

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, SEPTEMBER 19, 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	Absent
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. Patterson made a motion to approve the Re-Organization meeting minutes of August 15, 2019, second by Mr. Reidenbach.**

**Roll Call:**

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. Greenland	Yea	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.**

**Mr. Reidenbach made a motion to approve the Regular meeting minutes of August 15, 2019, second by Mr. Greenland.**

**Roll Call:**

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. Greenland	Yea	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.**

**B. Public Comment – None.**

**C. Executive Director's Report**

Included in the board packet were:

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

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

Statement of Operations was handed out to the board for review.

Mr. Siciliano stated that we received our July tax numbers. June 2019 net \$1,423,700. We are 22% ahead of our 5-year average, and 11% above 2018. We are on track for another good year with tax collections.

Mr. Greenland commented on parking revenues vs. tickets sold, which was explained by Mr. Siciliano. Parking generates great revenue for the facility, taking in over \$860,000 to date, not including car chow weekend.

Mr. Byrne commented on 20 wedding inquiries that were received since the last board meeting.

Mr. Reidenbach had questions regarding Globetrotters having their best year to date, which were answered by Mr. Lynch. Group sales and magic passes did well, and they were very happy.

Mr. Siciliano stated that the Carpet project will begin on Monday. Ballroom, Ballroom Lobby and Green Room will be done, and Meeting Room 9 and 10 will be done in December.

**Correspondence/Communication:** Included in the packet was a letter to Mr. Prieto from NJSEA regarding the pumping station in the Leaming Avenue parking lot. Mr. Siciliano provided an update, reporting that there may be some budget issues. Also included was a letter from Senator Menendez, thanking Mr. Siciliano for the use of the building for a meeting.

**Motions:** None.

**D. Chairperson's Report**

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

**Committee Reports:**

- **Convention Center Hotel Committee** – Mr. Byrne reiterated the results of the first hotel RFQ process, then provided the board with an update on our current process, which resulted in three responses. We decided to move forward with two of the three as being responsible bidders to the RFQ.

Those developers and their team have been interviewed. Tony Peterman has some follow up questions, and the committee will get together after Tony completes the second round of questions. It is very important to make the selection based on the developer we feel can make the project come to fruition. Mr. Byrne thanked the entire committee for all their time and work on this endeavor.

- **Buildings and Grounds** – Mr. Greenland stated that minutes were included in the packet and gave a landscaping update. Steiger Landscaping has cleaned all the weeds up, and Scott from Taylor Design Group will be coming in on September 27<sup>th</sup> to review the flower beds and what can possibly be done moving forward. Mr. Frey stated that we are very happy with our landscaper.

Mr. Reidenbach had questions regarding the outside restroom, which were answered by Mr. Greenland. More research is needed. Mr. Siciliano will also meet with the City of Wildwood to further discuss.

**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. Greenland.**

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. Greenland	Yea	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,



Frances Feketics  
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, SEPTEMBER 19, 2019

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Re-Organization Minutes and the Regular Minutes of August 15, 2019 have been approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

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

Mr. Siciliano stated that we received our 1.85% collections through July. We are up 5% over 2018, and 25% ahead of our 5-year average. We are doing well over the first 7 months of the year, with over \$1,197,000 in 1.85% collections.

Mr. Siciliano also reported that we will be talking about the 2020 GWTIDA budget at the October meeting.

**Correspondence/Communication – None.**

Motions:

Mr. Siciliano discussed the Rio Grande Avenue entry sign project. We went out to bid, with 4 companies responding. A bid summary was provided to the board. If we want to borrow money, we need to go to the Local Finance Board and apply. So therefore, approval is needed to authorize GWTIDA to make application to the Local Finance Board (LFB). The following resolution was read by Mr. Siciliano, and award of contract will be based on us getting approved by LFB so they can begin engineering work. Mr. Siciliano will hire either Ford, Scott and Associates or McManiman, Scotland & Baumann to do the application.

**Mr. Montello made a motion to authorize the Executive Director to make application to the Local Finance Board for approval to borrow \$400,000 for entryway signs for the Rio Grande Avenue Project and to retain services of a professional to prepare the application, subject to Local Public Contracts Law, second by Mr. Patterson.**

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. Greenland	Yea	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.**

Mr. Siciliano discussed bids received for the Rio Grande Avenue Entryway Sign Project. Image 1 was the lowest responsible bidder. Also, Watchfire attended both the pre-bid meeting and the bid opening. Discussion took place on each of the 4 bids. All background checks were done by Michaela Carlino and Gordon Ball. It is our recommendation to award the contract to Image 1, the lowest responsible bidder. Mr. Patterson had questions regarding Image 1, which were answered by Mr. Siciliano.

Mr. April read the following resolution into the minutes:

WHEREAS, the Greater Wildwoods Tourism Improvement and Development Authority (Known hereafter as GWTIDA) advertised for bids for two (2) Entryway Signs leading into Wildwood on Rio Grande Ave on July 31, 2019, and;

WHEREAS, a Pre-bid Meeting was held on August 13, 2019 at which all bidders were provided an opportunity to ask questions and visit the site, and;

WHEREAS, bids were accepted on September 10, 2019 in which four (4) bids were accepted, and;

WHEREAS, staff reviewed said bids, and checked to ensure all bidders were responsive and responsible and recommend awarding the bid to the Lowest Responsive/Responsible Bidder, and;

WHEREAS, funding is required to be approved by the Local Finance Board in the Division of Local Government Services prior to ratifying the award, now;

BE IT HEREBY RESOLVED that a contract shall be awarded to Image One, 677 Dunksferry Road, Bensalem Pa., 19020 according to their bid and our specifications in the amount of \$363,500. Conditioned upon the approval of the Local Finance Board to approve the funding plan submitted to them by GWTIDA, and;

BE IT FURTHER RESOLVED that necessitated by timing issues, that in the event that the project does not proceed, the awardee shall be reimbursed for actual, out of pocket, engineering costs, and;

BE IT FURTHER RESOLVED that the Executive Director of GWTIDA be and hereby is, authorized to so notify the bidder of this award and the conditions thereof.

**Mr. Reidenbach made the motion as read into the minutes by Mr. April, second by Mr. Patterson.**

**Roll Call:**

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. Greenland	Yea	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.**

Mr. Siciliano thanked all and will keep everyone posted of the progress of the project.

**Mr. Reidenbach made a motion to approve the Bill List in the amount of \$169,151.88, second by Mr. Greenland.**

**Roll Call:**

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. Greenland	Yea	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.**

**C. Chairperson's Report**

Mr. Byrne reiterated meetings held throughout the month and stated that he also attended a WBID meeting today and gave a GWTIDA update and a hotel update and discussed the Roar to the Shore event. Cape Classics will be discussing further with the City of Wildwood.

**Committee Reports:**

- **Advertising:** Mr. Rose stated that the committee had a good meeting today. They are looking at new creative for 2020, as they have used the same creative for the last 3 years. Our advertising agency is coming up for a 2-year option. Also discussed was a preliminary report on the fall advertising campaign, which is performing very well. We will have a more extensive report at next month's meeting.
- **Special Events:** Mr. Montello stated that the committee received a request for funding for a Jaycees and WBID Christmas event at Byrne Plaza. Roar to the Shore event was also discussed. Additional discussions with take place between the City of Wildwood, the promoter, and Cape Classics. Boardwalk repair was discussed, and the committee agreed to spend \$10,000 to support the area of the boardwalk that needs repair so the car show could still happen on the boardwalk this year. Mr. Byrne provided additional update on boardwalk repair and funding. Ms. Trapp stated that the convention center stepped up for a new plan to load cars onto the boardwalk. This has been a big group effort to make sure that the car show event happens.
- Mr. Patterson had questions on the event brochure distribution project, which were answered by Ms. Trapp and Mr. Rose. They are both working on an outer marketing project with our Discover the Wildwoods and Calendar of events. We are trying to place the Discover the Wildwoods piece in places where the calendars aren't moving as well. A test market will be done to see how things move, going forward, and the production of our Calendar of Events could be cut down. Se we are really looking to split distribution of the both pieces. It is a work in progress.

**Old Business – None.**

**New Business** – Mr. Siciliano announced that GWTIDA received a recognition award from the Cape May County Chamber of Commerce at a luncheon today for being a member for 25 years.

Mr. Byrne discussed the C5 Project. A history was provided, stating that the Governor vetoed the funding. Senator Sweeney introduced legislation that would deem all boardwalks in the State of NJ to become roadways under the NJDOT. A press conference was held on the boardwalk yesterday, after Senator Sweeney and team took a tour of the damaged boardwalk. This has gained a lot of support, and the boardwalks throughout the state would benefit. GWTIDA would not receive these funds. Mr. April discussed the importance of the boardwalk and stated that the first bill was unworkable. The new bill would appropriate \$4 million per year for 10 years. This legislation would amend the state statute to include the word boardwalk. Also, the transportation trust fund would manage the construction, design, bidding and award of project, not the City of Wildwood. This is definitely positive motion on the boardwalk funding. Mr. Siciliano stated that this press conference was a direct result of 5 years of work done by both GWTIDA and Triad Associates.

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

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. Greenland	Yea	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