

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

(Minutes from 8/20/20 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, AUGUST 20, 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	Present
Mr. Barnabei	Absent	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. Proper notice was given under pandemic guidelines.

Mr. Byrne thanked the Board of Directors for their vote of confidence, has worked hard to do the right thing and appreciates all board and staff members for their help.

A. Approval of Minutes

Mr. Patterson made a motion to approve the regular meeting minutes of July 16, 2020, 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	Absent	Mr. Vasser	Yea

Motion moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

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

Mr. Siciliano congratulated Mr. Byrne and Mr. Greenland on their appointments as GWTIDA Chairperson and Vice-Chairperson.

Mr. Siciliano introduced our Finance Manager, Michaela Carlino, to the board, as this is her first in-person GWTIDA Board meeting.

Mr. Byrne commented on Heather O'Connell of NJEDA and \$50,000 loan. Mr. Siciliano was able to work with Gibbons Law to have the loan forgiven. Thank you, Mr. Siciliano.

Discussion on Parking: It was asked at the last meeting how our parking compares to the municipalities based on prior years. We are running 42% of revenue compared to 2019. North Wildwood, through June, is up 136%, as of July 20th, slight decrease for July. As of June 30th, Wildwood Crest parking revenue is down 33%, and through July 16, down 21%. Mr. Siciliano stated that through June 26th, GWTIDA parking is at 60% from prior years. Our parking operations were closed from March 22nd through Memorial Day. We will recheck at the end of the summer. Mr. Morey stated that he spoke with Carl Groon, and the City of Wildwood is tracking behind. Mr. Siciliano stated that since Memorial Day Weekend, we are averaging \$3,200 per day in our lots, running at 60%. We are awaiting June and July tourism tax numbers, and have no events in the building in September or October. The piers will be open weekends after Labor Day until September 20th.

Correspondence/Communication: None.

Motions:

Mr. April discussed DE North contract. There was a force majeure found. In the event of certain...we can declare a contract suspended. Mr. Siciliano spoke with DE North. They agreed to forego payment of administrative fee from April 1st until a date that the Governor declares the pandemic over.

Mr. Byrne made a motion to declare force majeure in effect for the DE North contract, effective April 1, 2020 through the date that the Governor lifts the state of emergency for the pandemic, second by Mr. Vasser.

Mr. Byrne asked if the fee will be added onto the end of the contract, to which Mr. Siciliano replied in the affirmative.

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	Absent	Mr. Vasser	Yea

Motion moved and approved.

Mr. Siciliano added that DE North has been very accommodating, including Rich Federici, Regional Managers, Jeff April and Frank Leanza at NJSEA. We are currently waiting to receive paperwork on the matter.

Mr. Greenland complimented Mr. Siciliano and staff for all they are doing to keep going. We are in tough times. Thank you to everyone for doing such a great job and thank you Board and staff for your support as Vice-Chairman.

D. Chairperson's Report

Mr. Byrne reiterated meetings held and attended throughout the month. There were no questions.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet and discussed that weeds continue to be an issue. The latest proposal includes taking more topsoil out, however that is currently put on hold.
- Mr. Byrne stated that the floors in the lobby look great! Staff did an awesome job.

Mr. Siciliano stated that he is working the Mott, McDonald, and engineering/surveyor firm. We are still in conversations with Paramount on the convention center hotel development, and we need a metes and bounds description of the Montgomery Avenue lot for the ground lease, which is under review. We are awaiting a proposal from Mott McDonald and are moving forward on the project.

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. 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	Absent	Mr. Vasser	Yea

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS

(Minutes from 8/20/20 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, AUGUST 20, 2020

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of July 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 – August 2020
Finance Department Update – August 2020
Marketing/Public Relations Update – August 2020

There were no questions on the updates.

Motions:

Mr. Patterson made a motion to approve the Bill List in the amount of 127,992.72, 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	Absent	Mr. Vasser	Yea

Motion moved and approved.

Ms. Carlino reviewed the 2019 GWTIDA Audit with the board, which was distributed to all board members via email and hard copy.

It was suggested that board members, especially those new members, read and review the section of the audit entitled Management Discussion and Analysis, located on Page 4 through 16. This section of the audit explains the formation of GWTIDA, our Revenue sources and structure, 10 year collection history, the dollars that we give to the three municipalities over the last three years for beach offset payments, as well as dollars given to each municipality for boardwalk and event support.

Page 13 includes the Condensed Statement of Revenues, Expenses and Changes in Net Position. This report is broken down by fund. The General Fund which reflects revenues from the Tourism Tax and Tourism Assessment, and expenses relating to our Administrative, Advertising and Promotions mission and capital expense.

The TDF Fund which reflects revenues from the Tourism Development Fee and expenses relating to Events and Event Support.

The General Fund was reviewed. Based on collections in 2019, our Tourism Tax Revenues, 10% of the 2% tax was \$531,083 and the 1.85% tax was \$2,095,506. Other income was \$4,762 for a total of \$2,631,351. Our Operating Expenses totaled \$2,416,560 and Non-Operating Revenue and Expenses netted out to \$3,290, leaving GWTIDA with a positive Net Position of \$218,081.

The TDF Fund was reviewed. TDF collections for 2019 were \$1,227,539 with Interest income of \$10,860 for total revenues of \$1,238,399. Expenses related to our Event Support, including the printing and distribution of our calendar of events and municipal administration fee was \$1,100,699, leaving GWTIDA with a positive Net Position of \$137,700.

On page 19, the statement shows a profit or surplus from operations of \$341,630, even though the line reads LOSS FROM OPERATIONS. It is really a positive change in NET POSITION.

Ms. Carlino then discussed Findings and Recommendations. The auditors found no material weaknesses or deficiencies in our controls and no non-compliance with State laws or General Accounting Standards.

Also, part of our requirement tonight is to accept the audit as presented and most importantly, to sign off on the affidavit that indicates that you have reviewed the section entitled Findings and recommendations.

Mr. April read the following resolution into the minutes:

WHEREAS, N.J.S.A. 40A:5-4 requires the governing body of each local authority to cause an annual audit of its accounts to be made, and

WHEREAS, the annual audit report for the fiscal year ended December 31, 2019 has been completed and filed with Ford Scott & Associates, LLC pursuant to N.J.S.A. 40A:5-6, and

WHEREAS, N.J.S.A. 40A:5A- 17, requires the governing body of each authority to, within 45 days of receipt of the annual audit, certify by resolution to the Local Finance Board that each member thereof has personally reviewed the annual audit report, and specifically the sections of the audit report entitled "General Comments" and "Recommendations," and has evidenced same by group affidavit in the form prescribed by the Local Finance Board, and

WHEREAS, the members of the governing body have received the annual audit and have personally reviewed the annual audit, and have specifically reviewed the sections of the annual audit report entitled "General Comments" and "Recommendations," in accordance with N.J.S.A. 40A:5A-17,

NOW, THEREFORE BE IT RESOLVED, that the governing body of the Greater Wildwoods Tourism Improvement and Development Authority hereby certifies to the Local Finance Board of the State of New Jersey that each governing body member has personally reviewed the annual audit report for the fiscal year ended December 31, 2019, and specifically has reviewed the sections of the audit report entitled "General Comments" and "Recommendations," and has evidenced same by group affidavit in the form prescribed by the Local Finance Board.

BE IT FURTHER RESOLVED that the secretary of the authority is hereby directed to promptly submit to the Local Finance Board the aforesaid group affidavit, accompanied by a certified true copy of this resolution.

Mr. Bumbernick made a motion to accept the 2019 GWTIDA audit as read into the minutes by our solicitor, second by Mr. Byrne.

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	Absent	Mr. Vasser	Yea

Motion was moved and approved.

Correspondence/Communication: None.

D. Chairperson's Report

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

Committee Reports:

- o **Advertising:** Mr. Rose stated that we will be hosting travel writer Marla Cimini of USA Today Travel on August 27 – 29. She will be writing two feature stories about the Wildwoods as a premier vacation destination for USA Today Travel and one story for New Jersey Monthly Magazine. She will interview Ben Rose and several business owners throughout the Wildwoods.
- o **Special Events:** Mr. Patterson stated that the committee is concerned with so many convention center and island-wide outdoor events being canceled. We need some tremendously good weather this fall.

Mr. Lynch added that he spoke with Big Easy from the Harlem Globetrotters and the team missed coming to the Board Meeting. They would like to return to the facility next year.

Mr. Morey added that the cornhole event this year has not been canceled.

Mr. Siciliano reported that to date we have received \$1,030,789.00 in TDF collections, which is 84% of what we received in 2019. Also, we usually place over \$500,000 in event support, however this year we are at \$260,150. We should not have a TDF Fund deficit this year.

- o **Strategic Planning:** Mr. Morey discussed re-engaging in some projects such as Leaming Avenue and beach parking. There is also a big probability for beach fees next year. The municipalities continue to track in that direction. Mr. Byrne discussed the big picture and what the best use of the additional funds to us would be.

Mr. Morey also discussed the Redevelopment Zone and will keep the board posted on any developments. This is exciting for the Wildwoods and for Pacific Avenue.

Old Business – None.

New Business – Mr. Vasser provided a State of NJ update. Mr. Vasser congratulated the board on the unveiling event. The Div. of Travel & Tourism is still shut down with no known return date and furloughed staff. Funds were shut down one month ago, however NJ has an in-house campaign, highlighting wineries and breweries. A status report will be available next month. We have received a lot of impressions for little money, and in process of a website renovation, which funding was received to complete. Working on PR and waiting for final budget approval for next fiscal year. We are confident it will be the same as last year. We are also hoping to get money from the CARES Act, as a lot of states are getting tourism money.

Policies/Procedures – None.

Correspondence/Communication – None.

E. Public Comment – None.

F. Executive Session – None.

G. Any matter of immediate attention

Our next Board Meeting is on WEDNESDAY, September 16, 2020 at 6 p.m.

Mr. Siciliano stated that this board meeting is Jeff April's last meeting, as he will be retiring. He will have tough shoes to fill. It has been great working with Jeff over the last 18 years. Mr. Byrne thanked Mr. April for all he has done, and for being so devoted to the Authority, always steering us in the proper direction. We wish Mr. April the best. Mr. April stated that this is his last night practicing law, and that he has not enjoyed any client as much as GWTIDA through all his practicing years. Mr. Siciliano presented Mr. April with a plaque and photo, signed by all GWTIDA Board and Staff, thanking him for his dedication and service to the Wildwoods from 2002 to 2020.

H. Motion to Adjourn

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

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	Absent	Mr. Vasser	Yea

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary