

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

REGULAR MEETING, THURSDAY, SEPTEMBER 20, 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.

Salute to flag.

The Open Public Meetings Act was read by Mr. Byrne.

Roll Call:

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

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

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from the Re-Organization Meeting on August 16, 2018, second by Mr. Reidenbach.

Roll Call:

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

Motion was moved and approved.

Mr. Reidenbach made a motion to approve the minutes from the Regular Meeting on August 16, 2018, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. Greenland	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Yea	Mr. Hamlin	Yea
Mr. Morey	Yea		
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 – September 2018
- Finance Update – September 2018
- Housing Update – September 2018
- Sales Update – September 2018
- SMG Update – September 2018
- Delaware North Update – September 2018

Mr. Greenland had questions on the VFW building lease, which were answered by Mr. Siciliano. We are working on a lease between GWTIDA and the East Coast Music Hall of Fame. If the lease does not go through, we will turn it back to the City of Wildwood. GWTIDA has no obligation financially.

Mr. Siciliano stated that the June and July collections are in. We are ahead of the 5-year average by 26%. June and July were \$12,000 higher this year over last year.

Mr. Greenland had questions regarding the taxation law. Mr. Siciliano explained that it is still bypassing realtors.

Mr. Patterson had questions regarding Roar to the Shore. The weather was horrible, making for an unsuccessful weekend.

It was noted that Mid-Atlantic Cheer needs over 400 rooms in March.

Mr. Byrne had questions on Futsal, which were answered by Mr. Lynch. To date, we do not have a signed contract for this event.

Correspondence/Communication: None.

Motions: None.

D. Chairperson's Report

Mr. Byrne reiterated meetings held throughout the month.

Committee Reports:

- o **Buildings and Grounds** – Mr. Greenland stated that the fencing under the building is in poor condition and pricing was obtained for replacement. We will be moving forward with Progressive Fencing. We will also be ordering music note and pumpkin GOBO's for the Wildwoods sign.

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. Patterson.

Roll Call:

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

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Re-Organization meeting minutes of August 16, 2018 were approved.
The Regular meeting minutes of August 16, 2018 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

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

Mr. Siciliano stated that we were hoping to have the audit ready, however the fieldwork is complete. Report has been done and reviewed. It was given to the partners for review and we cannot release it without the partners approving release. In the initial review, there were no findings or recommendations. At the October board meeting, we will recommend to accept the GWTIDA audit, prepare the GWTIDA 2019 budget and send to Trenton prior to 60 days before end of year. We would then need to adopt the budget at the December board meeting.

Mr. Byrne had questions on the Events Department update regarding TDC meeting, which were answered by Ms. Trapp. Those meeting are not public right now. Mr. Montello added that the TDC committee is re-vamping their process and reviewing criteria. They are headed in a positive direction.

Correspondence/Communication – Included in the packet was an invitation letter to all island-wide schools to perform at our Family Holiday Celebration on Saturday, December 1st. This is a great event and a great community event.

Mr. Hamlin mentioned working with Margaret Mace School to bring surfers in and teach students. Can we make this island-wide and get some press involvement? Mr. Lynch responded and stated that the hospitality school gets involved as well as the Middle Township students tech class.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$194,467.38, second by Mr. Montello.

Roll Call:

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

Motion was moved and approved.

C. Chairperson's Report

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

Mr. Byrne stated that Mr. Siciliano provided testimony at the NJ Senate Committee Meeting, and was very well received.

A GWTIDA Board Orientation Meeting was held with upcoming board members William Bumbernick and Jeffrey Vasser. This is a good refresher course that includes funding sources, legislation, budgets, NJSEA and the facility. It was well received. Both Mr. Bumbernick and Mr. Vasser will be sworn in at the October board meeting.

Mr. Byrne also stated that he will be reviewing current GWTIDA Board Member Committees and possibly making some changes.

Committee Reports:

- **Advertising:** Mr. Rose stated that the committee is working with Fuselideas to change our advertising tagline. Also, our PR agency conducted a presentation at today's meeting. The committee will review and vote at the October meeting. We will have the same advertising campaign, only the tagline will change. There was also an analytics presentation. Final report will be available next month. Mr. Rose discussed the Wild-O-Meter and recapped unique visit numbers and trends and timing of vacations. We are also developing a new website, which will launch after January 1st. In the meantime we can go to the link and look at the progress. Mr. Montello asked about an Icon Wall on Crest Savings Bank wall.
- **Special Events:** Mr. Montello, the future chairperson of the Special Events Committee, reviewed the items that were discussed at the meeting, including Boots on the Beach event, Italian Festival North Wildwood concerns, Race of Gentlemen moving to October 2019, and getting ready for funding applications. He also thanked Ms. Trapp for all of her hard work on this committee.
- **Strategic Planning:** Mr. Morey discussed the condition of the "thank you for visiting the Wildwoods" sign on the George Redding Bridge. The Greater Wildwood Hotel Motel Association has been contacted and we are awaiting a reply from them.

Old Business – Mr. Byrne gave an update on the convention center hotel. The committee is working with our developer to come up with a solution for parking. For 125 spaces. Several options were researched however not feasible. The developer asked if GWTIDA could look into funding the difference needed to resolve the issue. If we do something of that nature, we would have to nullify the RFP and start the process all over. Mr. Siciliano will discuss with our consultant Tony Peterman, and our developer will be contacted to see if he will in fact still be able to do the project.

Mr. Siciliano read a letter received from DCA in June regarding financial disclosure statements. As of this date forward, GWTIDA board members are expected to fill out these forms. Mr. Siciliano will follow up and give the board information needed.

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. Greenland	Yea	Mr. Barnabei	Absent
Mr. Reidenbach	Yea	Mr. Hamlin	Yea
Mr. Morey	Yea		
Mr. Montello	Yea		

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary