

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

(Minutes from 11/19/20 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, NOVEMBER 19, 2020

Part I - OPERATIONS

GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by Mr. Greenland at 6:00 p.m.

Salute to flag.

The Open Public Meetings Act was read by Mr. Greenland.

Roll Call:

Mr. Byrne	Present via phone	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. Frey, Mr. Amenhauser, and Ms. Feketics. Proper notice was given under pandemic guidelines.

A. Approval of Minutes

Mr. Bumbernick made a motion to approve the regular meeting minutes of October 15, 2020, second by Mr. Barnabei.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Yea
Mr. Morey	Yea	Mr. Murray, Jr.	Yea
Mr. Patterson	Abstain	Mr. Sciarra	Abstain
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 – November 2020
ASM Update – November 2020
DE North Update – November 2020
Finance Update – November 2020
Housing Update – November 2020
Sales Update – November 2020

Mr. Byrne had questions regarding a call made by Mr. Siciliano to Carolyn Zumpino of Triad Associates, answered by Mr. Siciliano. We have not qualified for any funding for PPE to date because we are a governmental organization. However,

under the CARES Act, we could qualify for some reimbursement of PPE. While there is no direct funding, we could qualify through the county. We are not qualified for reimbursement of salaries because we are a governmental organization.

Mr. Byrne stated that the Sales Team is working on how certain events would flow through the building upon reopening and is awaiting a reply from the Health Department regarding the proposed plan. Mr. Lynch replied that he spoke with the Dept. of Health on Tuesday, and the information has been sent to the Governor's Office because it needs their review and approval. We are now waiting for a reply from the Governor's Office. Mr. Lynch stated that we could be in a position to hold events again in February and March.

Ms. Carlino stated that we have received our 2% tourism tax collection numbers for September. September's numbers were higher than in 2019, and we are 22% behind our plan. These numbers are in real-time through September.

Mr. Siciliano stated that our DE North Office Manager, Jesenia Quiles, has married and relocated to Delaware, and has turned in her resignation. We will miss Jesenia and wish her the best.

Mr. Siciliano provided a hotel update to the board. The developer sent a request to extend the date for their due diligence period. We are currently awaiting NJSEA's response. We reached out again today to NJSEA and are still waiting for a response. Mr. Sciarra stated that he spoke briefly with Mr. Prieto of NJSEA and he seemed ok with it. Mr. Siciliano will reach out again to confirm directly with Mr. Prieto.

Correspondence/Communication: A thank you card was distributed to the board from Mr. Patterson. We are happy to have him back with us!

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, the building looks great and the staff is doing a great job. There has been a lot of work done.

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. 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.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 11/19/20 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, NOVEMBER 19, 2020

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of October 15, 2020 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

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

Mr. Byrne has questions regarding the bill list principal and interest for the new signs at the Rio Grande Entryway, which were answered by Ms. Carlino. We pay \$2,800 monthly for the entryway signs, and \$3,428 monthly for the Wildwoods sign. Are we on par with not doing the rental billboards and using that money for the new billboards? How close were we to that estimation? Further information was provided by Mr. Siciliano and Ms. Carlino. We were paying around \$30,000 per year for the rental of the Route 47 billboard, and that included all the production for the vinyl throughout the year as well. Our additional idea was that we were going to have that money to pay the debt service on the new signs as you come into town. \$3,000 a month, for 12 months is \$36,000 against \$30,000, so we may be out \$6,000 over the course of the year. One of the things that changed was we were going to use \$360,000 in borrowing. We got approved for \$400,000, and the sign was \$360,000, but the design as well as the bond council on the borrowing of the signs took us up to over \$400,000. So instead of \$360,000 in financing, we are paying \$400,000 in financing. We can look at the sign in Marketing, or Events. And could use TDF fund and Marketing budget combined. All in all, our plan worked out well. Per Mr. Byrne, the whole thought process was a success and we have 2 beautiful signs and was well worth the money.

Mr. Siciliano stated that the Special Events Committee was informed today that our own Beverly Harland-Bird sent Mr. Siciliano a letter of resignation and will be effective on March 1, 2021. Bev has been with us for 20 years. It has been a long time, but it was a time that Mr. Siciliano has enjoyed thoroughly. A lot of things happened, and a lot of things were accomplished. Mr. Siciliano wished Bev the best, and thanks her for what she has done for GWTIDA and for the Wildwoods in her role as Event Coordinator/Director of Events, and we will spend the next couple of months working on a replacement. Mr. Patterson added that Ms. Harland-Bird will be difficult to replace. Mr. Greenland stated that not only will we miss Bev, but the Wildwoods will miss her. She is involved in so many different projects and has her heart behind each and every one of them. Working on events and working with the Mayors, everyone speaks highly of Beverly and we really are going to miss her.

Ms. Carlino stated that we received our 1.85% tax collection numbers for September. We received a certified number for our September tax collections in the amount of \$194,000, which is higher than 2019.

Mr. Greenland stated that a proposed list of GWTIDA Board Meeting dates for 2021 was included in the board packet and asked the board to review. These are the standard meeting dates, with the exception of 2 meetings in April and September. These dates will be approved at the December board meeting, in order to be properly advertised.

Motions:

Mr. Patterson made a motion to approve the Bill List in the amount of 174,736.37, second by Mr. Sciarra.

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.

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.

One of those meetings was with the Staffing Committee, to discuss Ms. Harland-Bird's retirement. Mr. Byrne stated that it takes a special set of skills to be able to deal with the Mayors, all the Commissioners, the staff of GWTIDA, and balance all those personalities. It will be tough to find someone that has those qualities. Mr. Byrne thanked Ms. Harland-Bird for her years of service, and he looks forward to seeing her in the next few months.

Mr. Byrne stated that he also attended three Appropriations Committee Meetings, one of which was attended in person and one was attended by phone. Mr. Siciliano gave an update on that meeting which was held on October 15th, including Senator Testa and the 2 Assemblymen, Mayor Rosenello, Ron Simone, Carl Groon, Mayor Byron, Ms. Carlino and Mr. Siciliano. In addition to those attendees, there were members of the Tourism Transportation Trust Fund Committee – Bob Ryan, Member of NJ I-Bank – David Zimmer and Robert Fernandez. Senator Testa invited them because I-Bank (NJ Infrastructure Bank) does lend money to infrastructure projects in the state, and they came back to report that the boardwalk project is in fact a project that would qualify for I-Bank funding and that municipalities as well as GWTIDA can apply for this as well and be approved applicants for the money. The money is .5% interest. They would look upon the project favorably. The question still arises as to what the revenue stream would be, that would pay down the debt service. That is still in conversation. OLS has been tasked with writing the legislation. We still have not yet had a meeting, and Mr. Siciliano has reminded everyone that we still need to have a meeting locally with

the Greater Wildwood Chamber of Commerce and the Greater Wildwood Hotel Motel Association to let them know what is going on. The numbers being discussed at this meeting for the boardwalk, which used to be \$60M, is now \$72M-\$80M. As of yesterday, the news was good that the project would qualify for special funding and it would be amortized for 30 years.

Committee Reports:

- **Advertising:** Mr. Barnabei stated that the committee met with Fuselideas. Mr. Rose added that the committee is starting to work on a plan for 2021. There is a lot of information to digest. The top feature of the campaign will be vacationing safely on the island, focusing on large, spacious beaches to spread out, and all the hotels and businesses hopefully following the CDC guidelines.
- **Appropriations:** Update provided under the Chairperson's Report.
- **Special Events:** Mr. Patterson stated that the committee went over the finances for the year, relative to the pandemic, and the receipts were not as high as we normally would anticipate, it was not as bad of a year as we thought it would be. We did have a few events that expended some money that we will be reimbursing partially on their grants. We also received an application for a new event from the Greater Wildwood Jaycees for a 2021 Christmas Celebration, which we will be looking into further.
- **Staffing:** Update provided under the Executive Director's Report.
- **Strategic Planning:** Mr. Morey stated that we have released a few more dollars in the revised budget for the tax collections. We have decided to release the money for three extra wayfinding signs for the Rio Grande Gateway project. So now when you go from the new gateway sign to the Wildwoods sign, there will be a total of 5 wayfinding signs, done in the same design. They will be completed as soon as the installer can do so, before next season. The additional cost was \$13,500, complete with installation, and we do not expect any additional fees on top of that.

Mr. Greenland had questions on lighting for beach balls. Mr. Morey replied that there will be lighting, however that has not been completed yet. The pieces that are funded and in the scope, that are incomplete (additional beach balls, up lighting on the balls) will be paid for by the county. A third element is being designed, waves on the wall, that we do not yet have a sponsor for. We are hoping that the county will add this to the scope of the project, in the amount of \$25,000. This would complete the project.

Mr. Bumbernick asked about the maintenance of the entrance sign and lightbulbs being out. Mr. Siciliano replied that the sign is under warranty, and Anzelone Electric is looking into changing bulbs that are out. However once warranty is over, after one year, GWTIDA will take over maintenance of the sign, and will give a contract to Anzelone Electric to maintain. The sign will now be coming on at 4:30 pm and staying on until 7am.

Mr. Greenland stated that Mr. Morey has an idea about a park on New York Avenue and went out and solicited many donations to make the park a success. Today, a dedication took place. Mr. Morey did a great job and it is appreciated. Channel 6 did a nice story as well. If you have a chance to check it out, it is down the street from Glenwood Avenue School. Mr. Morey added that the park is called SOLCOW, Socratic Outdoor Learning Center of Wildwood. It is owned by the City of Wildwood and taken over by the Glenwood Avenue School. It was a joint venture by lots of local contractors and others. There will be a time capsule as well, which many people contributed special items, including a letter to Mr. Morey's grandchildren, and will be opened in 2050. It was a great community-wide project for the town. Thank you.

Mr. Greenland discussed redevelopment on Pacific Avenue moving along, as well as St. Ann's School being sold during the first week of December. It will be demolished and will include a lot of additional development. Mr. Greenland also shared information from Global Realtors. The 2020 real estate market in the Wildwoods has been immune to the COVID-19 virus. Sales prices in the Wildwoods this year raised 9.2% over last year, far exceeding anyone's expectations. Rental market started slow, however as the summer went on, we only ended up being 10% behind last year. Demand continues for real estate in the Wildwoods.

Old Business – None.

New Business – Mr. Vasser provided a State of NJ update. We are still waiting for approval on the budget on how to use that money. We are also starting to process and look into what next year's budget will be. The only thing we have been able to do is spend money on trade shows that don't happen right now and give out grants. Wildwoods has never applied for a grant; however, Mr. Vasser encourages the Wildwoods to do so. They added 25% to the grant pool. So even if you are not in the DMO grant budget, there are still individual events that the Wildwoods can apply for. It could be either an annual event or a one-time event. Additionally, the state has been able to put money into their website. Awaiting the green light to start spending funds.

Mr. Vasser also discussed the NJ Annual Conference on Tourism, which will be held on December 2nd and 3rd, virtually. The content will be excellent, with a lot of speakers from not only NJ, but around the country, which will give us the opportunity to hear what everyone else is doing and how they are dealing with everything, as well as best practices and how-to's on a variety of different marketing topics. Registration has been reduced to \$50 per head. The Wildwoods has always been a sponsor of the event.

Mr. Siciliano added that the Advertising Committee has been notified of those dates, and any board member who would like to attend, please contact Mr. Rose, and he will take care of registration. GWTIDA will provide registration on the board's behalf. Also, the Governor will open up the conference this year. Mr. Rose added that he has a complete list of all keynote speakers and seminars being offered. Mr. Rose can send that information to anyone interested.

Policies/Procedures – None.

Correspondence/Communication – None.

E. Public Comment – None.

F. Executive Session – None.

G. Any matter of immediate attention

We hope to have our next Board Meeting will be held in-person on Thursday, December 17, 2020 at 6 p.m.

H. Motion to Adjourn

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

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