

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

(Minutes from 9/16/20 Regular Board Meeting)

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

REGULAR MEETING, WEDNESDAY, SEPTEMBER 16, 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	Absent
Mr. Morey	Present	Mr. Murray, Jr.	Present
Mr. Patterson	Present via phone	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. Amenhauser, and Ms. Feketics. Proper notice was given under pandemic guidelines.

Mr. Byrne welcomed our new solicitor, John Amenhauser to the meeting. Also present and welcomed was Mr. Jeffrey April, our prior solicitor.

A. Approval of Minutes

Mr. Greenland made a motion to approve the Re-Organization meeting minutes of August 20, 2020, second by Mr. Murray.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
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.

Mr. Greenland made a motion to approve the regular meeting minutes of August 20, 2020, second by Mr. Morey.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
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 – Mr. April stated wonderful job done by

C. Executive Director's Report

Included in the board packet were:

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

Mr. Siciliano stated that NJSEA was supposed to send a draft lease agreement to Ethan Kramer of Paramount. As of today, it still has not been sent. Kevin Evans, outside council for NJSEA is working on the project development agreement. He and Mr. Siciliano spoke today, and the developer will review once received. We are hoping by Friday at the latest. Ethan now would like the due diligence clock to be restarted due to not yet receiving the documents. We will probably grant this 90-day request once the documents are received.

Mr. Byrne had questions of the Sales Report regarding a new coalition of convention centers. Mr. Lynch stated that they are meeting on a regular basis. It was the idea of Mike Reynolds from Atlantic City based on something that was done in California. This is to get a master plan and have everyone on the same page. Right now, the coalition includes sales, however as it grows, it will also include operations. Also discussing repurposing of buildings and getting a few leads from Atlantic City. The coalition includes buildings such as ours, from Cape May to the Meadowlands. The main goal is that we be ready when we reopen.

Ms. Carlino discussed the Statement of Operations, which reflects the tax revenue through May. However, the history 2% tourism tax sheet reflects collections through June. Through June we received \$867,721.76 in 2% tourism tax.

Correspondence/Communication: None.

Motions:

Mr. Greenland made a motion to memorialize the email vote taken on August 27th to appoint John Amenhauser, Esquire as solicitor for GWTIDA at a rate of \$200 per hour for the period beginning August 27, 2020 and ending at the next GWTIDA Re-Organization meeting, second by Mr. Morey.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
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.

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 the capital reserve fund that is being worked on, needed for assurance of funds if something happens. Engineering report was received from Marc DeBlasio and Associates in the amount of \$448,000. Good job done by committee, John Siciliano and staff.
- Mr. Siciliano added that in 2020, there will be no excess revenue to add to this fund. If we initiate the reserve now, we will not be able to fund in 2020, however we will wait and see what happens in 2021. Also, this fund is being created at the request of NJSEA.
- Mr. Greenland stated that weeds continue to be an issue. Steiger Landscaping offered to re-till all ground and sprayed more sedgehammer. We will also consult Taylor Design Group.
- Mr. Greenland added that our carpenter and engineering staff did a great job with refinishing and painting outside base of Meeting Rooms 4 through 10. The committee has decided to continue the project from Meeting Room 4 south, along the front of the building. Thank you all for your hard work.

Old Business: None.

New Business: None.

Policies/Procedures: None.

Correspondence/Communication: None.

E. Executive Session – None.

F. Any matter of immediate attention – Mr. Byrne addressed the importance of board members responsiveness to emails from GWTIDA regarding committee meetings, board meetings, etc. and asked the board to please take note.

**G. Motion to go into the GWTIDA/Advertising portion of the meeting.
Mr. Murray made a motion to go into the GWTIDA portion of the meeting, second by Mr. Barnabei.**

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
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.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 9/16/20 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, WEDNESDAY, SEPTEMBER 16, 2020

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Re-Organization meeting minutes of August 20, 2020 have been approved.
The Regular meeting minutes of August 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 – September 2020
Finance Department Update – September 2020
Marketing/Public Relations Update – September 2020

There were no questions on the updates.

Ms. Carlino provided the board with an update: June 1.85% tax collections were received in the amount of \$213,887. January through June total is \$272,705.

Motions:

Mr. Greenland made a motion to approve the Bill List in the amount of 171,557.18, second by Mr. Vasser.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
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.

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. Also attended was a WBID Executive Committee meeting at the Greater Wildwood Chamber of Commerce.

Mr. Byrne stated that he would like to form a new committee which will be a sub-committee of the Finance Committee, called the Appropriations Committee. The role of this new "Appropriations" committee will be to discuss new legislation and infrastructure and development island-wide, and beach fees. Members will include George Greenland, Jack Morey, Brendan Sciarra, Bruce Hamlin & Tom Byrne.

What happens to the beach offset money that would come back to GWTIDA?

Municipalities may also want to add an additional tax, or raise the 1.85% tax, which could be used for a new boardwalk. It is not our battle to raise the 1.85% tax. It would be the municipalities responsibility however we thank them for bringing GWTIDA to the table.

Committee Reports:

- **Advertising:** Mr. Barnabei stated that the committee met and Sparkable went over search engine optimization. Mr. Rose discussed the monthly website maintenance project that they are also working on, after building our site. A re-cap and executive summary were presented to the committee. We are improving on number of unique visitors, and 70% are viewing our site on a mobile device. The mobile site is being enhanced, and the speed increased. Google search has been improved dramatically. Mr. Rose also reported that the fall campaign will be launched the first week in September. We are doing promoting through social media with workations and schoolcations. The committee also started to discuss our 2021 advertising campaign. No creative will be changed. Also, we will be going out for RFP in May or June for a new ad agency. Fuselideas 2-year option expires on 12/31/21. Simpleview system was also discussed. Mr. Morey commented positively on the fact that we are embracing wineries, breweries and birding. Mr. Rose stated that our fall campaign is targeting couples and the older generation.
- **Special Events:** Mr. Patterson stated that the committee reviewed 1 funding application, and the Greater Wildwood Chamber of Commerce outdoor holiday shopping village was approved. We are in a holding pattern for other funding. Also trying to get dates for our proposed calendar. The committee discussed events for 2021 island-wide and is hoping for a good year next year. Mr. Siciliano added that with every convention center event, all contracts have been re-written with 2021 dates. We are not losing these events; we are just rolling them into the 2021 tourism season. Mr. Greenland added that we have made the top 10 destinations with Trivago, and a press release has been sent out. We knocked Boston out for the #10 spot.
- **Strategic Planning:** Mr. Morey stated that the Rio Grande Avenue entryway signage project is nearly complete. Also, there were 2 bids received for the wave on the concrete wall. Other projects he would like to discuss in the future include parking, skate park, and we were also asked to look at the pumping station façade on Leaming Avenue. Mr. Morey mentioned that the Pacific Avenue Redevelopment is a real project being funded in part by the CMC Freeholders, and GWTIDA has been asked to participate. There will be a 10-year PILOT program, with seed money for developers. New zoning for the area would include duplexes. It was also mentioned that there has been no new movement on the renaming of Rio Grande Avenue.

Old Business – None.

New Business – Mr. Vasser provided a State of NJ update, and discussed the budget for NJ Travel & Tourism. The Governor proposed a budget for Travel & Tourism at a little over \$10 million. We are waiting to see what the legislature will do. The good news is that is still a significant increase over prior year. We are

trying to keep NJ top of mind to our visitors. Also, we have not yet received any CARES act 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 Thursday, October 15, 2020 at 6 p.m.

H. Motion to Adjourn

Mr. Hamlin made a motion to adjourn, second by Mr. Barnabei.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
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.

Respectfully Submitted,



Frances Feketics
Board Secretary