

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

(Minutes from 2/20/20 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, FEBRUARY 20, 2020

**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	Absent	Mr. Barnabei	Absent
Mr. Greenland	Present	Mr. Hamlin	Absent
Mr. Morey	Present	Mr. Bumbernick	Absent
Mr. Montello	Present	Mr. Vasser	Present
Mr. Patterson	Present	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. Vasser made a motion to approve the regular meeting minutes of January 16, 2020, second by Mr. Murray. Email approvals were received from Mr. Byrne, Mr. Hamlin and Mr. Bumbernick.

Roll Call:

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

Motion moved and approved.

B. Public Comment – Mr. Greenland welcomed Mayor Pete Byron of the City of Wildwood to the meeting. Mayor Byron stated that he attended the meeting to observe and listen, and is happy to be here.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – February 2020
- ASM Update – February 2020
- DE North Update – February 2020
- Finance Update – February 2020
- Housing Update – February 2020
- Sales Update – February 2020

Correspondence/Communication: None.

Mr. Siciliano provided an update on the hotel project. Since the last board meeting, Paramount and JLL laid out milestones to be met during the due diligence period. We will have a draft MOU disseminated for review by Monday, February 24th. That draft will be passed onto NJSEA, and we hope to have an MOU executed by March 1st. Paramount is asking for a 6-month due diligence period.

Paramount is prepared to do the following: Engage consultants including but not limited to: Civil Engineer, Geotechnical Engineer for soil conditions, Environmental Engineer - Phase I Environmental (Phase II only if necessary), Architect - Concept Design, Land Use Attorney, Other professionals, as needed. Paramount will also Identify potential general contractors to provide input for a preliminary construction budget, Prepare Project Cost estimate, Prepare and submit franchise application to Marriott, Courtesy meeting with city pre-application for site plan approval and all other approvals needed to start construction (excluding building permit), Establish a site plan approval process schedule with our consultants, Identify any state credits available for the project, Finalize investment analysis and meet with potential equity partners, and Prepare loan package for potential construction lenders.

During that period, GWTIDA will draft development, lease, RBA, and other agreements as required (likely will not start until month 3 to be sure Paramount is continuing its process). Paramount would like to have the Agreements settled and mutually agreed upon at the end of 6 months so that the transaction can be executed (with proper approvals in place of course).

GWTIDA and Paramount will have check-in calls at least every 30 days during the 6 months to review what had been accomplished to date and to discuss potential issues.

Questions asked by Mr. Morey were answered by Mr. Siciliano. Mr. Siciliano will ask Tony Peterman about the possibility of getting a non-refundable deposit from Paramount.

Mr. Siciliano stated that the 2% tax numbers were received for December. In 2019 the 2% tax reached \$5.3 million. 2018 was our best year, at \$4.9 million. Kudos to everyone are in order, as we are 17% higher than the 5-year average. We were \$650,000 in June, July and August over the year before, partly due to the weather being so great.

Mr. Greenland mentioned from the Housing Update that we had 1,200 rooms for Cheerleading event in February, and Methodists had 1,456 rooms. These are great numbers for the off season.

Mr. Lynch provided a sales recap to the board. He stated that we were status quo with 117 group bookings, of which 24 were new. We had 240,000 attendees, 134,000 hotel room nights, and the facility was open for business 215 days out of the year. We had 42 weekends booked with major events, generating 1 million dining opportunities into the community. There were 1,400 separate events inside

the building, bringing \$50 million in economic impact. \$900 million since the building has opened.

The Presidential Rally was discussed, and was a great event, putting Wildwood on a world stage, with a high attendance. Mr. Greenland thanked all staff of GWTIDA, ASM and DE North. Additional discussion ensued.

Motions: None.

D. Chairperson's Report

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

Committee Reports:

- o **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet and discussed the landscaping project. Steiger Landscaping will be removing the mulch from the flower beds along Ocean Avenue. The plan is then to replant in the beds to the North and South of Rio Grande Avenue.
- o **Finance** – Mr. Siciliano discussed the Learning Avenue Pump Station Project. This will be a 600-day project. The City of Wildwood will stage and section off an area in the lot. A lot of work will also need to be done on Ocean Avenue itself, from Spencer to Learning Avenues. Access to the convention center parking lots are part of the scope of the project.

Old Business: None.

New Business: Mr. Greenland thanked our staff and is excited about what is going on in the Wildwoods, from the President coming to our facility, to HGTV filming on our back deck and at various locations throughout town, the Country Music Festival on the beach, etc. All these things are putting us on the map. We have the hotel project, our 2% tax numbers are over \$5 million, our 1.85% tax numbers are over \$2 million, our lots brought in \$900,000, the Rio Grande Avenue Project, etc. This is a very exciting time in the Wildwoods.

Policies/Procedures: None.

Correspondence/Communication: None.

E. Executive Session – None.

F. Any matter of immediate attention – Mayor Byron stated that everyone really does a good job.

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. Vasser.

Roll Call:

Mr. Byrne	Absent	Mr. Barnabei	Absent
Mr. Greenland	Yea	Mr. Hamlin	Absent
Mr. Morey	Yea	Mr. Bumbernick	Absent

Mr. Montello Yea
Mr. Patterson Yea

Mr. Vasser Yea
Mr. Murray, Jr. Yea

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 2/20/20 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, FEBRUARY 20, 2020

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of January 16, 2020 have been approved.

B. **Public Comment** – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – February 2020

Finance Department Update – February 2020

Marketing/Public Relations Update – February 2020

Mr. Siciliano stated that tax collections have been received. We have exceeded \$2 million for the first time in room occupancy tax. As that number grows, the municipalities will get more money to keep our beaches safe and free.

Mr. Rose stated that in January, we generated \$42,205,000 in PR ad value, with 458 news clips about the Wildwoods. A large part of the increased number is due to the Trump Rally and the Country Music Fest. This is a huge boost to our branding and exposure. Also, website visits have increase by 228% over last year.

Correspondence/Communication – None.

Motions:

Mr. Montello made a motion to approve the Bill List in the amount of \$131,001.88, second by Mr. Patterson.

Roll Call:

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

Motion was moved and approved.

Correspondence/Communication: None.

D. Chairperson's Report

Mr. Greenland reviewed the Chairperson's Update with the board.

Committee Reports:

- o **Advertising:** Mr. Rose stated that the committee did not meet this month. Minutes from last month's meeting were included in the packet.

- **Special Events:** Mr. Montello stated that the committee is busy reviewing funding applications. Minutes from last month's meeting were included in the packet.
- **Strategic Planning:** Mr. Morey stated that the Rio Grande Avenue Project is under construction. The signs have been bid out, and foundations are about to go in. Mr. Siciliano, Ms. Carlino and Mr. Morey have been attending construction meetings. Mr. Siciliano stated that according to Engineer Bob Church, the project is on schedule. Our signs are being produced and will have their own modem. Signs will be installed in late April. Wayfinding discussions will be resurrected. We are also waiting for pricing for the tram portion of the project, which was left behind. Mr. Siciliano stated that we need to further discuss wayfinding with the county.

Old Business – Mr. Siciliano that at the last meeting, the board approved to put \$150,000 towards boardwalk repair over 3 years. This project is moving forward, and we are waiting to hear from Mayor Rosenello (BSID) and Marc DeBlasio.

New Business – State of NJ Update. Mr. Vasser stated that legislation has been signed to increase tourism/arts/history funding. We could see a 40% increase, with funding potentially going as high as \$8.6 million. New markets with ad campaign were discussed. Dana Communications won the bid for the state's new website. Coop Partners fund was discussed, which would be used for research, brochure distribution, advertising, etc., visitor profile study, economic impact study, photo library. CTM is the official distributor of the state. Lastly, Senator Brown introduced legislation to create tourism marketing grants for each county. There would be grants to add to existing marketing funding.

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, March 26, 2020 at 6:00 p.m.

Also Mr. Lynch mentioned that we will have between 6,000 and 7,000 cheerleaders in the community this weekend.

Mr. Morey asked Mayor Byron what the new administrations priorities are in the first year. Mayor Byron stated that he is here to help. A top priority is downtown development. He would like to be more proactive and is always available by phone, is willing to accept both good and bad criticism. Also, they want to be as friendly as they need to be with the developer, and back bay development. Mr. Greenland stated that we are happy to have the Mayor at the meeting.

G. **Motion to Adjourn**

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

Roll Call:

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

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary