

**PART I
OPERATIONS
GWTIDA as AGENT for
NJSEA**

(Minutes from 4/23/20 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, APRIL 23, 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.

Roll Call:

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

Also present were Mr. Siciliano, Ms. Harland-Bird, Ms. Carlino, 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 March 26, 2020, second by Mr. Barnabei.

Roll Call:

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

Motion moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

Administration Update – April 2020

ASM Update – April 2020

DE North Update – April 2020

Finance Update – April 2020

Housing Update – April 2020

Sales Update – April 2020

Correspondence/Communication: None.

Mr. Siciliano stated that updates from Administrative, ASM, Finance, Food & Beverage, Housing and Sales Departments were included in the packet, and asked

if there were any questions. There were none, however there are a lot of changes happening with regards to event cancellations, etc. due to the ongoing pandemic. We are hoping to get back to some sort of normalcy soon.

Mr. Lynch added that DeMolay and US Gymnastics have both cancelled, however Gymnastics is trying to move their event into the fall. The VFW Convention has not cancelled their event to date. Also, tickets for the Fabulous 50's Weekend will be going on sale on May 4th, however if the event needs to cancel, they will be looking for a weekend in the Spring if need be.

Mr. Sciarra arrived at 6:15 p.m.

Mr. Siciliano provided an update on the hotel project.

The MOU between GWTIDA and Paramount was finalized and sent to NJSEA for their review. We then received a call from NJSEA's outside council, Kevin Evans from Gibbons Law, who made several changes to the document at the 11th hour. The MOU was originally sent to Vince Prieto and Frank Leanza from NJSEA, who then sent it to the Governor's Authority's Unit, who asked Gibbon's Law to review. If we send this document to the developer, with Gibbons Laws suggested changes, they may walk away from the project. Tony Peterman has developed some bullet points to send to NJSEA, reiterating that the MOU is a Non-Binding document, which then gives us 60 days to work on the ground lease and development term. Mr. Byrne added that NJSEA has always been very consistent, however now the ground rules are changing, and it will discredit us. Mr. Byrne thanked Mr. Siciliano and Mr. Peterman for all of their hard work throughout this entire process over several years. We are hoping that Ethan, CEO of Paramount, will hang in. He does want to be a part of this project.

Mr. Federici stated that all Food & Beverage operations are shut down until further notice due to the Coronavirus pandemic.

Mr. Frey stated that all is ok, and staff is working on a lot of projects that need to be done while there are no events in the building.

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 stated that most capital projects have been put on hold at this point due to financial concerns regarding the Coronavirus. The landscaping project will also be scaled back immensely for the time being. Mr. Greenland also reported that the building saw minor damage due to the storm, and our staff is taking care of those repairs.

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. Bumbernick.

Roll Call:

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

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 4/23/20 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, APRIL 23, 2020

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of March 26, 2020 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – April 2020
Finance Department Update – April 2020
Marketing/Public Relations Update – April 2020

Mr. Siciliano asked if there were any questions on the reports, and there were none.

Ms. Harland-Bird reported that there have been several changes since her update was completed. The following events have also been cancelled: Beer Fest, Spring Beach Jam, Mud Hen Run, Captain Kidd Pirates Weekend, Kite Festival. Bev sends these updates, as well as updates from our Sales Department, to the City of Wildwood, City of North Wildwood, Borough of Wildwood Crest, Greater Wildwood Chamber of Commerce, and the Greater Wildwood Hotel Motel Association.

Correspondence/Communication – None.

Motions:

Mr. Vasser made a motion to approve the Bill List in the amount of \$23,890.32, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

Correspondence/Communication: None.

D. Chairperson's Report

Mr. Byrne reviewed the Chairperson's Update with the board and discussed meetings attended throughout the month, including several conference calls with Mr. Siciliano, Mr. Greenland and Tony Peterman regarding the hotel project, and committee meetings.

Committee Reports:

- **Advertising:** Mr. Rose stated that the committee discussed revised advertising campaign and revised budget. Advertising plan was set to start in the third week of March, then delayed until mid-May, and now it is on hold indefinitely. The committee reviewed entire budget, line item by line item to see what major cuts could be made. With \$1.1 million in the advertising budget, we made \$566,900 in cuts bringing us to a \$500,000 campaign. We are going to work on different messaging, stating that our #1 concern is visitor safety. Mr. Byrne congratulated Mr. Siciliano, Mr. Rose and staff, and committee for all their time, thought and effort put in. Great job. Also stated was that the advertising budget comes from the 1.85% tax, and we need to be conservative and fiscally responsible.
- **Special Events:** Mr. Patterson stated that based on the proposed reduction in collections we will need to expect cutbacks. Some of the events we fund have cancelled. We will need to look at one item at a time, and are looking at some pretty dramatic changes, having to review boardwalk parades, fireworks, boardwalk police and boardwalk restrooms. Will need to review and discuss with Patrick Rosenello and make some decisions. Mr. Byrne stated that the committee works very hard and thanks them for all of their efforts. Great job to committee, Ms. Harland Bird and Mr. Siciliano.
- **Strategic Planning:** Mr. Morey discussed the reopening of beaches and boardwalk. There is a lot of energy in consistency of reopening, and a desire to stay open once we are open. It would be appropriate for GWTIDA to have a seat at this table. Mr. Byrne asked Mr. Morey to have Freeholder Morey reach out to Mr. Byrne, and Mr. Byrne will discuss with Mr. Siciliano. Mr. Morey stated that all of the Wildwoods best days are ahead. Thank you for allowing him to be the Strategic Planning chair.

With regards to the Rio Grande Avenue Project, we are back on track with the art project on the pump station wall. We should receive new sketch designs next week, and this is a better, less expensive plan than the original plan. Also, the foundation on our signs will be installed in the coming weeks.

Mr. Morey discussed the name change for Rio Grande Avenue. A survey was conducted and a shortlist was created that was taken to the Mayor and Commissioners, a further short list was created, and then 4 professional creative consultants objectively reviewed the choices. Board's temperature was taken and it was about 50/50. Mr. Morey and Mr. Rose will reconnect, and the board will be given a chance to see the independent input.

Additional discussion ensued. Mr. Morey stated that all of the Wildwoods best days are ahead. Mr. Byrne discussed property purchased on Rio Grande Avenue and the board thanked him for cleaning up the area.

Old Business – None.

New Business – State of NJ Update. Mr. Vasser stated that the Division of Travel and Tourism is facing significant cutbacks to their budget. All funding not yet

encumbered has been frozen. We are trying to keep people engaged on the state's website, visitnj.org. Guests can take virtual tours of museums, zoom backgrounds, NJ Spotify channel, games and NJ movies and TV shows game. We will also roll out a broader campaign to support restaurants, breweries, wineries, etc. Lastly, we will roll out a campaign that says: We are here for you when we are able to come back, welcome back, we're open again. Mr. Rose asked if we could get a Wildwood background for Zoom, Mr. Vasser replied in the affirmative, and Mr. Rose will email several photos for possible use. Mr. Hamlin thanked Mr. Vasser for all his hard work and for the NJ updates.

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, May 21, 2020 at 6:00 p.m.

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary