

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, AUGUST 15, 2019

Part I - OPERATIONS
GWTIDA as agent for NJSEA

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

Salute to flag.

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

Roll Call:

| | | | |
|----------------|---------|----------------|---------|
| Mr. Byrne | Absent | Mr. Patterson | Present |
| Mr. Greenland | Present | Mr. Barnabei | Absent |
| Mr. Reidenbach | Present | Mr. Hamlin | Present |
| Mr. Morey | Present | Mr. Bumbernick | Absent |
| Mr. Montello | Absent | Mr. Vasser | Present |

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

A. Approval of Minutes

The minutes of July 18, 2019 cannot be approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

Administration Update – August 2019
Finance Update – August 2019
Housing Update – August 2019
Sales Update – August 2019
SMG Update – August 2019
Delaware North Update – August 2019

Mr. Siciliano stated that the above updates were included in the packet and asked if there were any questions.

Mr. Siciliano stated that we received our June tax numbers. June 2019 net \$867,375.34, minus \$67,288 administrative fee to the state. We are 35% ahead of our 5-year average, and 13% above 2018. We are having a pretty good year with tax collections.

Mr. Reidenbach had questions on the hotel RFQP's, which were answered by Mr. Siciliano. The hotel committee did a review of all 3 proposals and have invited 2 companies to come in and interview. We are trying to reschedule for September 17th and are looking for a brand name hotel. If a recommendation is then made, the GWTIDA Board would approve, and then it would go to NJSEA, who are taking an active role in this project. Room block agreement will be drafted. It was mentioned

that the 99-year lease is tying in hotel only, and not condos.
Mr. Greenland mentioned that the facility was open 29 out of 31 days in July. Good job by all. We appreciate all the hard work done by staff.

Correspondence/Communication: Included in the packet was a thank you letter from Dale and Carol Frey.

Motions: None.

D. Chairperson's Report

Mr. Greenland state that the report was included in the packet, and reiterated meetings held throughout the month.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that minutes were included in the packet and discussed the ongoing weed issues, the Christmas lights at the Wildwoods sign, and the boardwalk restrooms. There were no questions.
- **Convention Center Hotel Committee** – Mr. Siciliano stated that the update was discussed in the Executive Directors portion of the meeting.

Old Business: None.

New Business: None.

Policies/Procedures: None.

Correspondence/Communication: None.

E. Executive Session – None.

F. Any matter of immediate attention - None.

Mr. Byrne arrived at 7:20 p.m.

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. Morey.

Roll Call:

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

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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WILDWOODS CONVENTION CENTER

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Part II – GWTIDA/Advertising and Promotions

Mr. April congratulated both Mr. Byrne and Mr. Greenland on their appointment as GWTIDA Chairperson and Vice-Chairperson, respectively.

A. Approval of Minutes

Mr. Reidenbach made a motion to approve the regular meeting minutes of July 18, 2019, second by Mr. Greenland.

Roll Call:

| | | | |
|----------------|---------------|----------------|---------------|
| Mr. Byrne | Yea | Mr. Patterson | Abstain |
| Mr. Greenland | Yea | Mr. Barnabei | Yea via email |
| Mr. Reidenbach | Yea | Mr. Hamlin | Yea |
| Mr. Morey | Yea | Mr. Bumbernick | Absent |
| Mr. Montello | Yea via email | Mr. Vasser | Abstain |

Motion was moved and approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

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

Mr. Siciliano stated that we received our 1.85% collections through May. We are up 9% over 2018, and 55% ahead of our 5-year average. These are good, strong numbers, with over \$420,000 in 1.85%.

Correspondence/Communication – Included in the packet was an email to Jamie McLaughlin from Tom Weber, Wildwoods contest winner, and a letter from mayor Troiano regarding

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$147,305.58, 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. Bumbernick | Absent |
| Mr. Montello | Absent | Mr. Vasser | Yea |

Motion was moved and approved.

Mr. Siciliano stated that an email vote was sent out to go out to bid for the Rio Grande Avenue Entry Signage Project. We need a motion to memorialize that vote. Thank you all for the quick response.

Mr. Reidenbach made a motion to memorialize the email vote authorizing the Executive Director to go out to bid for the Rio Grande Entry Signage Project, 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. Bumbernick | Absent |
| Mr. Montello | Absent | Mr. Vasser | Yea |

Motion was moved and approved.

Mr. Siciliano stated that the 2018 audit was received and reviewed the audit with the board. He stated that there were no findings or recommendations.

Mr. Siciliano reviewed the management discussion and analysis page of the audit with the board. This is a good source of information and explains our revenue structure. Our financial statements were also reviewed.

Also reviewed was the General Fund vs. TDF Fund, and the Condensed Statement of Net Position. The Summary of Auditor's Results were also reviewed. There were no comments or recommendations.

Mr. Morey had questions on the Capital Reserve, which were answered by Mr. Siciliano. Mr. Siciliano also stated that the staff does a really nice job in keeping the building looking great.

Mr. Byrne had questions regarding loss from operations, which were answered by Mr. Siciliano. It should read, gain/(loss) from operations.

Mr. April read the following resolution into the minutes:

WHEREAS, N.J.S.A. 40A:5-4 requires the governing body of each local authority to cause an annual audit of its accounts to be made, and

WHEREAS, the annual audit report for the fiscal year ended December 31, 2018 has been completed and filed with Ford Scott & Associates, LLC pursuant to N.J.S.A. 40A:5-6, and

WHEREAS, N.J.S.A. 40A:5A- 17, requires the governing body of each authority to, within 45 days of receipt of the annual audit, certify by resolution to the Local Finance Board that each member thereof has personally reviewed the annual audit report, and specifically the sections of the audit report entitled "General Comments" and "Recommendations," and has evidenced same by group affidavit in the form prescribed by the Local Finance Board, and

WHEREAS, the members of the governing body have received the annual audit and have personally reviewed the annual audit, and have specifically reviewed the sections of the annual audit report entitled "General Comments" and "Recommendations," in accordance with N.J.S.A. 40A:5A-17,

NOW, THEREFORE BE IT RESOLVED, that the governing body of the Greater Wildwoods Tourism Improvement and Development Authority hereby certifies to the Local Finance Board of the State of New Jersey that each governing body member has personally reviewed the annual audit report for the fiscal year ended December 31, 2018, and specifically has reviewed the sections of the audit report entitled "General Comments" and "Recommendations," and has evidenced same by group affidavit in the form prescribed by the Local Finance Board.

BE IT FURTHER RESOLVED that the secretary of the authority is hereby directed to promptly submit to the Local Finance Board the aforesaid group affidavit, accompanied by a certified true copy of this resolution.

Mr. Reidenbach made a motion to accept the 2018 GWTIDA audit as read into the minutes by our solicitor, 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. Bumbernick | Absent |
| Mr. Montello | Absent | Mr. Vasser | Yea |

Motion was moved and approved.

C. Chairperson's Report

Mr. Byrne reiterated meetings held throughout the month.

Committee Reports:

- **Advertising:** Mr. Rose stated that the committee met and finalized the fall marketing campaign. It will start next week and run for 6 weeks, targeting couples and boomers. We will also rely heavily on digital marketing. Last year's plan was very successful. The committee also got a recap of analytics report through July.
- **Special Events:** Ms. Trapp stated that the committee received a request for funding for this year's 50's Weekend. There has been a decline in sales for the show, which is in it's 16th year. The committee decided to grant funding in the amount of \$10,000.
- Ms. Trapp also discussed the proposed Air Show for June 6 and 7, 2020. It will be happening, and there is a 3-year commitment. The event will be great for everyone.
- Mr. Greenland had questions regarding the East Coast Music Hall of Fame, which were answered by Mr. Siciliano. Based on 1 ½ years ago, the City of Wildwood requested that GWTIDA take a lease on the VFW Building and

sublet to the East Coast Music Hall of Fame. Authorization was received to enter into a lease agreement. For \$1, they would handle all expenses, refurbishment, etc. Their full focus became the concert. The show was good; however, no money was made. We tried to re-engage on the lease. Then ECMHF sent an email asking for additional items, including an additional year to raise the money, that they need to raise, which is a minimum of \$900,000, and exit lease with no penalty if not met, and that the City of Wildwood would give access to a grant writer, and that GWTIDA would pay \$25,000/year for the next 2 years, and that the City of Wildwood and GWTIDA would find corporate sponsorships for them. There is no way they would have been able to raise this money. It was an unrealistic request. Mr. Siciliano then met with Mayor Troiano. Another letter was received by ECMHF. Mr. Siciliano met with Mayor Troiano again. Mr. Siciliano then volunteered to write a letter from the City of Wildwood. The city, however, does not believe the letter should come from them. Mr. Siciliano received an email from ECMHF, that due to lack of response, they are out. Mr. Siciliano then received a call from city administrator, that they received an email that they were no longer interested in leasing the building.

Mr. April suggested we send an email stating that we understand you are no longer interested in the project and we release you from any obligation on the sub-lease.

Mr. Hamlin made a motion to end all GWTIDA relationship to the East Coast Music Hall of Fame, second by Mr. Vasser.

Roll Call:

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

Motion was moved and approved.

- **Strategic Planning:** Mr. Morey stated that a pre-bid meeting was held for the Rio Grande Avenue Entry Signage Project, with 2 companies attending. Installation date is expected to be March 1st. The entire Rio Grande Avenue Project will be starting on October 1st.
- Mr. Morey also discussed another meeting to discuss wayfinding. Three designs were narrowed down to one, and the wayfinding will be focused on Rio Grande Avenue only, from the East side of the bridge to the Wildwoods sign.
- In addition, the Army Corps of Engineers are on schedule to start the dune project in 2020.

Old Business – Mr. April discussed the C5 and boardwalk funding. The plan is for \$4 million a year for 15 years, pursuant to board's instructions. Money needs to be pledged in the state budget year after year, and the funding of it. Governor has 5 days to act once legislation is back in session.

Mr. Morey asked for an update on Pacific Avenue. Mr. Byrne replied that there is a meeting on Monday regarding the implementation of downtown development project.

New Business – Mr. Vasser provided an update on the State of NJ. We have seen a 7.5% increase in visitors, at 111 million, with \$45 billion in total spending. Cape May County is #2 in growth. There is a new trade show booth, and we will be focusing this year on the International market.

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. Byrne made a motion to adjourn, second by Mr. Vasser.

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary