

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

REGULAR MEETING, THURSDAY, OCTOBER 17, 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. Patterson	Present
Mr. Greenland	Present	Mr. Barnabei	Present
Mr. Reidenbach	Present	Mr. Hamlin	Present
Mr. Morey	Present	Mr. Bumbernick	Present
Mr. Montello	Present	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

Mr. Reidenbach made a motion to approve the Regular meeting minutes of September 19, 2019, second by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

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

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

Mr. Siciliano discussed our 2% tourism tax. We are on pace for another good year.

Mr. Siciliano reviewed the Statement of Operations and discussed parking revenues with the board.

Correspondence/Communication: None.

Motions: None.

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. Greenland provided an update. Several good meetings have been held, and there is still more to be found out to decide which direction the committee will recommend. The biggest hurdle to date is on the Room Block Agreement, which is being reviewed. There has been no decision made, however the committee hopes to do so in the next month. Mr. Siciliano is working on the final Room Block Agreement with our consultant, Tony Peterman. The process will include the committee making a recommendation to the board, then to NJSEA for their review and input. Once NJSEA is in agreement, we will enter into a lease agreement with the developer. We hope to make a selection and formalize by the end of the year and be able to move forward with the entire hotel process.
- Mr. Vasser had questions on the project, which were answered by Mr. Siciliano. We have kept NJSEA in the loop of this process to date. Mr. Morey had questions regarding parking, which were answered by Mr. Siciliano. Both developers who are in the running are clear that parking is contained. Mr. Byrne added that there are investigations involved, comparisons being made, and we want to be careful and thorough and make the right choice to get the convention center hotel built.
- Additional discussion took place on non-refundable deposit, funding and due diligence.
- **Buildings and Grounds** – Mr. Greenland stated that minutes were included in the packet. 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. Reidenbach made a motion to go into the GWTIDA portion of the meeting, second by Mr. Vasser.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. Greenland	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Mr. Hamlin	Yea
Mr. Morey	Yea	Mr. Bumbernick	Yea
Mr. Montello	Yea	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, OCTOBER 17, 2019

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular Minutes of September 19, 2019 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – October 2019

Finance Department Update – October 2019

Marketing/Public Relations Update – October 2019

Mr. Siciliano reviewed our 1.85% collections. We are 21% ahead of our 5-year average, and \$222,900 ahead of plan. We are doing well with good numbers to our bottom line.

Mr. Byrne had questions on the budget and what triggers the need for a budget amendment, which were answered by Mr. Siciliano. It is the amount. Mr. Siciliano also discussed going back to the municipalities. If overall appropriations exceed the budget, we would be overexpended.

Correspondence/Communication – None.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$164,916.54, second by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

Mr. Siciliano reviewed the 2020 Budget with the Board.

Mr. April read the following resolution into the minutes:

WHEREAS, the Annual Budget and Capital Budget for the Greater Wildwoods Tourism Improvement and Development Authority for the fiscal year beginning, January 1, 2020 and

ending, December 31, 2020 has been presented before the governing body of the Greater Wildwoods Tourism Improvement and Development Authority at its open public meeting of October 17, 2019; and

WHEREAS, the Annual Budget as introduced reflects Total Revenues of \$ 3,581,000, Total Appropriations, including any Accumulated Deficit if any, of \$3,722,890 and Total Unrestricted Net Position utilized of \$141,890; and

WHEREAS, the Capital Budget as introduced reflects Total Capital Appropriations of \$-0-; and Total Unrestricted Net Position planned to be utilized as funding thereof, of \$-0-; and

WHEREAS, the schedule of rates, fees and other charges in effect will produce sufficient revenues, together with all other anticipated revenues to satisfy all obligations to the holders of bonds of the Authority, to meet operating expenses, capital outlays, debt service requirements, and to provide for such reserves, all as may be required by law, regulation or terms of contracts and agreements; and

WHEREAS, the Capital Budget/Program, pursuant to N.J.A.C. 5:31-2, does not confer any authorization to raise or expend funds; rather it is a document to be used as part of the said Authority's planning and management objectives. Specific authorization to expend funds for the purposes described in this section of the budget, must be granted elsewhere; by bond resolution, by a project financing agreement, by resolution appropriating funds from the Renewal and Replacement Reserve or other means provided by law.

NOW, THEREFORE BE IT RESOLVED, by the governing body of the Greater Wildwoods Tourism Improvement and Development Authority, at an open public meeting held on October 17, 2019 that the Annual Budget, including all related schedules, and the Capital Budget/Program of the Greater Wildwoods Tourism Improvement and Development Authority for the fiscal year beginning, January 1, 2020 and ending, December 31, 2020 is hereby approved; and

BE IT FURTHER RESOLVED, that the anticipated revenues as reflected in the Annual Budget are of sufficient amount to meet all proposed expenditures/expenses and all covenants, terms and provisions as stipulated in the said Authority's outstanding debt obligations, capital lease arrangements, service contracts, and other pledged agreements; and

BE IT FURTHER RESOLVED, that the governing body of the Greater Wildwoods Tourism Improvement and Development Authority will consider the Annual Budget and Capital Budget/Program for adoption on December 19, 2019.

Mr. Reidenbach made a motion to approve the 2020 GWTIDA tourism budget as read into the minutes by Jeff April, second by Mr. Vasser.

Roll Call:

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

Motion was moved and approved.

Mr. Siciliano discussed the current Fuselideas contract. We had a 3-year contract with a 2-year option. The Advertising Committee met and is recommending that action be taken to exercise the 2-year option.

Mr. Patterson made a motion to exercise the option in Fuselideas contract, for a period of 2 years, beginning on 1/1/20 and ending on 12/31/21, in the amount of \$1,500,000 or \$750,000 per year, second by Mr. Reidenbach.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. Greenland	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Mr. Hamlin	Yea
Mr. Morey	Yea	Mr. Bumbernick	Yea
Mr. Montello	Yea	Mr. Vasser	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 looked at print creative and felt we needed to refresh it. Layouts were reviewed and will go to our agency for input and will get new layout. Sub-head was added. Everything you could ever want in a family vacation is all here. Refreshed images and layout will be used. This will also carry over to our digital ads, and billboard ads will be reviewed. Update on social media program was given by Lauren Suit, and update on our e-marketing program was given by Jamie McLaughlin. We are doing very well and getting more engagement. Mr. Morey and Mr. Greenland had questions which were answered by Mr. Rose. Also mentioned was the fact that our number of facebook and twitter users has increased. We have switched from webtrends to google analytics. Mr. Byrne added that he is fairly critical of the Fuse creative department, however their photo choices were outstanding.
- **Special Events:** Ms. Trapp stated that the committee is getting ready to go into funding season, and checking the calendar is moving forward.

Old Business – Mr. Morey had questions on boardwalk funding, which Mr. Siciliano replied that it has been silent. Mr. Rose added that Senator Andrezcak and Senator Sweeney are working on the bill. Mr. April stated that the legislature is not currently in session. No updates per Mr. Byrne, however will touch base for update. Mr. Morey would like to bring up beach parking again for overflow. Mr. Siciliano will discuss at a later time. Mr. Siciliano stated that we are moving forward with the signage package for Rio Grande Avenue entryway project. We are hoping to get to the Local Finance Board shortly, as Image One has been awarded the contract. Mr. Siciliano spoke with the county engineer to inform them of award of contract and they will communicate with Image One. Mr. Bumbernick had questions on the timeframe for the Rio Grande Avenue project, to which Mr. Morey replied that it should be complete by May 2020. Mr. Morey added that this might be a good opportunity to discuss a possible name change for Rio Grande Avenue. Mr. Byrne suggested bring this topic, as well as beach parking, up at the next Strategic

Planning Committee meeting.

New Business – None.

- State of NJ Update: Mr. Vasser stated that a new Advertising Agency, Dana Communications, and a new PR firm, Lou Hammond Group, has been selected. Also, an RFP has gone out for a new state website design. Mr. Vasser reported that research has been conducted on economic impact and summer report on the shore was completed. It was a great summer. The state is also moving forward with their international initiative, and is looking into travel from China.

Policies/Procedures – None.

Correspondence/Communication – George Greenland thanked the Board and Staff for the fruit basket sent to his family.

E. **Public Comment** – None.

F. **Executive Session** – None.

G. **Any matter of immediate attention** – None.

H. **Motion to Adjourn**

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

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary