

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

REGULAR MEETING, THURSDAY, JANUARY 16, 2020

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.

Mr. April administered the Oath of Office to new GWTIDA Board Member, Joe Murray Jr. Mr. Byrne welcomed Mr. Murray, Jr. to the board.

Roll Call:

Mr. Byrne	Present	Mr. Barnabei	Present
Mr. Greenland	Present	Mr. Hamlin	Present
Mr. Morey	Absent	Mr. Bumbernick	Present
Mr. Montello	Present	Mr. Vasser	Present
Mr. Patterson	Absent	Mr. Murray, Jr.	Present

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

A. Approval of Minutes

Mr. Bumbernick made a motion to approve the minutes of December 19, 2019, with one change being to update the Roll Call on the Motion to Adjourn on the Tourism minutes, second by Mr. Vasser.

Roll Call:

Mr. Byrne	Yea	Mr. Barnabei	Yea
Mr. Greenland	Yea	Mr. Hamlin	Yea
Mr. Morey	Absent	Mr. Bumbernick	Yea
Mr. Montello	Yea	Mr. Vasser	Yea
Mr. Patterson	Absent	Mr. Murray, Jr.	Abstain

Motion moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – January 2020
- Finance Update – January 2020
- Housing Update – January 2020
- Sales Update – January 2020
- SMG Update – January 2020
- Delaware North Update – January 2020

Correspondence/Communication: None.

Mr. Siciliano provided an update on the hotel project with the hotel committee. January 17th is the end period that the Governor has to take action on the December board minutes of the NJSEA. If no action is taken, official notice will be sent to the developer informing them that they were selected so they can begin their due diligence. John Siciliano will call NJSEA in the morning. The developer not chosen will also be notified.

Mr. Siciliano discussed the Trump Campaign Rally which will be held at the Wildwoods Convention Center on January 28th. Mr. Lynch added that the campaign pays for the building and expenses. Also 5 days out from the event, the White House and Secret Service comes in and runs the event.

Mr. Siciliano stated that we have a new accounting clerk, Traci Samselski. She has taken over the role previously held by Michaela Carlino. We are also happy to report that Michaela has taken over the role of Finance Manager and has moved into the Finance Manager's office.

Mr. Siciliano reviewed the Statement of Operations with the board.

Motions: None.

D. Chairperson's Report

Mr. Byrne reiterated meetings held and attended throughout the month.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet and discussed Taylor Design Group meeting. Landscaping plans were distributed to the board. The committee decided to move forward with the blocks on either side of the Wildwoods sign. Plants will be ordered and installed by our landscaper and paid for by GWTIDA.

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

Roll Call:

Mr. Byrne	Yea	Mr. Barnabei	Yea
Mr. Greenland	Yea	Mr. Hamlin	Yea
Mr. Morey	Absent	Mr. Bumbernick	Yea
Mr. Montello	Yea	Mr. Vasser	Yea
Mr. Patterson	Absent	Mr. Murray, Jr.	Yea

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JANUARY 16, 2020

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of December 19, 2019 have been approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – January 2020

Finance Department Update – January 2020

Marketing/Public Relations Update – January 2020

Mr. Byrne had questions regarding the Finance Update, which were answered by Mr. Siciliano.

Mr. Byrne stated that GWTIDA has available \$3.5 million to spend. We give \$1.3 million back to the cities, then advertise for events, then \$1.1 million for event support. Bathrooms and police for boardwalk. This leaves \$120,000 on administrative expenses. Mr. Vasser had questions regarding economic impact to the community, and Mr. Bumbernick had questions regarding the number of people brought to the island each year.

Mr. Siciliano stated that tax collections have not yet been received this month.

Correspondence/Communication – None.

Motions:

Mr. Montello made a motion to approve the Bill List in the amount of \$42,147.31, second by Mr. Hamlin.

Roll Call:

Mr. Byrne	Yea	Mr. Barnabei	Yea
Mr. Greenland	Yea	Mr. Hamlin	Yea
Mr. Morey	Absent	Mr. Bumbernick	Yea
Mr. Montello	Yea	Mr. Vasser	Yea
Mr. Patterson	Absent	Mr. Murray, Jr.	Yea

Motion was moved and approved.

Mr. Montello made a Motion to authorize the issuance of a note by GWTIDA in an aggregate principal amount not to exceed \$400,000 and authorizing and approving the delivery of related documents and determining other matters in connection there with for signage for the Rio Grande Avenue Project, second by Mr. Barnabei.

Roll Call:

Mr. Byrne	Yea	Mr. Barnabei	Yea
Mr. Greenland	Yea	Mr. Hamlin	Yea
Mr. Morey	Absent	Mr. Bumbernick	Yea
Mr. Montello	Yea	Mr. Vasser	Yea
Mr. Patterson	Absent	Mr. Murray, Jr.	Yea

Motion was moved and approved.

Mr. Siciliano discussed the need to get the boardwalk up and running again between Burke and Rio Grande Avenues. Discussions have taken place between GWTIDA, BSID and the City of Wildwood regarding funding for the repairs. An estimate was received for engineering required to complete the repair to allow the boardwalk to re-open by the 2020 summer season. The total cost including construction, engineering and administrative costs including bidding the project is \$314,000. GWTIDA would like to make a commitment to the BSID for the repair project in the amount of \$150,000 for a period of three years, and the BSID and the City of Wildwood have agreed to make a commitment to the boardwalk repair project in the amount remaining over a period of three years.

Mr. Montello made a motion to approve funding in the amount of \$50,000 per year for three years, for repair of the Wildwoods Boardwalk between Burk Avenue and Rio Grande Avenues, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Barnabei	Yea
Mr. Greenland	Yea	Mr. Hamlin	Yea
Mr. Morey	Absent	Mr. Bumbernick	Yea
Mr. Montello	Yea	Mr. Vasser	Yea
Mr. Patterson	Absent	Mr. Murray, Jr.	Yea

Motion was moved and approved.

C. Chairperson's Report

Mr. Byrne reviewed his update with the board, including meeting with Senator Testa.

Mr. Byrne stated that he likes the current committees, however if anyone would like to be moved to another committee, please let him know.

Committee Reports:

- **Advertising:** Mr. Rose stated that Fuselideas did an Analytics Report for our advertising campaign. Our plan did extremely well and did it very cost-effectively. The 2020 media plan was discussed. We will be moving forward with the plan, starting in the second week of March with billboards. Mr. Rose also reminded the board about the HGTV Beachfront Bargain Hunters Show, which will be airing on January 25th at 8pm. The committee is doing great work. Mr. Greenland had questions regarding travel shows, which were answered by Mr. Rose.

- o **Special Events:** Mr. Montello stated that the committee is busy reviewing funding applications and approved two new events today.

Old Business – None.

New Business – State of NJ Update. Mr. Vasser reported that after several years, the Governor has signed legislation to increase the tourism, arts, and history budgets. The tourism budget was increased by 40%, taking it from \$9 million to \$12.75 million. We would like to do more co-ops for research, tradeshow, impact studies, and increase international market.

Mr. Hamlin had questions regarding the airport, which were answered by Mr. April. The Port Authority of NY/NJ is trying to expand commercial use of airport for shipping produce.

Mr. Byrne stated that the Rio Grande Avenue Project is on schedule. Mr. Siciliano will follow up with Mr. Church regarding signage.

Policies/Procedures – None.

Correspondence/Communication – None.

D. **Public Comment** – None.

E. **Executive Session** – None.

F. **Any matter of immediate attention**

Our next Board Meeting will be held on Thursday, February 20, 2020 at 6:00 p.m.

G. **Motion to Adjourn**

Mr. Greenland made a motion to adjourn, second by Mr. Hamlin.

Roll Call:

Mr. Byrne	Yea	Mr. Barnabei	Yea
Mr. Greenland	Yea	Mr. Hamlin	Yea
Mr. Morey	Absent	Mr. Bumbernick	Yea
Mr. Montello	Yea	Mr. Vasser	Yea
Mr. Patterson	Absent	Mr. Murray, Jr.	Yea

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary