

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

REGULAR MEETING, THURSDAY, NOVEMBER 21, 2019

**Part I - OPERATIONS
GWTIDA as agent for NJSEA**

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

Salute to flag.

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

Roll Call:

Mr. Byrne	Present via phone	Mr. Barnabei	Present
Mr. Greenland	Present	Mr. Hamlin	Present
Mr. Morey	Absent	Mr. Bumbernick	Absent
Mr. Montello	Present	Mr. Vasser	Absent
Mr. Patterson	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

Mr. Patterson made a motion to approve the Regular meeting minutes of October 17, 2019, second by Mr. Byrne.

Roll Call:

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

Motion was moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

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

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

Mr. Siciliano announced to the GWTIDA Board that Mr. Paul Reidenbach has been removed from the board by the City of Wildwood. Joe Murray, Jr. will be appointed. Mr. Reidenbach spent 21 years as a volunteer on the GWTIDA Board. We thank him for all his time and energy spent with us.

Mr. Siciliano also announced that Jamey Cafiero in our Finance Department had emergency surgery. He has been out for 3 weeks and it may be 3 more before he is back. A fruit basket has been sent by the GWTIDA board and staff and Jamey is expected to make a full recovery.

The Statement of Operations was distributed to the board and reviewed.

Mr. Siciliano discussed our September 2% tourism tax. We are on pace for another good year, breaking the \$5 million mark, through September. This marks another solid year in tourism receipts.

Mr. Greenland noted that we have reached over \$900,000 in revenue in our parking operations for the first time!

Also noted that Fabulous 50's attendance was cut in half from last year's event.

Mr. Byrne commended Mr. Federici and staff on a job well done at the Cape May County Special Services auction and dinner. The dinner count increased greatly just days before the event and they came through with flying colors.

Mr. Greenland had questions on Icona Diamond Beach which were answered by Mr. Lynch.

Correspondence/Communication: Mr. Siciliano stated that included in the packet was a letter from Crest Savings Bank asking us to extend our agreement for the Starlight Ballroom Sponsorship for 5 years, at \$10,000 per year. They have been a sponsor for us for quite some time and would like to extent their agreement. Since its inception, they have contributed \$200,000 to date for the privilege of naming the ballroom the Starlight Ballroom.

Motions:

Mr. Barnabei made a motion to approve Crest Savings Bank Starlight Ballroom Sign Agreement Extension for 5 Years at \$10,000.00 per year, beginning on January 1, 2020 and ending on December 31, 2024, second by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

D. Chairperson's Report

Mr. Byrne stated that the report was included in the packet, and reiterated meetings held throughout the month. There were no questions.

Committee Reports:

- **Convention Center Hotel Committee** – Mr. Siciliano stated that this report will be given in Executive Session.
- **Buildings and Grounds** – Mr. Greenland stated that minutes were included in the packet. There were no questions. Mr. Greenland stated that Ballroom/ Ballroom Lobby/Green Room carpets have been replaced and Meeting Room 9/10 carpets will be replaced in December.

Bleacher G is in need of repair, due to failing motor. Project will be done in-house in December and should take 4-5 days to complete.

In regards to landscaping, Taylor Design Group (TDG) proposal was received in the amount of \$9,825 for design. We would like to have Steiger Landscaping do the plantings, with TDG overview. The objective is to use the proper plantings, so that over the course of two years, they would grow over the mulch and not allow light to hit seeds for weeds to grow.

Dusk 'til dawn solar panel Christmas lights will be mounted at top of 6 poles at the Wildwoods sign.

The Greater Wildwood Elks Holiday Window Decorating Contest will be done at the Wildwoods Convention Center again this year, where students from Crest Memorial, Cape Trinity Catholic, Margaret Mace and Wildwood Middle Schools will paint Christmas scenes in Meeting Room 5 through 10 windows. The windows will be judged, and awards will be given by the Greater Wildwood Elks.

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. Byrne.

Roll Call:

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

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, NOVEMBER 21, 2019

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular Minutes of October 17, 2019 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – November 2019

Finance Department Update – November 2019

Marketing/Public Relations Update – November 2019

Mr. Siciliano stated that we got the hospitality tax, with nice growth, for the first time crossing the \$2 million mark. It has been a good year.

The proposed 2020 board meeting schedule was included in the packet for the board's review, and there have been a few suggested changes made due to holidays or major events and will need to be voted on at the December meeting. If anyone has any issues with certain months, please let us know.

Mr. Greenland had questions on the \$60 million vs \$40 for the transportation trust fund and boardwalk repair. This was explained by Mr. Siciliano. The new bill is for all NJ boardwalks, not just Wildwoods boardwalk. Mr. Byrne stated that he received an email from Mayor Rosenello suggesting that the Mayors and GWTIDA meet with the new NJ state legislators team to further discuss.

Mr. Greenland asked about the Marketing Department Update, specifically the potential legislation requiring all public schools begin the start of school after Labor Day. Mr. Rose was put in charge of the committee to gather information on this issue, using Maryland as a model. A study was also done, and it showed what a tremendous economic impact it was for the state of MD. That proclamation has now been rescinded and it is up to each school district. NJTIA is trying to get support for a bill to mandate, and is contacting every school district in the State of NJ. 60% of NJ schools are starting after Labor Day. Research is continuing.

Mr. Byrne had questions regarding Rio Grande Avenue sign and Local Finance Board. Mr. Siciliano stated that the hearing has been rescheduled for December 11th. The question came up of our application as to needing to confirm the life of the sign warranting a 20-year financing. In speaking to the attorney who assisted with Application and Leon Costello, our auditor, we got a letter from Stokes Architecture that said that the life of the sign should in face last 20 years. No one is willing to state the same regarding the digital portion of the sign. We then received another letter from Crest Savings Bank, issuing the terms and the payments for a 15-year amortization on the sign, it came out to \$34,000 without us doing anything.

Engineers are working on the project anyway. Before we can award the contract fully, we need the Local Finance Board to approve us, however, no matter what, we would make sure we reimburse any engineering costs that they incur, even if the project did not move forward.

Mr. Byrne had questions regarding the \$233,190 that we pay the COW for parking. Is that annually? Yes per Mr. Siciliano. It is an adjustment that is made every 10 years, based on the CPI, and we still have 2 more years at the above rate before we have to make the adjustment.

Correspondence/Communication – None.

Motions:

Mr. Patterson made a motion to approve the Bill List in the amount of \$487,671.78, second by Mr. Montello.

Roll Call:

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

Motion was moved and approved.

Mr. Siciliano reviewed purchase orders with the Board. In the Finance Department, anyone who has made an order, we encumber funds in the system. We then make a Purchase Order (PO), which goes into a line item. There is a protection process that is in place prior to getting paid. We would like to get a motion to change the claimant's signature process. Claimant's signatures will only be needed for PO's of \$20,000 or more. This is a streamlined system and protections in place will not change.

Mr. April then suggested that we eliminate the Claimant's Signature on all Purchase Orders. The board agreed.

Mr. Byrne made a motion to amend the current internal purchase order process to not require signature on a Purchase Order for any amount, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

D. Chairperson's Report

Mr. Byrne reiterated meetings held throughout the month and there were no questions.

Committee Reports:

- **Advertising:** Mr. Rose stated that the committee is tabling analytics report until December. The committee also reviewed the new print ads for 2020 and weighed in on a lot of changes. We believe we have a strong final product. Media flow chart was also reviewed.
- **Special Events:** Mr. Montello stated that the committee reviewed 10 funding applications, one of them being a new event. The committee received a letter from the Knights of Columbus that they will no longer hold an Italian Festival in North Wildwood. To date the committee approved \$200,000 in funding and is moving along.

Old Business – Mr. Byrne discussed a conflict with The Race of Gentlemen and Monster Trucks. Ms. Trapp stated that she is trying to be involved and work with the promoter to make things work.

Mr. Byrne also discussed resurrecting the renaming of Rio Grande Avenue. This would need to be approved by the City of Wildwood, and part of Rio Grande Avenue is a state highway. Mr. Byrne would like to call Mr. Groon, City of Wildwood Administrator to discuss with new Mayor and Commissioners. If the City of Wildwood is not interested, we will drop the subject.

New Business – None.

Policies/Procedures – None.

Correspondence/Communication – None.

E. Public Comment – None.

F. Executive Session

Mr. Patterson made a motion to go into closed session for the reason of discussing possible litigation in connection with pending legislation and any matter the disclosure of which constitutes an unwarranted invasion of privacy, such as personnel matters, any matters involving the purchase lease or acquisition of real property with public funds, any pending litigation or contract negotiation other than covered by subsection (4) in which the body may become a party, any matter falling within Attorney/Client privilege, to the extent that confidentiality is required in order for the Attorney/Client to exercise his ethical duties as a lawyer and that after discussion are therefore no longer sensitive, the results of the discussions may be disclosed to the public following the adoption of a motion authorizing such disclosure by the Authority, second by Mr. Byrne.

Mr. April stated that in Executive Session, the board was informed by the hotel committee that they have come up with a recommendation for a hotel developer, that will be made to NJSEA.

Mr. Patterson made an Operations motion to authorize the Executive Director to recommend selection of a Hotel Developer for the Wildwoods Convention Center Hotel Project to the NJSEA for their discussion, review and approval. When and if it comes back approved, we will make a formal resolution and award a contract, second by Mr. Barnabei.

Roll Call:

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

Motion was moved and approved.

G. **Any matter of immediate attention** – Mr. Greenland wished all a Happy Thanksgiving. The December board meeting will be held on December 19, 2019.

H. **Motion to Adjourn**

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

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary