

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

**(Minutes from 10/15/20 Regular Board Meeting)**

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

**REGULAR MEETING, THURSDAY, OCTOBER 15, 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	Absent	Mr. Sciarra	Absent
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.

**A. Approval of Minutes**

**Mr. Bumbernick made a motion to approve the regular meeting minutes of September 16, 2020, second by Mr. Morey.**

**Roll Call:**

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

Mr. Siciliano stated that Ethan Kramer of Paramount has received the draft lease agreement and project development agreement from Kevin Evans, NJSEA representative from Gibbons Law. We are waiting for the final Room Block

Agreement (RBA), which we already negotiated with Paramount, and is under attorney review. Based on the fact that these documents were just received by Ethan, their due diligence clock will begin again, bringing us to February 2021.

Mr. Vasser had questions on the components of the RBA which were answered by Mr. Siciliano. The agreement establishes 18 months out, then 18-12 months, then 12 months in. The hotel has an 80% room block commitment to us when it's 18 months out, and then some reduction in that as we move forward, and it addresses when they can start to let the room block go if there are no commitments. Mr. Siciliano can share the agreement. Mr. Vasser voiced his concern that as we get closer to signing this agreement, there is no mention of rates in the document. If the hotel does not want to give us rooms, they can just increase the room rate to a certain rate so that it's not feasible. Mr. Siciliano will review.

Mr. Greenland had questions on Spirit Brands possibly holding their event in Fox Park under a tent. Mr. Lynch replied that the City of Wildwood is receptive to it. GWTIDA or the building would not be involved at all, however we are hoping that with the Governor's new executive order, that we may be able to get some groups back into the building.

**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 and discussed some holiday related items including: Christmas light display at the Wildwoods sign, light gels placed at the sign for the month of October for Breast Cancer Awareness Month, and BOGOs that will be projected on the sign for the holidays in October, November and December.
- Mr. Greenland will also be talking with the island-wide elementary schools to see if their art class students will be participating in the Greater Wildwood Elks Window Decorating Contest on our Meeting Room 5-10 windows.
- Also, although there will be no interior decorating in the convention center due to no events being held indoors, however we will be putting up our outdoor Christmas tree in the turnaround, and it will be lit right after Thanksgiving.

**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. Murray, Jr.

**Roll Call:**

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

**Motion moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

**PART II**  
**GWTIDA**  
**ADVERTISING/PROMOTIONS**  
(Minutes from 10/15/20 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, OCTOBER 15, 2020

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of September 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 – October 2020  
Finance Department Update – October 2020  
Marketing/Public Relations Update – October 2020

There were no questions on the updates.

Motions:

**Mr. Barnabei made a motion to approve the Bill List in the amount of 412,613.15, second by Mr. Hamlin.**

Roll Call:

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

**Motion moved and approved.**

Ms. Carlino reviewed the 2021 GWTIDA Budget with the board. The 2021 budget basically mirrors the 2020 budget. We did not want to make too many significant changes in a pandemic year. Salaries were brought down to a more realistic level, taking \$10,000 off of that. Our insurance did go up \$5,000 because we have the two new entryway signs at Rio Grande Avenue Project. We also increased our debt service, principal and interest, because of the two new entryway signs, and the TDF collections were brought down 10%, we did not want to overestimate our revenues. We will be cautious with the 2021 revenues.

Mr. Amenhauser read the following resolution into the minutes:

WHEREAS, the Annual Budget and Capital Budget 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 before the governing body of the Greater Wildwoods Tourism Improvement and Development Authority at its open public meeting of October 15<sup>th</sup>, 2020; and

WHEREAS, the schedule of rents, fees and other charges, shown on **Budget Page F-2** in effect will produce sufficient revenues, together with all other anticipated revenues to satisfy all obligations to the holders of bonds of the Authority, to meet operating expenses, capital outlays, debt service requirements, and to provide for such reserves shown on **Budget Page F-4**, all as may be required by law, regulation or terms of contracts and agreements; and

WHEREAS, the Capital Budget/Program shown on **Capital Budget Page CB-3**, pursuant to N.J.A.C. 5:31-2, does not confer any authorization to raise or expend funds; rather it is a document to be used as part of the said Authority's planning and management objectives. Specific authorization to expend funds for the purposes described in this section of the budget, must be granted elsewhere; by bond resolution, by a project financing agreement, by resolution appropriating funds from the Renewal and Replacement Reserve or other means provided by law.

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 October 15<sup>th</sup>, 2020 that the Annual Budget, including all related schedules, and the 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 approved; and

BE IT FURTHER RESOLVED, that the anticipated revenues as reflected in the Annual Budget are of sufficient amount to meet all proposed expenditures/expenses and all covenants, terms and provisions as stipulated in the said Authority's outstanding debt obligations, capital lease arrangements, service contracts, and other pledged agreements; and

BE IT FURTHER RESOLVED, that the governing body of the Greater Wildwoods Tourism Improvement and Development Authority will consider the Annual Budget and Capital Budget/Program for adoption on December 17<sup>th</sup>, 2020.

**Mr. Vasser made a motion to approve the 2021 GWTIDA tourism budget as read into the minutes by Jeff Amenhauser, 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	Absent	Mr. Sciarra	Absent
Mr. Barnabei	Yea	Mr. Vasser	Yea

**Motion moved and approved.**

Mr. Siciliano discussed the Suasion Communications contract with the board. We are at the end of our first 3-year contract period with Suasion and the RFP that we issued in 2017, stipulated a 3-year contract with a 2-year option to renew. So, we spoke with Suasion and we let them know that we had an interest in extending the option in their contract for the 2 years, with the rate of their third year being status quo for the next two years. Suasion agreed, and Mr. Rose communicated with the Advertising Committee that information, and we received an affirmative via email from each member of that committee and are recommending that we exercise that option for 2 years with the rate being held at the same rate as their third year, for year four and five.

**Mr. Bumbernick made a motion to extend Suasion Communications contract for a 2-year period, commencing on January 1, 2021 and ending on December 31, 2022, in an amount not to exceed \$179,000, 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	Absent	Mr. Sciarra	Absent
Mr. Barnabei	Yea	Mr. Vasser	Yea

**Motion moved and approved.**

Mr. Siciliano stated that a second meeting was held today with the Mayors, the GWTIDA Appropriations Committee and Senator Testa and Assemblymen McClellan and Simonson. History of meetings was discussed. GWTIDA was approached by the 3 municipalities regarding beach fees and increase in tourism funding to improve on infrastructure in the Wildwoods. Mr. Byrne brought back the GWTIDA Appropriations Committee. We spent 6 years working on a C-5 Project which we had Triad Associates work on with us, we had that sent up to Senate and Assembly, and it was approved and would have given us \$4M per year which was going to enable us to do 5 capital projects that we identified. When it went through the Assembly, it was re-written to include a 15 year, \$4M subsidy to the Wildwoods just for boardwalk. The Governor did not sign it based on that face that it was unconstitutional because you cannot sign a bill that would commit future budgets and appropriations for 15 years. There was talk after that veto, of money coming from the Transportation Trust Fund. That legislation went up the flagpole and died, as being unconstitutional as well. So, the 3 municipalities again spoke to us about the extremely critical situation with our boardwalk and what could be traumatic to our tourism industry if the boardwalk had an issue that was bigger than the one we recently had to the south of us. One of the biggest projects in the C-5 Plan was the boardwalk. The only way that we may get the money to do what we think we need to do, is to put a tax on ourselves. There may be small grants that could help. We had a first meeting, and we came out of that with a scheduled meeting for today with Senator Testa and his Assembly. Would like to say that we are all on the same page with respect to moving the tax forward. The reason for the resolution is GWTIDA will discuss if we do or do not support moving forward with adding a new tax, a 1.3375% tax, which would bring hotel rental tax to 15% and bring food and beverage to 10%, and that money would be strictly used for tourism improvement and development. Using the 5-year average of the taxes that we collected, it would raise \$3.1M per year based on the 5-year average. It would give us a \$60-65m bonding capacity for a 30-year, 2% bond, which is what the going rate is now. We are not sure if GWTIDA would be able to get that rate, but the municipalities could, and we would redirect this money from GWTIDA back to the municipalities to pay off the debt service. We are in a critical position with respect to one of the biggest and strongest tourism attractions in our district.

Mr. Morey added that if beach fees are instituted by any municipality, the municipality will lose beach offset money in the amount of \$900,000. Mr. Morey discussed capacity issue this season of beaches on the island. He also voiced his



personal opinions on beach fees and stated that while it is appropriate to start to consider beach fees, beach fees will not raise enough money for needed infrastructure. Boardwalk alone is \$65m, and that is just to replace it as it is now. Would like to think of not necessarily replacing the boardwalk; but reimagining it. Beach fees do not solve the problem. One option is to figure out a tax that is approachable, dedicated to tourism infrastructure (boardwalk, parking, skate park, dog park, fishing pier, things in all 3 towns) for the common good, and they have to be good for island-wide tourism. Mr. Morey also would be in favor of a tax increase of 1%. There are other ways to get funds as well such as open space funds from the state. Although I do not want to tax people, it is unfortunately something we must do, and do it in the most modest, easy to explain way we can, and there are other funds as well that can help us.

Mr. Greenland added that it was obvious at the Mayor's meeting that the municipalities were not all on the same page, and it is important that they do so. It seems as though they are leaning towards a tax increase and beach fees are on hold.

Mr. Siciliano added that beach fees could be addressed later, per today's meeting. Everyone agrees that there are a whole lot of logistics that have to be put into place and hashed out on how this would work. Also, the legislators today said that a tax, if moved forward, could be done within 3-4 months. So that is something that could be done quickly. The municipalities would probably not be ready for a 2021 beach fee; nor do they want to institute a beach fee and tax at the same time.

Also, the Greater Wildwood Chamber of Commerce (GWCOOC) and the Greater Wildwood Hotel Motel Association (GWHMA) need to be brought into this conversation. We are in preliminary stages right now; however, we need the municipalities and business groups on board. Mr. Hamlin reiterated that the GWCOOC and the GWHMA need to be brought into this conversation.

Mr. Morey discussed the people's beach and what the right long-term brand for the Wildwoods is. Mr. Morey has come back to the belief that the right long-term brand is to be one of the few communities to have a free beach.

Mr. Byrne stated that 2 important projects are currently being worked on including a convention center hotel and tourism infrastructure. We have been working with Triad Associates for the last 5 years on the C-5 initiative. The Governor vetoed it. It is clear that the municipalities are unable to pay to keep up with their infrastructure. Beach fees will not pay for this. The tax would give GWTIDA money, and a committee would evaluate where the money would go. My Byrne also thanked the committee for their time and efforts on these matters.

Mr. Bumbornick asked if the tax would be a new and separate tax. Mr. Siciliano stated that due to the way the 2% tax is structured, 90% NJSEA, 10% us, it would be a separate tax, name to be determined, and it will be earmarked for infrastructure.

Mr. Bumbornick asked how did we end up with just the tax?

Mr. Siciliano responded that no one wanted to institute a beach fee and tax at once. A tax would be easier, quicker and raise more money. We have a way to go before all 3 municipalities are on board.

Mr. Siciliano was asked to do a calculation – \$3.1M gets us \$65M, which would take care of the boardwalk.

Mr. Bumbernick stated that he trusts the committee and will support whatever it is the committee wanted to do. He does support beach fees across the community. The reality is that visitors have to pay to cross the bridge for a lot of services they use to get here, just as much as they use the beaches. Mr. Bumbernick believes that beach fees help the community financially but also that it doesn't exclude anyone because all of the other beaches in our surrounding areas have beach fees as well. Mr. Bumbernick stated that the money comes in to GWTIDA and it gives us extra marketing, etc. Concern is that once money gets allocated to a separate budget, it's hard to get it back. Want to be careful that if we do go down this path, to be certain that we don't get into the scenario where were thinking how did we get here and have to raise taxes again. Mr. Bumbernick will support what is decided however is in support of a "no more than" tax that is coupled with the service of debt payments for the bonds for the infrastructure improvements, so that way we know that the money is always going to go to the infrastructure.

Mr. Siciliano stated that our resolution says that we are in agreement to move forward with the municipalities on this. We are not pursuing this but are supporting it. There is some definite conversation that needs to take place.

Mr. Hamlin is in concurrence and spoke with Mayor Cabrera, and the main concern is that Wildwood Crest receives their fair share, i.e. fishing pier, bike path, etc. The municipalities need to get together to discuss further. Mr. Morey added that we have the responsibility to identify key projects, however these projects need to serve the entire island. GWTIDA will discuss where the money will go and will have input and work together, per Mr. Greenland.

Mr. Morey added that one of the interesting pieces of magic at GWTIDA is that the board, with the exception of the state appointment, were appointed by the cities, to help guide GWTIDA. We are here for the entire island. Mr. Bumbernick added that each of the cities are equally represented on the board, so if we are making a decision, it would be confidence for them that we are making the right decisions for the community. Sometimes that might be great for North Wildwood or Wildwood Crest. The reality is that the Wildwoods are seen as a single unit. We are essentially one tourism destination. Appointments of committees have the towns equally represented. Mr. Byrne stated that his vision is that we would have a committee that would have some type of representative from each municipality that would evaluate the infrastructure projects presented to us, much like the Events Committee does with different events that come in for event promotion money, and those members would have to have a relationship with them, but then it would be the committees decision to rank projects, with a formal process.

Mr. Vasser agrees and thinks the best way to do it would be for a committee to evaluate applications and score them based on its ability to take care of the entire island. Thank you to Mr. Byrne.

Mr. Barnabei has always thought we should have beach fees. If we give people something for free, they usually take advantage of it and not embrace it. As far as the money going to different projects, Mr. Barnabei thinks it's a good idea to have a committee that does that just like the Events Committee. Doing the beach fee and tax separately could work. 1% for food and beverage is not a big deal.

Mr. Bumbernick agreed that people won't really notice a 1% increase on a tax. If we do it gradually, it will only be a few cents at a time. As our needs grow, the line item will grow, but by then, they are used to seeing the number already.

Mr. Vasser added that Atlantic City has a 3% tax on drinks by the glass, and it is not an issue at all.

Mr. Greenland stated that there is a lot more discussion that needs to be had.

Mr. Murray, Jr. agrees with the tax. The only way the infrastructure problems will be solved is by implementing a tax. Who else do we need to convince in order to move forward? The Hotel Motel Association has had a lot of issues with the tax now.

Mr. Siciliano discussed the history in 2003 when we went to the island-wide organizations. We may need this tax for infrastructure, however there is no doubt that we need to attend meetings and speak with the GWCOG and the GWHMA, and have individuals weigh in. This has to have their support. Also, we do have both hotel and restaurant representatives on the Appropriations Committee, so we are getting feedback from those individuals prior to meeting with the municipalities. We need to meet with the organizations rather quickly.

Mr. Morey asked if the tax would be applied evenly between hotels and condos. Mr. Siciliano stated that in 2019 the state of NJ had 2 different laws in one summer regarding who was paying, collecting taxes, realtors were exempt, etc. The way it stands right now is that the Wildwoods made a decision in a room with the Mayors, Clerk's, and the Administrators and GWTIDA that we were not going to exercise the ordinances that were needed to send to Trenton to have Air BnB, RVBO, etc. collect the 1.85% or the 2% tourism taxes. The reason for that was that there was too much confusion on who would pay it, we were currently getting \$400,000 in TDF funds from the condos, that were being used for boardwalk police, boardwalk bathrooms, municipal event support, that we didn't want to jeopardize that money because we were not sure how much we were going to get from this tax, if in fact it was put in place. We just confirmed with Trenton that it's true, Air BnB and RVBO should not be collecting the 2% tax, but they are collecting 5% state room occupancy taxes, but they are not carving out our 1.85%, and we are not getting the 2% tax. If the decision would be made that we ask the cities to do their ordinances and send them to Trenton, Trenton would in fact tell them, this is what you need to collect, and it would come back to us. So, this year we had 85% collection in our TDF's. Mr. Siciliano asked the clerks in an email Monday, they provided numbers. Where was the 15% deficiency? They are working on that number. We do not know what they generate. The only tax that comes in is if they use an online reservation system.

Mr. Morey asked whether or not a modest increase in TDF could be another way to go. Mr. Siciliano stated that the boardwalk is not contributing to the taxes. No discussion on raising TDF's at this time.

Mr. Amenhauser read the following motion into the minutes:

**This is a motion to authorize the drafting of a resolution through which the Greater Wildwood Tourism Improvement and Development Authority, along with the Borough of Wildwood Crest, the City of Wildwood and the City of North Wildwood, collectively but through separate resolutions, request the assistance of the Legislators of Legislative District 1 in introducing and seeking passage of a new tourism assessment tax in an amount not to exceed 1.3375% and to seek the obtainment of any, and all, sources of additional funding that may be made available and dedicated for the purposes of future development and improvement of tourism infrastructure in the Wildwoods.**

Mr. Morey additional discussion and strongly suggests the tax be capped at 1%.

**Mr. Hamlin made the motion as read into the minutes by Mr. Amenhauser, 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	Absent	Mr. Sciarra	Absent
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, including three Appropriations Committee Meetings, one of which was attended in person and one was attended by phone.

**Committee Reports:**

- **Advertising:** Mr. Barnabei stated that the committee did not meet today. Fuselideas was not ready to present, however there is a tentative WebEx Advertising Committee Meeting on Wednesday at 1:00 p.m. to review the 2021 Marketing Strategy, and Mr. Rose will send out a confirmation notice.
- **Appropriations:** Discussed under Executive Director's Report above.
- **Special Events:** Ms. Harland-Bird stated that the committee did not meet this month, however, will meet in November. Mr. Greenland asked the board and staff to keep committee chair Bob Patterson in their prayers.
- **Strategic Planning:** Mr. Morey provided a few updates on wayfinding as part of the county project, the wave wall at Susquehanna Avenue, and the pump station at Leaming Avenue. Mr. Morey will work with Remington & Vernick and the City of Wildwood to make it as good as it can be. There were questions on the pumping station at Susquehanna Avenue, and

flooding issues coming in and out of Wildwood. It was suggested that the public be made aware if it is operational or an announcement when it is. Mr. Morey will research, and an announcement will be made when the pumping station is fully operational.

- o Mr. Greenland added that he and Mr. Morey are the representatives on the Pacific Avenue Redevelopment Committee. At the last meeting, there were some interesting studies. 2012-2019 new residential permits – NW-326 (176,000 value), WC-158 (482,000 value), W-81(146,000 value). Pacific Avenue is a good place to invest right now. Mr. Morey added that the county has committed \$3M, and a project is one year away. It is interesting to see Cape May County, Atlantic County and the City of Wildwood all work together.

**Old Business – None.**

**New Business –** Mr. Vasser provided a State of NJ update. The legislature did approve the Governor's proposed \$10.1m tourism budget for the Division of Travel & Tourism, which is a \$1.1M increase over last year. Right now, we are in the process of trying to allocate what to do with that extra \$1.1M, which is a good problem to have.

**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, November 19, 2020 at 6 p.m.**

**H. Motion to Adjourn  
Mr. Hamlin made a motion to adjourn, second by Mr. Murray, Jr.**

**Roll Call:**

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

**Motion moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary