

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

(Minutes from 5/21/20 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, MAY 21, 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	Absent
Mr. Greenland	Present	Mr. Bumbernick	Absent
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.

A. Approval of Minutes

Mr. Vasser made a motion to approve the regular meeting minutes of April 23, 2020, second by Mr. Greenland.

Roll Call:

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

Mr. Bumbernick arrived at 6:10 p.m.

C. Executive Director's Report

Included in the board packet were:

Administration Update – May 2020

ASM Update – May 2020

DE North Update – May 2020

Finance Update – May 2020

Housing Update – May 2020

Sales Update – May 2020

Mr. Siciliano announced that on Monday we executed the MOU between GWTIDA and Paramount for the convention center hotel project. Paramount's due diligence

will begin on June 1st. We are looking forward to having them move forward aggressively. All last week, there was an opportunity for them to walk away from the project, however they stayed and negotiated with Tony Peterman, JLL, John Siciliano, NJSEA and the Governor's Authority's Unit. Mr. Siciliano also gave big thanks to Brendan Sciarra, who was able to make some calls and get some things changed that got Paramount to sign off on the MOU. We will now start to work on the ground lease, term sheet for development, and Room Block Agreement. It was a great day!!

Mr. Byrne congratulated Mr. Siciliano and Mr. Peterman, and Mr. Sciarra for working extremely hard on this project. Thank you on behalf of everyone. This project will be huge for the Wildwoods, and huge for the convention center.

There were questions regarding a meeting with Senator Menendez's office, which were answered by Mr. Siciliano. The conference call meeting was to discuss PPP and possible funding from the federal government. IAVM set up calls with Senators of each state to hear feedback from venues. We, however, do not qualify because of our governmental affiliations. Also discussed was what impact our venues have on our communities. We learned that our facilities are way down on the list of getting the green light to reopen. Also discussed what steps we may need to implement and are awaiting guidelines from the state. We have DE North and ASM to discuss guidelines with and discuss what is taking place in other buildings. We are planning and preparing to be ready when we are able to reopen. We have no events in the building through mid to late July. We should be qualified for some kind of funding. Our facility is not funded by a state or local government agency, but through tourism tax revenue and convention center events.

Mr. Byrne and the board offered their congratulations on moving forward and getting the MOU signed for the convention center hotel.

Correspondence/Communication: None.

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 capital projects have been put on hold at this point due to financial concerns regarding the Coronavirus, except those projects that are an emergency. Mr. Siciliano added that he and Mr. Frey spoke with engineering companies, Marc DeBlasio and AEC, who explained why they submitted a 5-year plan. After the conversation, they both understood what we are looking for and will re-submit proposals.

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. Bumbernick made a motion to go into the GWTIDA portion of the meeting, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Absent
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 5/21/20 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, MAY 21, 2020

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of April 23, 2020 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

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

Mr. Siciliano stated that the Greater Wildwood Chamber of Commerce set up three Zoom meetings, one for Wildwood, North Wildwood and Wildwood Crest, to provide updates on where each municipality is on rules and regulations as they relate to the closings due to the Coronavirus. GWTIDA was invited to facilitate a Zoom meeting for the business community and anyone else who wants to join in and listen. We will be providing an update on our marketing plan, the convention center, and updates on events. Mr. Siciliano, Ms. Harland-Bird, Mr. Rose and Mr. Lynch will be speaking on the call.

Correspondence/Communication – None.

Motions:

Mr. Patterson made a motion to approve the Bill List in the amount of \$138,425.94, second by Mr. Murray.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Absent
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. Barnabei stated that the committee met and went over the FuseIdeas presentation. We will now go back to Fuse to discuss re-tweaking their campaign. Mr. Rose added that our campaign was moved to May, then June 15. Based on rentals being available, the campaign will be moved to June 1st. The TV spot is being edited and will be used on digital only. No TV. Billboards up and ran in North Jersey and Philadelphia. Some we were not able to cancel. We also have new creative on interstate, and a billboard going into Ocean City, NJ. Additional tweaking will be done by Fuse for digital.
- **Special Events:** Mr. Patterson stated that there are 3 pages of cancelled events attached to the update. We have committed \$449,000 to events, including fireworks, which we are hoping will be allowed. Mr. Patterson asked if Roar to the Shore will be happening this year, and Mr. Rose stated that it would not, as a permit will not be issued by the City of Wildwood. The Marbles tournament is also cancelled; however, they are working on a virtual event. The mibsters will be disappointed but they are trying to fill in the gaps.
- **Strategic Planning:** Mr. Morey stated that the Rio Grande Avenue Project is moving along nicely. There is a hope for the wave wall, to have the county put out to bid. The signs are being installed. We appreciate everyone's hard work on this project. Mr. Rose added that Jamie McLaughlin and Lauren Suit in our Marketing Department are being trained through Watchfire for the event sign. Jamie was also able to resize everything needed for the new board, and create a template for the new board, Default displays are being worked on to include time and temperature and social distancing messages. There are restrictions on the sign per email from Jeff Lindsay. Mr. Siciliano reached out to discuss state regulations, as 15 seconds per message is too long. We need to further discuss with county to be able to have quicker messages, hopefully 8 seconds. We need to work together to follow realistic guidelines. Mr. Siciliano will follow up with Mr. Jack Morey. Mr. Byrne added that Rio Grande Avenue looks beautiful and it is a great new entrance into our town. Nice work Mr. Morey and committee.

Old Business – None.

New Business – State of NJ Update. Mr. Vasser stated that two weeks ago, the NJ Division of Travel & Tourism released the 2019 tourism numbers.

There were 116 million visitor trips into New Jersey, a 4.9% increase over 2018. Of those visitors, Atlantic County came in at #1 at 23 million, and Cape May County came in second at 10.2 million, which is a 3.6% increase over 2018.

In visitor spending, New Jersey came in at \$46.4 billion. Atlantic County was 1st at \$7.8 billion, with Cape May County being 2nd, at \$6.9 billion, for an increase of 4.4% over prior year. Of the \$46.4 billion, lodging was #1 at \$12.4 billion but fastest growth was food & beverage at \$12.3 billion.

According to Tourism Economics, the projection for 2020 is a 25% decline statewide in tourism. It is thought that we will recover rather quickly, as we are a drive-in state.

The state is focusing on wineries, breweries, and restaurants, farm to table. We are thrilled with the huge growth. Mr. Vasser also stated that the Wildwoods Sign was added to the NJ websites choices of Zoom backgrounds. Thank you to Mr. Rose for sending that over. Status of state marketing campaign was discussed, including a TV commercial, radio, billboard campaign. Please email Jeff Vasser to get a link to their new commercial.

Mr. Vasser also reported that they have NJ in-house virtual cooking classes on the state website. Chef Joe Montello was chosen as one of 7 chefs in the state to participate and is keeping people engaged in the site. Mr. Vasser stated that they are thrilled to have him and to check out the classes. Mr. Morey added that Mr. Montello is doing a fantastic job, is reinventing food, and to check him out. All other planning for the state has been cancelled, and all funding is currently frozen. They are appealing to the Governor to release \$1.4 million in funding.

Mr. Vasser had questions regarding beach swimming, which were answered by Mr. Rose. Beach swimming is currently allowed; however, no group sports are allowed. It can be confusing to visitors, that all municipalities do not have the same rules.

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, June 18, 2020 at 6:00 p.m.

G. Motion to Adjourn


Mr. Vasser made a motion to adjourn, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Absent
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