

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

REGULAR MEETING, THURSDAY, AUGUST 16, 2018

**Part I - OPERATIONS
GWTIDA as agent for NJSEA**

Call to Order: The Meeting was called to order by Mr. Byrne at 6:00 p.m.

Roll Call:

Mr. Byrne	Present	Mr. Patterson	Present
Mr. DelMonte	Present	Mr. Barnabei	Absent
Mr. Reidenbach	Present	Mr. Greenland	Present
Mr. Morey	Present	Mr. Hamlin	Absent
Mr. Montello	Present		

Also present were Mr. Siciliano, Ms. Trapp, Mr. Rose, Mr. April (via phone), and Ms. Feketics.

A. Approval of Minutes

Mr. Greenland made a motion to approve the minutes from the Regular Meeting on July 19, 2018, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Abstain	Mr. Barnabei	Absent
Mr. Reidenbach	Abstain	Mr. Greenland	Yea
Mr. Morey	Yea	Mr. Hamlin	Yea via email
Mr. Montello	Yea		

Motion was moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – August 2018
- Finance Update – August 2018
- Housing Update – August 2018
- Sales Update – August 2018
- SMG Update – August 2018
- Delaware North Update – August 2018

Mr. Byrne discussed the Statement of Operations. The 2018 budget is for 12 months. The 2018 actual is year-to-date. Actual is \$2 million, and 2018 is \$607,000. We have not yet received June or July numbers.

Mr. Greenland stated that there was a 4% increase in Food and Beverage revenue from the Tattoo Convention.

Mr. Patterson stated that revenue is down in the parking lots.

Mr. Greenland mentioned that as stated in the SMG Update, there are some administrative changes that have been made due to an evaluation and restructure of SMG, by SMG. Mr. Siciliano further explained the following:

- Bob McClintock, Senior Vice President of SMG has met and evaluated their company's presence in the Wildwoods Convention Center over the last several months.
- It was determined that the Director of Operations position would be eliminated and that Dale Frey and Brittany Toland would be reporting to Mr. Siciliano directly. An email was sent to the GWTIDA board once the restructure was complete.
- It was decided that Dale would handle plant and facility operations and Brittany would handle events operations.
- During the restructure, Justin Cox returned to the Wildwoods Convention Center in his capacity as Event Coordinator.
- Subsequently, we were informed that Brittany Toland accepted a position in South Carolina and will be relocating there at the end of August. Brittany's last day with us will be August 31st. Brittany has been a great asset to our facility and we wish her well in her future endeavors.
- As a result of Brittany's departure, Dale Frey will now be head of facilities and Justin Cox will move forward to the position of Senior Event Manager. Interviews will be conducted in order to hire an Events Coordinator, to work under Justin's direction. We will then bring in a third, entry-level events position to handle some of the smaller events.
- Mr. Siciliano will deal with Dale Frey on facilities and Justin Cox on events.
- In addition, Operations Manager Chris Davis has been filling in as needed, as an Event Coordinator over the past month, in addition to his role as Operations Manager. Thank you to Chris for going above and beyond.
- We will continue to work to fill all open positions and are confident moving forward that all will be well and we will have no issues taking on any challenges ahead.

Mr. Patterson asked about Robert McNicholas open position. Siciliano replied that Michaela Carlino has been working under his wing, she has been great and is going through the second phase of purchasing agent school. She could possible take on that role and then we would fill in the gap created under her. Mr. McNicholas also was our IT person. So we have created a new position which will be an Engineer/IT individual. First interviews were held today. This individual will handle all IT requirements of the facility and then also handle some in-house AV needs.

Mr. Reidenbach asked about the possibility of hiring interns, to which Mr. Siciliano replied that we have done that in the past, however would like to fill the positions on a more permanent basis at this point.

Correspondence/Communication: None.

Motions: Mr. Siciliano stated that we went out to bid for Food & Beverage Services at the Wildwoods Convention Center. One bidder responded – DE North. It would be a management fee contract in the amount of \$92,000. They have proposed to maintain that level for the next 5 years.

The Harlem Globetrotters visited the Board Meeting and talked about how happy they are to be in the Wildwoods and have the great partnership they have with us.

Mr. Reidenbach made the motion to award the contract for Food & Beverage Services at the Wildwoods Convention Center to DE North, in the amount of \$92,000 per year, beginning on January 1, 2019 and ending on December 31, 2023, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Yea	Mr. Greenland	Yea
Mr. Morey	Yea	Mr. Hamlin	Absent
Mr. Montello	Yea		

Motion was moved and approved.

D. Chairperson's Report

Mr. Byrne reiterated meetings held throughout the month.

Mr. Byrne also provided the board with a convention center hotel update.

Mr. Ralph Marra and Mr. Kevin Evans of NJSEA scheduled a conference call with Mr. Siciliano and Mr. Byrne on August 1st. They wanted to know where we were with the project, and what our next move was. NJSEA also informed us that they had a visit from some developers who wanted to discuss building over our parking lots. Mr. Siciliano and Mr. Byrne informed NJSEA that they had no knowledge of this meeting, and that GWTIDA would like to be notified in the future of any other meeting requests regarding our parking lots. Mr. Byrne also stated during the call that there has been no progress on the parking issue as it relates to the convention center hotel.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that the ACIR Sound & Light project is being put on hold. More importantly, we will be completing a fencing project under the building, and are very happy with Dale Frey and his crew. Ground lights at Wildwoods sign was also discussed. Light fixtures were found. Great job to crew for taking initiative and saving money.

Old Business: None.

New Business: None.

Policies/Procedures: None.

Correspondence/Communication: None.

E. Executive Session – None.

F. Any matter of immediate attention - None.

- G. **Motion to go into the GWTIDA/Advertising portion of the meeting.**
Mr. Reidenbach made a motion to go into the GWTIDA portion of the meeting, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Yea	Mr. Greenland	Yea
Mr. Morey	Yea	Mr. Hamlin	Absent
Mr. Montello	Yea		

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, AUGUST 16, 2018

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of July 19, 2018 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – August 2018
Finance Department Update – August 2018
Marketing/Public Relations Update – August 2018

Mr. Siciliano discussed the Baseball on the Beach event. It is very well done and is a successful event.

Mr. Greenland asked about the Baby Parade. Ms. Trapp stated that the Baby Parade went ok.

Mr. Byrne asked about our cash position. Mr. Siciliano stated that all of our marketing money has been expended, and we have not yet received our tax collections.

Mr. Rose stated that CBS-3 will be broadcasting their weekly show-Summer Fest at Seaport Pier live from 5-6:30 with Ukee Washington, Tori, and Kate Bilo. This will be an hour and a half feature on the Wildwoods. Mr. Siciliano will interview at 5:00, and will discuss the Wildwoods 2nd season and fall campaign. There will be a 6am segment done on the Baseball on the Beach event.

Mr. Hamlin stated the many things going on with coverage on Fox, NBC, ABC, etc. We have received a lot of positive press. Good job to all involved.

Correspondence/Communication – Included in the packet was a thank you from the Siciliano and Lerro families and from our Solicitor Jeff April.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$192,936.12, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Yea	Mr. Greenland	Yea
Mr. Morey	Yea	Mr. Hamlin	Absent
Mr. Montello	Yea		

Motion was moved and approved.

C. Chairperson's Report

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

Committee Reports:

- **Advertising:** Mr. Rose stated that the committee discussed creative for our new fall campaign. Digital ads were also approved. Stay & Play, Bike & Hike, Wine & Dine. Also looked at new taglines recommended by our agency. Our ad campaign remains the same. Our website update continues, and it is a working site, up and running. It is not complete but we are making progress with coding, etc. We are working to select photos and video on every page. The site will also include a trip builder, and have a new Calendar of Events feature.

- **Special Events:** Mr. DelMonte stated that this will be his last meeting, as it is time for him to move on to other things after 10 years on the board. Mr. DelMonte is very excited about where the board is headed. It has been great to work on funding of events and working with great people. Thank you to all. Mr. Byrne added that Mr. DelMonte has tendered his resignation to the City of North Wildwood. He thanked Mr. DelMonte, who has been a great board member and Vice-Chairperson. He has always made time and has helped Mr. Byrne and the board through a lot of times. Mr. DelMonte was also the Chair of the Special Events Committee, and we will discuss moving someone up from within the committee to fill that role.

Mr. DelMonte discussed the basketball tournament that was run by Matt Schiff. Mr. Greenland commented that the committee has given out \$525,000 in event funding to date.

- **Strategic Planning:** Mr. Morey gave an update on the Rio Grande Avenue Project. It has been pushed back one year and re-scheduled to begin in the Fall of 2019.

Mr. Reidenbach asked about redoing the "Thank You for Visiting the Wildwoods" sign on the bridge. This will be looked into.

Old Business – None.

New Business – None.

Policies/Procedures – None.

Correspondence/Communication – None.

D. Public Comment – None.

E. Executive Session – None.

F. Any matter of immediate attention

Our next Board Meeting will be held on Thursday, September 20, 2018 at 6:00 p.m.

- G. **Motion to Adjourn**
Mr. Montello made a motion to adjourn, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Yea	Mr. Greenland	Yea
Mr. Morey	Yea	Mr. Hamlin	Absent
Mr. Montello	Yea		

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary