

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

REGULAR MEETING, THURSDAY, JANUARY 24, 2019

**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	Present
Mr. Reidenbach	Present	Mr. Hamlin	Present
Mr. Morey	Present	Mr. Bumbernick	Absent
Mr. Montello	Present	Mr. Vasser	Absent

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

A. Approval of Minutes

Mr. Patterson made a motion to approve the minutes from the Regular Meeting on December 20, 2018, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – January 2019
- Finance Update – January 2019
- Housing Update – January 2019
- Sales Update – January 2019
- SMG Update – January 2019
- Delaware North Update – January 2019

Mr. Lynch distributed a Booking Recap to the board and reviewed. The Wildwoods Convention Center hosted 114 group bookings that generated over 133,856 hotel room nights in 2018. In 2018, there were 44 weekends booked, with 217 event

days. Event days are days when the facility was open for outside business and staff was employed. It does not include GWTIDA meetings or meetings that were conducted by convention center staff for day-to-day business.

Mr. Byrne had questions on the meeting that was held with Chris D'Amico. Mr. Siciliano explained that he received a call from Chris D'Amico regarding the loss of part of the Leaming Avenue lot for a pumping station for outfall lines. We had not. Mr. Siciliano then met with Chris D'Amico, where he was informed that the city will be building a 14 ft. high wall, generator, pumping station, etc., and we would lose 21 parking spaces total. Mr. Siciliano asked the City of Wildwood to write a formal letter to the Chairman of GWTIDA as well as to NJSEA. Timeline is unknown. Mr. Byrne asked that Mr. April review the parking lease to see what the city rights are, and what GWTIDA'S rights are. Mr. April to review, and added that it is our fiduciary duty.

Mr. Byrne had questions regarding the promoter of the Cheer Event increasing fees and that all attendees, even within driving distance of the facility, will have to stay overnight for a 2-night minimum or they will be charged an additional fee. Mr. Lynch explained the process.

Mr. Greenland had questions on the Boardwalk Kennel Club, which was down 400 dogs from past years. Their attendance was low, going from 3 clubs to 2 clubs this year. The promoter is trying to get another club involved, and was further discussed by Mr. Siciliano.

Correspondence/Communication: None.

Motions: None.

D. Chairperson's Report

Mr. Byrne reiterated meetings held throughout the month and stated that he and Mr. Siciliano met with the convention center hotel developer, who is dealing with a parking issue. Mr. Byrne gave a history of options that were explored. Anything added to the process now is a material change to the RFP which is not allowed. Mr. Siciliano, Mr. Byrne, and Tony Peterman met and asked if we could go back to the 2nd bidder. Per Mr. April, we cannot. Also, we recently had interest from Preston Hollow from Texas through Tony Peterman. It was also discussed that if we reissue the RFP, the political climate has changed. EDA may have changed position. We could add more to RFP to make it more viable. In addition, the developer called at 5:00 today, asking to extend his timeline. Gurwicz has a developer he thinks we can find incentives, and has asked for 2 more weeks. Mr. Siciliano and Mr. Byrne agreed to give him 2 weeks. Gurwicz is still interested in the project. We are optimistic that we are on track to move forward. Gurwicz needs 80 spaces, and would build up if the spaces could be obtained. Mr. Siciliano added that we will look and if the RFP is reissued, Gurwicz will respond.

Discussion on Wildwoods sign and terms.

Discussion on lot next door, which we will explore.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that we are having some landscaping issues, and have a new landscaper, Steiger Landscaping. We also have a new in-house Groundskeeper, and we are hoping the building will look a lot better this year. Mr. Greenland also discussed Wildwoods Sign Christmas décor. We are looking into enhancements each year. Dale Frey is looking into some options with additional electric to the area.

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	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Mr. Hamlin	Yea
Mr. Morey	Yea	Mr. Bumbernick	Absent
Mr. Montello	Yea	Mr. Vasser	Absent

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JANUARY 24, 2019

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of December 20, 2018 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – January 2019
Finance Department Update – January 2019
Marketing/Public Relations Update – January 2019

Mr. Siciliano provided an update on the Clerk's Meeting. Mr. Siciliano, Mr. Byrne and Jamey Cafiero met with the Clerk's of the City of Wildwood, the City of North Wildwood and the Borough of Wildwood Crest to discuss and to reiterate the process and procedure we had agreed to at our meeting at the end of 2018. The State of NJ is directing the AirBnB, VRBO and other inline rental portals to begin to collect the 6.625 Sales Tax and the 5% State Room Occupancy Tax. In addition, any owner who is renting on their own should also register with the State to collect and report the taxes to Trenton. The fact that an owner of the property has rented through one of the online portals, when they apply for their mercantile licenses, they are not exempt from the TDF. It had been decided at our last meeting that the 3 towns were not going to amend their ordinances to notify the state to have the online portals collect our tax (local 2% and 1.85%). We all felt that our original ordinances should address this already. However, the state disagrees. So, our clerk's are going to collect the TDF's as the owners and online reservation companies are not collecting our taxes.

Mr. Siciliano provided an update on the C5 Project. There was a request from GWTIDA to match our tourism tax to help the effort to handle certain projects beyond the scope of the municipalities. It went through the Senate. Some of the projects included are the boardwalk, convention center hotel, tram car replacement, cedar avenue project, etc. Yesterday, we received a call from Michael Zumpino, Kim Shallick and Jonathan Atwood from our legislative office. Trenton is entertaining a one-time guarantee for the C5 Project, and the legislators are willing to look at the boardwalk as the project they would like to fund. Work is being done to get the bill up for vote on Monday. It is currently believed that the boardwalk will cost \$50-\$120 million. Mr. Morey also discussed the need to look at bike racks, lighting and trash.

Correspondence/Communication – Nothing.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$37,112.95, second by Mr. Montello.

Roll Call:

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

Motion was moved and approved.

Mr. Greenland commented on Byrne Plaza Events and the amount of new events at that location. Ms. Trapp added that this is the most new events we have ever had in one calendar year. Mr. Greenland will pass along the information regarding new events to North Wildwood.

C. Chairperson's Report

Mr. Byrne reiterated meetings held throughout the month.

Committee Reports:

- **Advertising:** Mr. Barnabei stated that a conference call was conducted with Fuselideas to review the strategy regarding billboards, digital, tv, and social media. It is a good plan. Also, we have a new tagline: "Your Vacation, Your Way".
- **Special Events:** Mr. Montello stated that the committee met today and 8 applications were reviewed. The committee is moving forward.
- **Strategic Planning:** Mr. Morey reported that the Rio Grande Avenue Project has been postponed. Also, there is an Army Corps of Engineers project meeting coming up. Mr. Siciliano will contact Joe Lomax.

Old Business – None.

New Business – Mr. Morey asked if it made sense to look at park mobile for our parking lots. It was suggested that this matter be discussed at the next Buildings & Grounds Committee meeting. Justin Cox will ask SMG at other facilities they manage, if they use mobile parking.

Mr. Byrne discussed the Rio Grande Avenue Project and signage for the project. Is it final? Scheduling of a Strategic Planning Committee meeting was suggested.

Mr. Byrne stated that the City of Wildwood wants to build over our lots and went to NJSEA. NJSEA called Mr. Siciliano and Mr. Byrne to discuss. We have concerns regarding parking revenue. When they resolve issues and come back, we will show the plan to the board. Current plan was then shown to the board.

Policies/Procedures – None.

Correspondence/Communication – None.

D. Public Comment – None.

E. Executive Session – None.

**F. Any matter of immediate attention
None.**

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

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary