

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

**REGULAR MEETING, THURSDAY, DECEMBER 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	Absent	Mr. Barnabei	Present
Mr. Reidenbach	Present	Mr. Hamlin	Present
Mr. Morey	Absent	Mr. Bumbernick	Present
Mr. Montello	Present	Mr. Vasser	Present

Also present were Mr. Siciliano, Ms. Trapp, Mr. Rose, Mr. Lynch, Mr. Federici, Mr. Cox, Mr. Frey, Mr. April, and Ms. Feketics.

Mr. Byrne introduced Mr. Justin Cox, Senior Events Manager, and Dale Frey, Chief Engineer, to the Board and welcomed them to the meeting.

**A. Approval of Minutes**

**Mr. Barnabei made a motion to approve the minutes from the Regular Meeting on November 15, 2018, second by Mr. Patterson.**

**Roll Call:**

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

**Motion was moved and approved.**

**B. Public Comment – None.**

**C. Executive Director's Report**

Included in the board packet were:

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

Mr. Siciliano stated that we received our 2% Tourism Tax collection from the State of NJ. At \$181,869, we are \$12,000 over plan and \$70,900 more than 2017. Food and Beverage is keeping the numbers up.

Mr. Patterson commented on the Christmas Tree décor in the building and how great it looked.

Mr. Siciliano stated that next year's Family Holiday Celebration will be held on December 14<sup>th</sup>. This year's event went very well. Cheerleading and the FHC will coincide again and those two events work well together.

The convention center participated in the parade and received a 2<sup>nd</sup> Place trophy in the Community Service Division. Great job to all involved in building the float, and participating on the night of the parade.

Mr. Reidenbach had questions regarding the Aetna event that took place in the facility. It was a pension and health care program for teachers, and was a last-minute booking. It was well attended and also a great food and beverage event.

Mr. Byrne had questions regarding the Finance Report, which were answered by Mr. Siciliano.

**Correspondence/Communication:** None.

**Motions:** None.

**D. Chairperson's Report**

Mr. Byrne reiterated meetings held throughout the month.

**Committee Reports:**

- **Buildings and Grounds** – Mr. Siciliano reviewed the Buildings and Grounds Report that was included in the packet. The fencing project is complete. We are working on the new firewall and dates for the installation of new phone system. In 2019 there will be an upgrade to the computers in the facility, with new licenses and a 3-year lease-purchase agreement. Equipment inventory is being conducted. Also re-cleaning of 150 chairs by Stanley Steemer was discussed. There were some additional questions that were answered by both Mr. Cox and Mr. Frey. Mr. Reidenbach had questions regarding the estimate on BirdAir roof repairs, which were answered by Mr. Frey. There were some small tears found in the roof due to sliding ice. Estimate for repair is \$7,800.

**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. Montello.

**Roll Call:**

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

**Motion was moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

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

**REGULAR MEETING, THURSDAY, DECEMBER 20, 2018**

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

**A. Approval of Minutes**

The Regular meeting minutes of November 15, 2018 were approved.

**B. Executive Director's Report**

**Department Updates** – Included in the board packet were:

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

Mr. Siciliano stated that the 1.85% tax collections were received for the month of October, in the amount of \$40,600. This is strictly on hotels only. We are off \$16,000 but ahead \$13,800 from 2017.

Mr. Siciliano also mentioned that the City of Wildwood did a good job with TDF collections, bringing in \$594,000. We met with the Clerk's earlier in the year to review TDF collections. \$60,000 will be going to each municipality, based on collections.

Mr. Reidenbach had questions regarding a meeting held with Matt Schiff, which were answered by Mr. Lynch. It is being worked on and Mr. Schiff is looking to have 2 or 3 events in the facility.

**Correspondence/Communication** – Nothing.

**Motions:**

**Mr. Reidenbach made a motion to approve the Bill List in the amount of \$1,568,053.41, second by Mr. Patterson.**

**Roll Call:**

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

**Motion was moved and approved.**

Mr. Siciliano reiterated that the 1.85% tax reported is through October, and that each city will receive \$289,647. When we get November and December collections, another check will be sent, which goes to beach offset payments.

Mr. Siciliano stated that we need to adopt the 2019 GWTIDA Budget. At the October board meeting, GWTIDA approved the budget, sent it to Trenton, and the State of NJ approved it. It now needs to be adopted.

Mr. April read the resolution into the minutes.

**Mr. Vasser made a motion to adopt the 2019 GWTIDA Budget, as read into the minutes by Mr. April, second by Mr. Reidenbach.**

**Roll Call:**

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

**Motion was moved and approved.**

Mr. Siciliano stated that a proposed 2019 GWTIDA Board Meeting Schedule was distributed to the board last month for review, and asked the board to entertain 2 changes: one being moving the January meeting to January 24<sup>th</sup> due to the Board Secretary being away on vacation, and the second being moving the April meeting to Wednesday, April 17<sup>th</sup> due to Holy Thursday. The board discussed and agreed to the schedule and those changes.

**Mr. Reidenbach made a motion to approve the 2019 GWTIDA Board Meeting Schedule as presented with 2 changes to January and April. New meeting schedule below, second by Mr. Patterson.**

<b>January 24, 2019</b>	<b>July 18, 2019</b>
<b>February 21, 2019</b>	<b>August 15, 2019</b>
<b>March 21, 2019</b>	<b>September 19, 2019</b>
<b>April 17, 2019</b>	<b>October 17, 2019</b>
<b>May 16, 2019</b>	<b>November 21, 2019</b>
<b>June 20, 2019</b>	<b>December 19, 2019</b>

**Roll Call:**

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

**Motion was moved and approved.**

C. **Chairperson's Report**

Mr. Siciliano discussed Air bnb, etc. which is now subject to room occupancy tax. Locally we have the tourism tax. 1.85% comes back to us. Let Clerk's bill in 2019. When pay in 2020, if can't prove to clerk's they paid, we would exempt them from TDF. We have a choice – continue to collect, and the State of NJ collects their money? Or do the cities amend their ordinances? We have no way to quantify. Options were discussed by the board. It was decided to keep the TDF in effect. Mr. Siciliano will meet with auditor. We need to keep the boardwalk safe and the boardwalk restrooms clean.

Mr. Byrne reiterated meetings held throughout the month, including topics such as countywide redevelopment, wayfinding, and WBID meeting. The Rio Grande Avenue Project has accepted a bidder. It was confirmed that we would be moving forward with the sign.

Also, we will be meeting with our hotel developer to discuss different options, and are trying to come up with a plan for parking.

**Committee Reports:**

- **Advertising:** Mr. Barnabei stated that there was no Advertising Committee Meeting today. Also Fuselideas is in the process of negotiating pricing for billboards.
- **Special Events:** Mr. Montello stated that the committee met today and applications are coming in. The committee is expecting a busy January ahead.

**Old Business** – None.

**New Business** – Mr. Reidenbach discussed the Cape May County Technical High School overflow and program. Mr. Siciliano stated that he is an active member of their Advisory Council, and the Jen Siciliano is head of the hospitality and event management and marketing classes. For the last few years, during the 50's Weekend, we have had that class as well as the PAC Center program Middle Township High School students come into the convention center for a day to watch set up and listen to presentations from staff. Staff tries to inform the students of all the different opportunities that exist in the hospitality and convention industry. We also sponsor students from the Cape May County Technical High School at the New Jersey Conference on Tourism in Atlantic City each year. They have a great school and a great program.

**Policies/Procedures** – None.

**Correspondence/Communication** – None.

D. **Public Comment** – None.

E. **Executive Session**  
**None.**

**F. Any matter of immediate attention**

Mr. Vasser provided an update to the board on several matters. He thanked the board members who attended the NJ Conference on Tourism. Highlights on the Division of Travel and Tourism were discussed including they will be bidding on a new advertising agency. They are looking to come up with a new campaign. A new PR firm was hired last week, which could help to change the perception of the state. The Division of Travel & Tourism will be getting a new trade show booth. The International market was also discussed and ways to reach out. This is currently a great missed opportunity. Partnerships and Coops were discussed, as well as DMO partnership advertising.

Our next Board Meeting will be held on Thursday, January, 24, 2019 at 6:00 p.m.  
Merry Christmas, Happy Holidays and Happy New Year to all!!

**G. Motion to Adjourn**

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

Roll Call:

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

**Motion was moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary