

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

**REGULAR MEETING, THURSDAY, NOVEMBER 17, 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 | Mr. Reidenbach | Present |
| Mr. Johnson  | Present | Mr. DeMonte    | Present |
| Mr. Morey    | Absent  | Ms. Ostrander  | Present |
| Mrs. Crossen | Present | Mr. Patterson  | Absent  |
| Mr. Montello | Present | Mr. Byrne      | Present |

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

**A. Approval of Minutes**

**Mr. Reidenbach made a motion to approve the minutes from October 20, 2011, second by Mr. Byrne.**

Roll Call:

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

**Motion was moved and approved.**

**B. Public Comment**

Mrs. Franco welcomed Ann and John Fitzgerald of Wildwoods Hydrofest to the meeting. Ann stated that there were 65 race teams this year and they were happy and proud to once again host the Governor's Cup. Teams want to be at this event, as it is a first class event. A plaque was presented to GWTIDA, as well as a watercolor abstract of the event and Governor's Cup trophy. The new digital billboard worked out very well and there is hope that more businesses will utilize it to advertise next year. John Fitzgerald provided the board with an update on the Eastern Divisional Championships. We are hosting the third highest ranking event. Ann and John Fitzgerald once again thanked the GWTIDA Board and staff, and Mr. Rose for all of their support.

Mr. Johnson stated that Signature Communications won the RFP to represent GWTIDA again for the next three years. The board does not usually have the opportunity to see the presentation that the Advertising Committee sees. Tony DeMarco has done a phenomenal job.

Mr. DeMarco presented the 2012 Advertising Campaign. The success of the Wildwood Days campaign was discussed. Competitors and associates want to follow us. We are now getting additional competition and need to find new ways to market the Wildwoods. 9 million people "Love those Wildwood Days". Each has a passion for something different. What do they love most? Wildwoods pride can be infectious. Strategy of Campaign was discussed. "Share the Love", which is a continuation of Love those Wildwood Days. Let real people express their love for the Wildwoods to the world. Induce viral participation through traditional advertising and guerilla marketing. Relying on people who come here to tell about the Wildwoods. Goal of the campaign was discussed. Goal is to promote the islands uniqueness, variety and beauty. Continue to reach our core customers and cultivate a younger audience. Expand our market. We are all the Wildwoods type. "What do YOU Love" ads were presented. Billboards shown. Billboards will not go up until after TV and radio, and are also a continuation of Love those Wildwood Days. TV spots were discussed using a story board. All photos will compile into one W. Mr. Johnson has truly appreciated working with Mr. DeMarco, and also discussed the upcoming video shoot with Bobby Rydell.

**C. Executive Director's Report**

Included in the board packet were:

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

There were questions on the reports regarding the Appropriations Committee Meeting. That meeting was held at the Greater Wildwood Hotel Motel Association, and we were invited by the GWHMA. Mr. Johnson stated that this is the single most important item for next year and recommended that we obtain the minutes of that meeting.

Mr. Rose discussed mobile website for smartphones.

Ms. Trapp stated that 80% of applications are in, and the committee will be meeting soon. Mr. Johnson stated that Ms. Trapp does a phenomenal job organizing the events on the island.

Mr. Lynch stated that the Entertainment and Sales Committee met today and discussed what the department does, and what we can do to drive more business to the facility. Mr. Reidenbach had questions regarding Stockton College music series, answered by Mr. Lynch. He also reported that the Cape May County Special Services Dinner went well and DE North did a great job.

Ms. Kane stated that the City of Wildwood will be fixing and covering the debris in the dunes. Holiday décor in the building is almost complete.

**Correspondence/Communication:** Nothing.

**Motions:** None.

**D. Chairperson's Report**

**Committee Reports:**

- **Buildings and Grounds** – Mr. Reidenbach stated that he had nothing to add. Mr. Siciliano stated that Tioga is still trying to obtain financing for the Solar Project. They have an option to opt out; however they are not doing so, and are trying to get the project moving forward.
  
- **Finance** – Mr. Johnson discussed the fact that in looking at the tax numbers, the lodging industry took a hit from Hurricane Irene. Mr. Siciliano reviewed the Statement of Operations and overall budget. Our 2% tax numbers in August took a \$576,000 hit, and the plan is based on a 5-year history. We are currently 2% over plan. Mr. Byrne had questions regarding the timing and process of getting the tax numbers provided to us, answered by Mr. Siciliano. We may make up more money once additional information is available.
  
- **Housing** – Mrs. Crossen stated that she had nothing further to add.
  
- **Staffing** – Mr. DeMonte stated that he had nothing further to add.

**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             Absent  
Mrs. Crossen         Yea  
Mr. Montello         Yea

Mr. Reidenbach      Yea  
Mr. DeMonte         Yea  
Ms. Ostrander        Abstain  
Mr. Patterson        Absent  
Mr. Byrne             Yea

**Motion moved and approved.**

Respectfully,

Fran Feketics  
Board Secretary

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WILDWOODS CONVENTION CENTER**

**REGULAR MEETING, THURSDAY, NOVEMBER 17, 2011**

**Part II – GWTIDA/Advertising and Promotions**

**A. Approval of Minutes**

The minutes from the October 20, 2011 meeting has 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 November 2011.

Mr. Siciliano discussed Cash Flow and December collections. Report is on cash basis. Mr. Johnson commented that the Roger Brooks presentation last month was great, and he learned a lot about how branding works. Branding is what you are, not what you advertise.

Mr. Siciliano stated that as in November board meeting in the past, a tentative list of board meeting dates for 2012 has been provided for board members review. Action will be taken to approve dates at the December meeting.

**Correspondence/Communication** – Nothing.

**Motions:**

**Mrs. Crossen made a motion to approve the bill list in the amount of \$86,270.10, second by Mr. Johnson.**

**Roll Call:**

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

**Motion moved and approved.**

Mr. Siciliano stated that we received and provided a bid report for printing of the calendar of events. We received 7 bid responses, with one being non-responsive. The successful bidder was Mark Lithography.

**Mr. Johnson made a motion to award the contract for the Printing of the 2012 Calendar of Events to Mark Lithography, in the amount of \$23,995.00, second by Mr. DelMonte.**

Roll Call:

|              |        |                |         |
|--------------|--------|----------------|---------|
| Mrs. Franco  | Yea    | Mr. Reidenbach | Yea     |
| Mr. Johnson  | Yea    | Mr. DelMonte   | Yea     |
| Mr. Morey    | Absent | Ms. Ostrander  | Abstain |
| Mrs. Crossen | Yea    | Mr. Patterson  | Absent  |
| Mr. Montello | Yea    | Mr. Byrne      | Yea     |

**Motion moved and approved.**

**D. Chairperson's Report**

Mrs. Franco stated that the Chairperson of the Authority creates committees and also assigns members to them. She also asked if committee chairs were happy with their members.

**Committee Reports:**

- **Special Events:** Mr. Siciliano discussed the Event Funding report which was distributed by the Finance Department. There were two changes needed to be made to the report. First, Restaurant Week showed that it was over funded by a little over \$3,000. After review, we found charges made to that line item were erroneous and the final amount charged to Restaurant Week should have been \$15,500, which is under the \$16,000 provided. Second is Changes in Latitude, the GWTIDA July 4<sup>th</sup> event in Fox Park was showing \$6,000 in funding when it was adjusted to \$8,000. That change kept the event funding in line with expenses.
- **Advertising:** Mr. Johnson discussed the DVD mailers which will be sent out for the 2012 season. He also informed the board that the Bobby Rydell commercial shoot is scheduled for tomorrow. Suasion Communications will present at the December board meeting. Jamie Hallman has taken over our facebook page and is doing a phenomenal job. "What Do You Love" campaign was further discussed.
- **Appropriations:** Mr. Siciliano discussed the Greater Wildwood Hotel Motel Association Appropriations meeting held at their facility. Mr. Siciliano was tasked with getting information on TDF's from all three municipal clerks, including all TDF's collected in 2011 per category. The cities will be provided with suggested incremental increases per category to show what these increments would provide in additional funding. Mr. Siciliano will share with the GWTIDA Appropriations Committee.
- **Finance:** Mr. Siciliano stated that there is nothing further to report.
- **Staffing:** Mrs. Franco stated that there is nothing further to report.

- **Strategic Planning:** Mr. Siciliano stated that there is nothing further to report.
- **Housing:** Mrs. Crossen stated that there is nothing further to report.
- **Entertainment/Sales:** Mr. Montello stated that the committee met today and those minutes will be included in next month's report.
- **Special Events:** Applications are coming in and being reviewed. A meeting was held; it was a good meeting and will continue to flow with Mr. DelMonte as the new Chair.

**Old Business** – Nothing.

**New Business** – Nothing.

**Policies/Procedures** – Nothing.

**Correspondence/Communication** – Nothing.

**E. Final Public Comment** – Mr. Siciliano thanked Mr. Johnson for all he has done and for his enthusiasm and that he will miss him. Mr. Johnson appreciates Mr. Siciliano's statement and stated that Mr. Siciliano does a phenomenal job. Mrs. Franco also thanked and commented on Mr. Johnson's service to GWTIDA and that he will be missed.

**F. Executive Session**  
**Mr. Johnson 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 Mrs. Crossen.**

Roll Call:

|              |        |                |        |
|--------------|--------|----------------|--------|
| Mrs. Franco  | Yea    | Mr. Reidenbach | Yea    |
| Mr. Johnson  | Yea    | Mr. DelMonte   | Yea    |
| Mr. Morey    | Absent | Ms. Ostrander  | Yea    |
| Mrs. Crossen | Yea    | Mr. Patterson  | Absent |
| Mr. Montello | Yea    | Mr. Byrne      | Yea    |

**Motion moved and approved.**

Mr. April stated that in Executive Session the board discussed a proposed contract with Diane McGraw of Red Eye Entertainment Inc. doing business as McGraw

Productions. In Executive Session, no action was taken. Terms and compensation of the contract was discussed. Mr. Byrne had questions on what budget this would come out of, and it was replied that it would come from the Event Budget. Worse-case scenario, we have less events. There is \$900,000 surplus in the event fund, best case scenario we get our investment back.

**Mr. Johnson made a motion to give the Chairperson and the Executive Secretary the authority to sign McGraw Productions agreement, on behalf of GWTIDA, on behalf it comes back signed by Diane McGraw, second by Mrs. Crossen.**

Roll Call:

|              |        |                |         |
|--------------|--------|----------------|---------|
| Mrs. Franco  | Yea    | Mr. Reidenbach | Yea     |
| Mr. Johnson  | Yea    | Mr. DelMonte   | Yea     |
| Mr. Morey    | Absent | Ms. Ostrander  | Abstain |
| Mrs. Crossen | Yea    | Mr. Patterson  | Absent  |
| Mr. Montello | Yea    | Mr. Byrne      | Yea     |

**Motion moved and approved.**

Mr. Siciliano stated that approximately one week ago, a request was made to discuss the Marketing Department and personnel. The question arose as to how that discussion could take place, meaning, in Open Session or Closed Session.

The explanation was given that if the Board Members were going to go into Executive Session to discuss personnel, then the individual or individuals that were to be discussed must be given a Rice Notice, they also have the right to be there, and also request the discussion to be in Executive or Open Session.

We were informed that the discussion was only going to address the Marketing Department and not individuals. It was also discussed, that it is very difficult, if not impossible to discuss a department without mentioning personnel in that department.

Mr. Siciliano stated that he was never given any specific information that he could research or look into for the board. He had asked to have the concerns put in writing so that he could look into the matter(s) and provide answers. That request was never responded to in written form.

The decision was made not to give Rice notice to any employee.

At the meeting, Ms. Ostrander's stated that she felt that the Marketing Department could be doing better. Sometimes we settle for mediocrity. Mrs. Franco responded that we can always do better and will hopefully always continue to strive to be the best.

Ms. Ostrander also informed the Board that the November 2011 meeting was going to be her last board meeting. Members of the Board wished her well and thanked her for her services to GWTIDA.

There was no other discussion on the matter, and Mr. April suggested that if there were other concerns that needed to be addressed that the Executive Director, the Board Chairperson and Board members, with concerns could meet to discuss those matters.

**G. Any matter of immediate attention**

The next GWTIDA Board Meeting will be held on Thursday, December 15, 2011.

**H. Motion to Adjourn**

**Mr. Reidenbach made a motion to adjourn, second by Ms. Crossen.**

Roll Call:

|              |        |                |        |
|--------------|--------|----------------|--------|
| Mrs. Franco  | Yea    | Mr. Reidenbach | Yea    |
| Mr. Johnson  | Yea    | Mr. DelMonte   | Yea    |
| Mr. Morey    | Absent | Ms. Ostrander  | Absent |
| Mrs. Crossen | Yea    | Mr. Patterson  | Absent |
| Mr. Montello | Yea    | Mr. Byrne      | Yea    |

**Motion moved and approved.**

Respectfully Submitted,

Fran Feketics  
Board Secretary