

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

(Minutes from 3/26/20 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, MARCH 26, 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 Board Member, Brendan Sciarra. Mr. Byrne congratulated Mr. Sciarra and welcomed him to the GWTIDA Board.

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 | Present |
| 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.

Mr. Byrne welcomed Michaela Carlino, recently promoted to Finance Manager, to her first board meeting.

A. Approval of Minutes

Mr. Vasser made a motion to approve the regular meeting minutes of February 20, 2020, 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.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – March 2020
- ASM Update – March 2020
- DE North Update – March 2020
- Finance Update – March 2020
- Housing Update – March 2020
- Sales Update – March 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.

Mr. Siciliano provided an update on the hotel project. There was a very long discussion at the last board meeting on the hotel project. Since then, we have been working on an MOU between GWTIDA and Paramount. There have also been a few conference calls between Tony Peterman, Tom Byrne, George Greenland and John Siciliano regarding the MOU document, also working out a timeline to get mutually acceptable terms, and to get it to NJSEA for review. They have not yet seen the MOU, and we need to work out a ground lease by 60 days of when the time period starts. We were still receiving changes as of 3pm today. Mr. Siciliano will reach out tomorrow to accept all changes and send to NJSEA. Today we were also informed that Paramount wants to have the document signed, however doesn't want their 60 days to start until the stay at home ban due to the Coronavirus is lifted.

Mr. Byrne and Mr. Greenland discussed concerns and need to review the latest MOU sent today. Mr. Siciliano added that he is not sure how quickly NJSEA will be able to review or when the ban will be lifted.

Mr. Siciliano informed the board that he was asked by Mr. Prieto, President of NJSEA, to put in place a work-from-home plan for employees, including GWTIDA, DE North and ASM. We have some projects that engineering and carpenter staff can work on while the building is empty. The operations team will also be disinfecting the building. It will be at least a few weeks before we will have to consider layoffs, when those employees will be able to file for unemployment until we are back at work.

Mr. Siciliano stated that the Sales Report shows events cancelled or postponed due to the Coronavirus pandemic. Staff is reaching out to all promoters scheduled through June to let them know we are available to work with them. This is a strange time for all of us. Mr. Lynch added that the Sales Department is being diligent. Cheerleading and Wrestling are trying to make their events work. All are doing a good job of postponing events.

Mr. Siciliano stated that NJSEA asked Ms. Carlino to estimate the financial impact of having no events in the building through June. What is the impact to the convention center with no food and beverage, rent, ancillary income, parking, not counting the loss of tax revenue. It is estimated to be \$800,000, however if you add on the tax revenue, it would be over \$1M.

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 and stated that our top priority is to get the MOU signed for the convention center hotel. We will continue to work hard on getting that done.

Committee Reports:

- o **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet and discussed the landscaping project. Steiger Landscaping has removed the mulch from the flower beds along Ocean Avenue, however there has been a change in the plan. After our committee meeting again with the landscape architect and our landscaper, it was decided that we will hold off on doing what was planned, until the fall. Some minor flowers will be planted, however we need to get the weeds under control first. The plan is then to replant in the beds to the North and South of Rio Grande Avenue.

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. Greenland.

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 3/26/20 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, MARCH 26, 2020

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of February 20, 2020 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

- Events Department Update – March 2020
- Finance Department Update – March 2020
- Marketing/Public Relations Update – March 2020

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

He also stated that due to the coronavirus, cancelled events and stay at home order in New Jersey, 2020 will not be the banner year we thought it would be.

Mr. Siciliano also mentioned that Ms. Carlino included the hotel/motel comparative in the Finance Report.

Correspondence/Communication – None.

Motions:

Mr. Patterson made a motion to approve the Bill List in the amount of \$158,765.71, 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.

Mr. Siciliano stated that included in the packet was another resolution and group affidavit regarding the Local Finance Board that needs to be approved. We will get board member signatures at a later date. Mr. Siciliano also stated that we did comply with all that was needed from the Local Finance Board, and there were no findings or recommendations on our applications.

Mr. Siciliano read the following resolution into the minutes:

WHEREAS, the findings and recommendations issued by the Local Finance Board (the "Board") at a meeting held by the Board on December 11, 2019 pursuant to N.J.S.A 40A:5A-6 relating to a proposed project financing in an amount not to exceed \$400,000 for the issuance of revenue bonds to finance entry way signs for the Rio Grande Avenue Project, have been filed with the Secretary of the Authority, and copies have been received by each member of the governing body in the form attached hereto; and

WHEREAS, N.J.S.A. 40A:5A-7 requires that the governing body of the Authority shall, within 45 days of receipt of the Board's findings and recommendations, certify by resolution of the Authority that the members thereof have personally reviewed the findings and recommendations; and

WHEREAS, the members of the governing body of the Authority have personally reviewed the Board's findings and recommendations for the issuance of revenue bonds to finance entry way signs for the Rio Grande Avenue Project as evidenced by the group affidavit of the governing body; and

WHEREAS, failure to comply with this requirement may subject the members of the Authority to the penalty provisions of R.S. 52:27BB-52.

NOW, THEREFORE, BE IT RESOLVED that the governing body of the Authority hereby states that it has complied with the requirements of N.J.S.A. 40A:5A-7 and does hereby submit a certified copy of this resolution and the required affidavit to the Board to show evidence of said compliance.

Mr. Bumbernick made a motion to accept and certify a copy of the resolution of the Local Finance Board as read into the minutes by Mr. Siciliano, for the borrowing of an amount not to exceed \$400,000 for the Rio Grande Avenue Signage Project, second by Mr. Hamlin.

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.

Mr. Siciliano stated that all GWTIDA employees are working from home, however have access to work computers, and work phones have been forwarded to cell phones. We are available, and Mr. Siciliano and some staff will be going into work for limited times as needed.

Correspondence/Communication: None.

D. **Chairperson's Report**

Mr. Byrne reviewed the Chairperson's Update with the board and discussed meetings attended throughout the month.

Committee Reports:

- **Advertising:** Mr. Barnabei stated that we were able to push back our advertising campaign until the third week in May, which will also save us some money. Also, social media did very well in January and February. Mr. Rose added that we are now running our Fun-O-Meter. The concept was being able to move the dial from 1 to 6, and with each move, get a video running from mild to wild. This has exceeded all expectations. This has been a huge success for 3 years now, and ours is being used as a model for other areas. However, a refresh is in order and the company is redesigning a program as a click-and-spin game, approved by the committee. Mr. Rose stated that we will also be testing paid social media ads. We will test single image and see how that performs against double images. We will see which does better.

Mr. Rose stated that the Marketing Campaign will restart the third week in May and run through July. Mr. Byrne added that it was appropriate to send email about postponement due to the sensitivity. Holding off is the right move. Thank you to Ben and the committee for the work that went into this.

- **Special Events:** Mr. Patterson discussed finances and what effect the coronavirus will have, as our money comes from mercantile renewals. If things do not improve by May, some may not renew mercantile licenses. There was a funding request from the Greater Wildwood Chamber of Commerce for their 50's weekend in October, to increase contributions from \$10,000 to \$20,000. We are not able to extend ourselves at this point, and we hope this all ends soon.
- **Strategic Planning:** Mr. Morey discussed the name change for Rio Grande Avenue. A survey was conducted and 5,000 suggested names were submitted. Those suggested names have been narrowed down to 2 names, which Mayor Byron will put in front of a committee for review. A small committee will be appointed, and they will make the recommendation. Need to follow up with Jeff April. Also, duel traffic is scheduled to be back on Rio Grande Avenue in mid-April.

Discussion on Rio Grande Avenue signage. Mr. Siciliano stated that he, Ms. Carlino, Mr. Rose, and Mr. Morey met out in the field to discuss and decide on direction and location of signage. Some slight modifications were made.

Mr. Morey discussed the art wall which hides the pumping station. The original design was for a sculpture to be included in this portion of the project, however, that did not happen because it did not make it to the bid documents. We are working on a solution for that, with no charge to GWTIDA. An architect is helping out with plans, as well as an artist in Philadelphia, to come up with ideas. We are hoping the \$100,000 price tag could be picked up by the county.

Mr. Morey reported that the wayfinding package has been approved. Plans are to connect the bridge to the Wildwoods sign. County will fund 2 signs, for \$17,200. Will discuss further with Mr. Siciliano., as we need to get 2 additional prices.

Beach parking and solar concept plans were discussed. The committee met with Mayor Byron and solar provider. Mr. Morey stated that there are a number of things, after we are back from the coronavirus, that he would like to look at, including a public project with the City of Wildwood he wants to start looking at, and will meet under Carl Groom and Mayor Byron's leadership. Mr. Morey stated that he would like the committee to help the City of Wildwood with long-term strategic planning. Mr. Morey added that he is developing a strong strategic planning relationship with the City of Wildwood.

Mr. Morey discussed the Dog Beach, with a 35-foot high sculpture planned. The pre-application meeting was scheduled, however postponed due to the coronavirus.

Mr. Morey received a call from Mr. Groom to look at the Leaming Avenue Pumping Station Project. It won't be pretty but we need ideas and will work with the City of Wildwood to beautify the area. We need to help shape and brand the culture of the town.

Mr. Byrne stated that he has appointed Mr. Sciarra to the Strategic Planning Committee. Mr. Siciliano added that Ms. Carlino also joined the meeting at the Rio Grande Avenue site as she has been for some time now. We will need to discuss getting some quotes. Mr. Siciliano also stated that while there is a desire to have GWTIDA assist with all of these ideas, we may need to be a little careful with how we spend our money, etc., especially with losing revenue and trying to get back on track after the coronavirus. Also, Mr. Siciliano stated that we have always had a great relationship with all three municipalities. Mr. Morey added that he wants to work on infrastructure, branding in the future, as it is a struggle.

Old Business – None.

New Business – State of NJ Update. Mr. Vasser stated that the Division of Travel and Tourism is working remotely and unless we have encumbered funding or already had funding, our funding is frozen at this time. Most state ads through June are reserved and they have pulled back on advertising as well. They kept some subtle things that would allow other things they can anticipated later in the summer. When you're ready, we're here for you. The response to this has been favorable. Grant program was also discussed, and new things have gone by the wayside with the current conditions.

Mr. Hamlin asked that due to the number of cases in New Jersey and New York being over 80,000, has there been any discussion supporting what Ocean City has done in their town with respect to closing the boardwalk and beaches, to try to get a handle on what is going on? Mr. Byrne has not heard anything and Mr. Siciliano added that at an OEM Meeting, it was suggested that Freeholder Thornton ask people to stay home.

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, April 23, 2020 at 6:00 p.m.

Mr. Siciliano thanked everyone for calling in and being part of the meetings today, and stated that we will all take this one day at a time. Mr. Byrne added that he appreciates all that is being done.

G. Motion to Adjourn


Mr. Patterson made a motion to adjourn, 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.

Respectfully Submitted,



Frances Feketics
Board Secretary