

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

**(Minutes from 12/17/20 Regular Board Meeting)**

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

**REGULAR MEETING, THURSDAY, DECEMBER 17, 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	Absent	Mr. Murray, Jr.	Present
Mr. Patterson	Present	Mr. Sciarra	Present
Mr. Barnabei	Present	Mr. Vasser	Absent

Also present were Mr. Siciliano, Ms. Harland-Bird, Ms. Carlino, Mr. Rose, Mr. Lynch, Mr. Frey, Mr. Amenhauser, and Ms. Feketics. Proper notice was given under pandemic guidelines.

**A. Approval of Minutes**

**Mr. Patterson made a motion to approve the regular meeting minutes of November 19, 2020, second by Mr. Greenland.**

**Roll Call:**

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

**Motion moved and approved.**

**B. Public Comment – None.**

**C. Executive Director's Report**

Included in the board packet were:

Administration Update – December 2020  
ASM Update – December 2020  
DE North Update – December 2020  
Finance Update – December 2020  
Housing Update – December 2020  
Sales Update – December 2020

Mr. Siciliano asked if anyone had any questions on the department updates provided in the board packet. There were none. Mr. Siciliano informed the board that there would probably be no hotel updates until possibly April 2021.

Also, there were no confirmed tax revenues for October 2020 yet.

Both Mr. Siciliano and Mr. Lynch let the board know that we were working on the convention center schedule for February 2021. We are taking the events one month at a time. We continue to hope for some loosening of restrictions in the second quarter of 2021.

**Correspondence/Communication:** None.

**Motions:** None.

**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. Also, an update on the Greater Wildwood Elks Holiday Window Decorating Contest was provided and Mr. Greenland thanked the staff for all their help with 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. Hamlin made a motion to go into the GWTIDA portion of the meeting, second by Mr. Patterson.

**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	Absent

**Motion moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

**PART II**  
**GWTIDA**  
**ADVERTISING/PROMOTIONS**  
(Minutes from 12/17/20 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, DECEMBER 17, 2020

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of November 19, 2020 have been approved.

B. **Public Comment** – None.

C. Executive Director's Report

**Department Updates** – Included in the board packet were:

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

Mr. Byrne had questions about a meeting held with Crest Savings Bank. Mr. Siciliano reviewed the new Crest Savings Bank depository relationship with the board.

The law used to be that entities like us, authorities, schools, municipalities, etc. we had to put our money in a depository that offered governmental unit deposit protection, or GUDPA. The collateral for the funds to insure the amount over the FDIC limit meant that the depository needed to take an amount of money from other depositors to back or insure your funds.

So, when the bank had millions of dollars in deposits from large entities, we alone keep almost \$3 million average. The bank had to set aside an additional \$3 million to back our deposits. Leaving the bank with less of their assets to lend into the community.

The law now, and also approved by Ford, Scott and Associates, is we deposit funds into our depository and the bank can then sweep our funds to various FDIC insured banks. It will change the way our statements look, our money is still insured, but it allows the bank more flexibility and provides them with additional lending capacity in our community.

Mr. Siciliano asked if he answered Mr. Byrne's question and if he explained it clearly enough. Mr. Byrne answered in the affirmative.

There were no other questions on the department updates.

Motions:

**Mr. Hamlin made a motion to approve the Bill List in the amount of \$704,950.00, second by Mr. Patterson.**

Roll Call:

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

Mr. Morey	Absent	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Yea	Mr. Vasser	Absent

**Motion moved and approved.**

Mr. Siciliano stated that the budget was introduced in October, has been sent up to Trenton for approval, and now needs to be adopted for 2021.

**Mr. Morey arrived at 6:25 p.m.**

**Mr. Amenhauser read the following resolution into the minutes:**

WHEREAS, the Annual Budget and Capital Budget/Program for the Greater Wildwoods Tourism Improvement and Development Authority for the fiscal year beginning January 1, 2021, and ending, December 31, 2021 has been presented for adoption before the governing body of the Greater Wildwoods Tourism Improvement and Development Authority at its open public meeting of December 17<sup>th</sup>, 2020; and

WHEREAS, the Annual Budget Page F-1 and Capital Budget page CB-3 as presented for adoption reflects each item of revenue Budget page F-2 and appropriation budget page F-4 in the same amount and title as set forth in the introduced and approved budget, including all amendments thereto, if any, which have been approved by the Director of the Division of Local Government Services; and

NOW, THEREFORE BE IT RESOLVED, by the governing body of the Greater Wildwoods Tourism Improvement and Development Authority, at an open public meeting held on December 17<sup>th</sup>, 2020 that the Annual Budget and Capital Budget/Program of the Greater Wildwoods Tourism Improvement and Development Authority for the fiscal year beginning, January 1, 2021 and, ending, December 31, 2021 is hereby adopted and shall constitute appropriations for the purposes stated; and

BE IT FURTHER RESOLVED, that the Annual Budget and Capital Budget/Program as presented for adoption reflects each item of revenue and appropriation in the same amount and title as set forth in the introduced and approved budget, including all amendments thereto, if any, which have been approved by the Director of the Division of Local Government Services.

**Mr. Greenland made a motion to adopt the 2021 GWTIDA Budget, as read into the minutes by Mr. Amenhauser, second by Mr. Hamlin.**

**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	Absent

**Motion moved and approved.**

Mr. Siciliano stated that the 2021 GWTIDA Board Meeting Schedule needs to be approved. A proposed schedule was included in the board packet for review and is as follows:

January 21, 2021	July 15, 2021
February 18, 2021	August 19, 2021
March 18, 2021	September 15, 2021 (3 <sup>rd</sup> Wednesday)
April 22, 2021 (4 <sup>th</sup> Thursday)	October 21, 2021
May 20, 2021	November 18, 2021
June 17, 2021	December 16, 2021

**Mr. Patterson made a motion to approve the 2021 GWTIDA Board Meeting Schedule, second by Mr. Hamlin.**

**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	Absent

**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.

Mr. Byrne further discussed the New Jersey Tourism Conference, which was attended virtually. It was a very good conference and there were a few quite a few breakout sessions that were excellent. The conference was very well done.

**Committee Reports:**

- o **Advertising:** Mr. Barnabei stated that at today's meeting Suasion Communications recapped our 2020 campaign, which was challenging with COVID-19. Also, the 2021 plan was reviewed. Everyone did a great job. The committee discussed the Discover the Wildwoods brochure, which was decided to be distributed in place of the Calendar of Events. The guide will point people towards our site and our online Calendar of Events. Mr. Rose added that we received \$58 million in ad value, attributed in part to the Trump campaign, the Country Music Fest, and continual press releases being sent out. In the future, we will be focusing on outer market media. Mr. Byrne added that it was an outstanding presentation. Suasion knows what to highlight with travel writers and is very passionate about the Wildwoods.

- **Special Events:** Mr. Patterson stated that the application for the holiday in the plaza event was approved for \$7,500. The request for boardwalk parades has been put on hold.
- **Strategic Planning:** Mr. Morey stated that the three new wayfinding signs are backed up but in process. Mr. Hamlin added that there are 8-12 missing streetlights. Mr. Morey will advise the engineer of the project.

**Old Business – None.**

**New Business – None.**

**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 scheduled for Thursday, January 21, 2021 at 6 p.m.**

**H. Motion to Adjourn  
**Mr. Sciarra made a motion to adjourn, second by Mr. Greenland.****

**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	Absent

**Motion moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary