

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JULY 18, 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	Absent
Mr. Greenland	Present	Mr. Barnabei	Present
Mr. Reidenbach	Present	Mr. Hamlin	Present
Mr. Morey	Absent	Mr. Bumbernick	Present
Mr. Montello	Present	Mr. Vasser	Absent

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

Mr. Greenland made a motion to approve the minutes of June 20, 2019, second by Mr. Reidenbach.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Absent
Mr. Greenland	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Mr. Hamlin	Yea
Mr. Morey	Absent	Mr. Bumbernick	Yea
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 – July 2019
Finance Update – July 2019
Housing Update – July 2019
Sales Update – July 2019
SMG Update – July 2019
Delaware North Update – July 2019

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

Mr. Reidenbach had questions on the attendance numbers for the North Shore Clothing Sale, at 10,000. Mr. Lynch stated that this is an accurate number, and probably below the number of attendees for the duration of the sale.

Mr. Siciliano stated that we received the May collection numbers for the 2% tourism tax. We came in at \$361,300, which is \$42,000 over plan, and \$36,000 over last year. May was a good month, exceeding last year by 17%.

Mr. Reidenbach had questions on Food & Beverage, which were answered by Mr. Federici. In addition, Dance Xplosion had a banner year, being 18% over last year, which is over an \$8,000 increase year over year. It is the biggest concession year they had, Sophisticated Productions is expected to be better than last year as well.

Mr. Greenland mentioned that we will be having a circus without animals. Per Mr. Lynch, this is due to Nosey's Law, which is a law passed in the State of NJ that no exotic animals will be allowed at any circus in New Jersey.

Correspondence/Communication: Included in the packet was a thank you letter from Ron Mangone of the NJ State Elks.

Motions:

Mr. Siciliano stated that at the last board meeting, the condition of the ballroom carpet was discussed. Since that meeting, carpet was looked at by staff and discussed at the Buildings & Grounds Committee meeting. Price for ballroom lobby carpet was obtained from installer, in the amount of \$25,800. Funding was previously approved for carpet for Ballrooms, Meeting Rooms 9 & 10 and Green Room. The Buildings & Grounds Committee determined that it would make sense to do all the carpet at the same time to have all match and wear evenly and recommend moving forward with installation of Ballroom Lobby Carpet.

Mr. Greenland made the motion to increase funding amount for Metropolitan Contract Carpets, Inc. contract in the amount of \$25,800 for replacement of carpet in Ballroom Lobby, second by Mr. Reidenbach.

Roll Call:

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

Motion was moved and approved.

D. Chairperson's Report

Mr. Byrne reiterated meetings held throughout the month.

Mr. Byrne discussed the meeting held in Trenton regarding the convention center hotel project and the proposed City of Wildwood hotel project. This resulted in no formal action being taken. Mr. Siciliano added that our RFP submittal deadline is July 26th.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that minutes were included in the packet and discussed that weeds continue to be a problem. We will be talking with a few landscape architects to look at the areas of concern.
- Mr. Greenland discussed additional Christmas lights at the Wildwoods sign. Mr. Frey researched the area and the electric hook ups are too far away and therefore not cost effective. An alternative was found with solar Christmas lights. This will be tested on the poles by the sign.
- **Convention Center Hotel Committee** – Mr. Siciliano stated that proposals are due to us by July 26th.

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. Barnabei.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Absent
Mr. Greenland	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Mr. Hamlin	Yea
Mr. Morey	Absent	Mr. Bumbernick	Yea
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, JULY 18, 2019

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of June 20, 2019 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

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

Mr. Siciliano stated that we received our 1.85% collections through May. This tax is strictly on hotel and motel rooms. We are ahead of 2018 and ahead of our 5-year average.

Mr. Siciliano discussed a situation we have been dealing with where the State of NJ in October, put a tax on air bnb, etc, and anyone who rented, is supposed to be remitting the tax to the State. There was much confusion with this. We hosted 2 meetings here with GWTIDA and the three municipalities to further discuss. Any individual who rented, could have a few different scenarios. GWTIDA learned that if you want the State of NJ to collect our taxes, you have to do ordinances in all three cities. They were not collecting GWTIDA taxes. TDF money was committed through MOU to pay for municipal event support, boardwalk restrooms and police. We elected to not do the ordinances and to tell everyone who has a mercantile license to pat the TDF to the city. Collections have been pretty good. Subsequent, the State of NJ changed to ONLY online reservations, etc. The right call was made to leave us out of tax collections.

Mr. Byrne stated that the Marketing Department did a great job on the CBS-3 Summerfest. We had outstanding coverage on the Wildwoods. Kudos to all staff and great job done by all.

Ms. Trapp stated that she is working on the Baby Parade event, and the Marbles Tournament went very well.

Correspondence/Communication – None.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$154,607.07, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Absent
Mr. Greenland	Yea	Mr. Barnabei	Yea

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

Motion was moved and approved.

C. Chairperson's Report

Mr. Byrne reiterated meetings held throughout the month.

Mr. Byrne gave an update on the C-5 Legislation, for funding for the boardwalk, which has passed both the Senate and Assembly. The bill is now on the Governor's desk. Mr. April added that he has spoken to both Senator Bob Andreszak and Assemblyman Bruce Land and we are hoping that Governor Murphy signs soon. He will have a 45-day period to veto the bill. He can either sign it or do nothing, which will actually pass it. Mr. April also suggested inviting the Governor down to participate in a bill signing ceremony.

Committee Reports:

- **Advertising:** Mr. Rose discussed the Quarter 2 PR report. Lauren Suit provided a social media report to the committee. We have seen increases on Facebook, twitter, and Instagram. Lauren did a great job with the presentation.
- **Special Events:** Mr. Montello stated that meeting minutes were included in the packet and had nothing to add.
- **Strategic Planning:** Mr. Byrne provided an update on the Rio Grande Avenue Project. The project is set to start on Labor Day. Mr. Siciliano added that we are finding out when engineering numbers are needed for the signs for the project and spoke to the county solicitor. We need to get a price that will be good for 6 months and are working out the details.
- Mr. Siciliano also discussed the Wayfinding Signage and that we are waiting to hear back from Craig Wenger from the Michael Baker Group for details on signage and number of signs.

Old Business – Nothing.

New Business – Nothing.

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. Montello made a motion to adjourn, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary