for 5 years. Mr. April believes we should have a resolution to adopt the Capital Budget Plan, and solidify the capital plan that is in place. Mr. Morey had questions on the original roof, which were answered by Mr. Siciliano. The design life of the original roof is 20 years. The history of the Maintenance Reserve was discussed. Omnibus Agreement stipulates revenues are earmarked. The resolution substantiates #2 in the Omnibus Agreement. It was suggested by Mr. Morey that we obtain a study forecasting our future maintenance needs. Per Mr. Siciliano, we are working to have larger components (compressors, etc) information. We will work on getting those numbers.

Mrs. Erceg made a motion to adopt a 5-year capital budget plan, in the amount of \$399,400 or \$80,000 per year as part of the overall Business Plan for 2011-2015, second by Mr. Reidenbach.

Roll Call:

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

Motion was moved and approved.

D. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. Siciliano gave an update on our marquee. Due to having many maintenance issues with our marquee, Daktronics is offering to give us 2 new signs (electronic portion) at no cost to us. However, they have also offered to upgrade to video quality LED at a cost of \$25,000. Per the committee, we will move forward with upgrade and Sun Bank will be approached for a contract extension for 2 years. Mr. Siciliano will follow up.
- **Finance** – Mrs. Erceg stated that there is nothing to add at this time.
- **Housing** – Mrs. Crossen stated that there is nothing to add at this time.
- **Staffing** – Mrs. Franco stated that a meeting will be held in the near future.

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

Mrs. Erceg Yea
Mr. Reidenbach Yea
Mr. DelMonte Yea
Ms. Ostrander Yea
Mr. Patterson Yea

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

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REGULAR MEETING, THURSDAY, JUNE 16, 2011

Part II – GWTIDA/Advertising and Promotions

A. **Approval of Minutes**

The Meeting Minutes from May 19, 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 June 2011. There were no questions.

Correspondence/Communication – Nothing.

Motions:

Mr. Johnson made a motion to approve the bill list in the amount of \$124,046.13, second by Mr. DelMonte.

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	Yea
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 May 19th were included in the packet. There were no questions. Mr. Johnson reported on the topics of the Advertising Committee Meeting of June 16th, including what a wonderful job the Borough of Wildwood Crest is doing with their website and video, smart phone applications, supermarket checkout videos – 60 locations, however Walmart has not approved our video, and North Wildwood was featured in Better Homes & Gardens Magazine on p. 206.
- **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 discussed the Cresse Avenue Connector project. It has come a long way and is nearly funded. It will be an iconic entrance to the boardwalk, and we are excited about the project. Job well done, per Mrs. Franco. Mr. Johnson reported that reflectors have been installed on Route 47.
- **Housing:** Mrs. Crossen stated that there is nothing further to report.
- **Entertainment/Sales:** Mrs. Franco stated that the committee will meet in the near future.

Old Business – Nothing.

New Business – Mr. Patterson discussed complaints that he is receiving regarding the trolley not running on weekends. The trolley will not be running until July 1st, and is run by Great American Trolley.

Ms. Ostrander informed the Board that they need assistance at the Oceanview Welcome Center. The center had 11,000 visitors over Memorial Day Weekend, and the Cape May County Chamber of Commerce has removed their staff from the facility. Southern Shore Region had 1 staff member assisting, and they are also trying to place an intern. Any suggestions would be welcome and appreciated. It was suggested that Ms. Ostrander contact the 55+ Program, which is funded by the State of New Jersey. Tracey DuFault is the contact person for that program. It is critical that the facility is well-staffed, as volume of customers is increasing. Ms. Ostrander will estimate budget of Southern Shore staff person and send to Mr. Siciliano.

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, July 21, 2011.

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	Yea

Mr. Montello Yea

Mr. Patterson Yea

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary