

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

REGULAR MEETING, THURSDAY, MARCH 21, 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. Greenland.

Roll Call:

Mr. Byrne	Present	Mr. Patterson	Present
Mr. Greenland	Absent	Mr. Barnabei	Present
Mr. Reidenbach	Absent	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 from the Regular Meeting on February 21, 2019 could not be approved.

Mr. Vasser asked that under the Tourism minutes of February 21, 2019, under the Executive Director's Report, paragraph 4, Bill # 83101 be changed to Bill # A3101.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

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

Mr. Federici discussed the March Cheer Tech event, which was down 12%. Also discussed Varsity Brands.

Mr. Siciliano stated that the auditors for NJSEA are currently working on the Wildwoods Convention Center audit.

Mr. Lynch discussed direct and indirect spending, and the economic impact of an event with 10,000 people.

Mr. Byrne asked if Suasion Communications can set up an interview, to which Mr. Rose responded that editorial content can be sent to trade publications. Mr. Rose also stated that if we write a story, the newspaper will print it.

Mr. Frey discussed the Domestic Water Pump Project. It was a 12-hour project that went well, clean and professional. Water pressure is great and pumps are turning off when the pressure in the building is satisfied. We should save a lot on electric and water. Again, the project ran smoothly overall. Mr. Siciliano noted that a great job was done by all involved.

Mr. Morey asked if other venues have salespeople that suggest our facility. Per Mr. Lynch, the Golden Inn and the Reeds on Stone Harbor send referrals our way when they cannot accommodate booking requests, and our facility does the same.

Mr. Siciliano provided the board with an update on the convention center hotel. Mr. Siciliano spoke with Kevin Evans, council for NJSEA regarding the developer that withdrew from the project. NJSEA was made aware of what happened, and are they comfortable with moving forward under the same conditions? Mr. Siciliano sent an email to NJSEA and spoke with Mr. Kevin Evans and Mr. Vince Prieto. NJSEA still supports us and Mr. Prieto asked for another day to discuss with NJSEA council and the Governor's Office. There is a gray area on whether or not we can just move forward with the second person on the list, however, NJSEA thinks we can. Mr. Siciliano will find out what we are comfortably able to do. Mr. April and Mr. Siciliano to review the minutes to see if formal action was taken to name Gurwicz Enterprises as the official developer and award a contract. If we did not take formal board action to name Gurwicz Enterprises as the developer, and Mr. April agrees, then Mr. Siciliano may move forward with the second developer and not go back out to RFP.

Correspondence/Communication: Mr. Siciliano stated that included in the packet was a letter to the City of Wildwood to solicit a response regarding the outfall line project and pumping station which is being proposed in our Leaming Avenue parking lot. As of today, we have not received a response. The letter was forwarded today to NJSEA President Vince Prieto, who will discuss with their council and inform us of the outcome.

Motions: None.

D. Chairperson's Report

Mr. Byrne reiterated meetings held throughout the month. A meeting with Optimus was held to discuss 2 items that we may need help on. They are willing to work with a developer to assist with the hotel project and can also help with C5 legislation. There were no questions.

Committee Reports:

- **Buildings and Grounds** – Mr. Frey stated that minutes were included in the packet and that our Groundskeeper, Bryan Bonner seems to be working out well.
- **Sales** – There were no questions.

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. Patterson made a motion to go into the GWTIDA portion of the meeting, second by Mr. Barnabei.

Roll Call:

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

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

REGULAR MEETING, THURSDAY, MARCH 21, 2019

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of February 21, 2019 could not be approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

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

Mr. Siciliano stated that he will notify Ford Scott and Associates that we are ready for the audit, and then he reviewed the Financial Statements for 2018. The General Fund operated with a surplus of \$157,396.00 and TDF surplus was \$96,448.00. The total TDF Collections were \$1.268 million. Event Support for 2018 totaled \$971,813.00 with each of the three municipalities receiving \$61,418.94 to assist in funding municipal events. Each municipality also received \$291,258.81, for a total of \$873,776.43 from the 1.85% Tourism Assessment for Beach Maintenance Offset payments. The Unrestricted fund balance at the end of 2018 should reflect \$1.975 million and the Restricted fund balance should reflect \$1.176 million.

The money collected from the TDF's isn't received by GWTIDA until late November or December of the fiscal year. Mr. Vasser had additional questions on the timing of funding, which were answered by Mr. Siciliano. We carry a \$3 million budget all year long. We have had a very successful year and continue to grow our surplus. Mr. Hamlin had questions regarding the transfer of monies, which was explained by Mr. Siciliano.

Mr. Siciliano gave a report on the breakdown on the collection of the 2% taxes. The 2% tax is collected on Hotel/Motel rentals, prepared F&B and certain admissions. In 2016, 2017 and 2018, the percentage breakdown of those categories is 45/55, 45/55 and 46/56, with the 45 being rentals and the 56 being F&B. The Average 5-year percentage is 45% rooms and 55% F&B.

Correspondence/Communication – Nothing.

Motions:

Mr. Patterson made a motion to approve the Bill List in the amount of \$113,880.76, second by Mr. Hamlin.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. Greenland	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Absent	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 including a county initiative meeting, which discussed significant impact for downtown Wildwood. Mr. Byrne asked that WBID meeting be added to the report as well.

Committee Reports:

- o **Advertising:** Mr. Barnabei stated that our new website is almost ready and glitches are being fixed. Mr. Rose added that the programmers need to write code to pull data. We are ready to go live except for one glitch. Mr. Rose also asked the board to review the beta site and inform him of any corrections. Mr. Barnabei stated that we are working on the option to renew the contract for Fuse Ideas. The committee is happy, and Mr. Rose is working on the creative.
- o **Special Events:** Ms. Trapp stated that the committee is wrapping up funding requests received to date. Mr. Joe Murray of Roar to the Shore attended the meeting to discuss his event. The committee is sitting on two funding applications, with further discussion to follow. Mr. Byrne discussed the process that the committee goes through, and the committee puts in a lot of work and does a great job.
- o **Strategic Planning:** Mr. Morey discussed the dune project and stated that a meeting was held with NJDEP, GWTIDA, City of Wildwood. The plans for the project have gone from 60% to now close to 100%. Work on Rio Grande Avenue Entry project will start in September/October 2019 and will be complete in May 2020. Signage package is currently being worked on. Foundations for signage will be going in at the start of the project. The main event sign will be located on the left coming into town and is being made a little bigger. The next step will be wayfinding. Discussion on bridge repairs and upgrades also discussed.

Old Business – None.

New Business – Mr. Patterson discussed the Wildwood Crest neighborhood program. Also discussed Ocean Drive and new bridges. Public information meeting was held on March 13th, and another meeting will be held on April 11th.

State Report given by Mr. Vasser:

- Advertising contract is up in June. There will be a 2-prong process. RFP First process-11 ad agencies, new agency by July 1st.
- Preliminary numbers received for 2018. Record growth statewide in 2018 over 2017. County breakdown will be received soon.

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. Barnabei 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	Absent	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