

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

(Minutes from 4/22/21 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, APRIL 22, 2021

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	Mr. Sciarra	Present
Mr. Barnabei	Present	Mr. Vasser	Present

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

Mr. Byrne noted that Mr. Siciliano is away due to family tragedy and asked that the Board and staff keep him and his family in our thoughts and prayers.

A. Approval of Minutes

Mr. Patterson made a motion to approve the regular meeting minutes of March 18, 2021, 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	Yea

Motion moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – April 2021
- ASM Update – April 2021
- DE North Update – April 2021
- Finance Update – April 2021
- Housing Update – April 2021
- Sales Update – April 2021

There were no questions on the reports.

Correspondence/Communication: None.

Motions: None.

D. Chairperson's Report

Mr. Byrne reiterated meetings and conference calls held and attended throughout the month.

Mr. Byrne reported that the due diligence period for the convention center hotel developer started over, beginning on April 1st. There was a residential component question asked by the developer. Mr. Siciliano reached out to Mr. Byrne and Mr. Greenland, and as long as we get the rooms required (125-150), we would have no issue with it. An email was also sent to Kevin Evans and Vince Prieto for NJSEA response on the matter. They are reviewing and we are awaiting a reply. We then received a second call from the developer regarding the allowed height of the hotel. The height was pre-approved at 241 feet. There are now different milestones that the developer will need to compete moving forward.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that minutes of the last meeting were included in the packet. Mr. Siciliano and Mr. Frey are working with the project manager of the Ocean Avenue construction project, and they are still 2 weeks behind. It is their plan to have a base coat of asphalt down by Memorial Day Weekend, and we should have access to all our lots. We are getting some parking revenue. Also, all equipment will be removed from our lots by May. They will be working on the beach throughout the summer and will resume Ocean Avenue construction in the Fall. Mr. Morey had questions about the Leaming Avenue Project, answered by Mr. Frey. The Surf Shop will be cleared by April, and Dale will find out when Phase 1 improvements will take place. Also, when is the boardwalk ramp going to be rebuilt?

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. Barnabei 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	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 4/22/21 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, APRIL 22, 2021

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of March 18, 2021 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – April 2021
Finance Department Update – April 2021
Marketing/Public Relations Update – April 2021

Ms. Carlino reported that the GWTIDA audit is complete. After 2 days of fieldwork, there were no findings or recommendations. We are waiting for the state to release numbers. Once that is done, we will officially release.

Mr. Lynch provided an update on the Elks, American Legion, and VFW conventions. Mr. Siciliano made a call to Mr. Prieto, President of NJSEA. They will stand by us to do all these conventions, being in the building no more than 3 hours at a time, no more than 200 people in the building. All of the above conventions will use the same footprint. We will clean the facility in between each 3-hour increment. There will be social distancing, masks, temperature checks, and no food and beverage. We are very excited to be able to hold these events in the building.

Mr. Lynch also reported that we have completed 6 out of 10 cheerleading events. Last weekend, we saw 10,000 people through the building. The business community is benefitting, as well as the boardwalk and restaurants, and retail. It is positive to see. We are currently trying to work with wrestling to get that event into the building as well.

Motions:

Mr. Patterson made a motion to approve the Bill List in the amount of \$39,138.17, 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.

Mr. Byrne also reported that committee meetings were cancelled this month, as there were no pressing items on the agenda. We will put together dates to have committee meetings prior to the next board meeting day, if need be. Strategic Planning Committee will be rescheduled upon Mr. Siciliano's return.

Mr. Greenland reported that the Holiday Steering Committee met and has some good ideas, and the next meeting will be on April 27th. The committee hopes to have events from Thanksgiving weekend through the end of the year, however we need to get more people involved, and are open to ideas. The goal is to have info up on a website by October 1st so people can see all that will be going on for the holidays. Will keep the board updated.

Committee Reports:

- **Advertising:** Mr. Rose stated that the RFP is finished. Fuse contract expires on December 31st of this year. Mr. Siciliano will review the RFP, and the committee will meet during second week of May to review as well. We are looking to get oral presentations in July, and have the board approve the contract at our August board meeting. Also, Fuse dropped our retainer fee by 25% due to COVID. Mr. Greenland added that there were many interviews given throughout the month and countless articles are being written. We are getting our name out there. Great job!
- **Special Events:** Ms. Dougherty stated that the meeting will be rescheduled, as we have new funding applications to review. Also, we received notice from the National Marbles Tournament Committee that the tournament will be virtual this year. They plan to come back in 2022 and celebrate 100 years in 2023. Mr. Patterson added that we have 1 event application to review at the next committee meeting.

Old Business – Mr. Byrne reported that he received a lot of feedback on committee reviews. These responses and requests will be reviewed with Mr. Siciliano upon his return, and committee changes may be made.

New Business

- State of NJ Update – Mr. Vasser provided the board with an update.
 - Release of economic tourism numbers for 2020
 - Anticipating a 25% drop in 2020 vs 2019 numbers
 - By next year, will go back to 2019 levels.
 - The shore did well last year due to pent up demand, and great weather. This year, if the weather cooperates, we will have an even better summer, due to vaccines and increase restaurant capacity.
 - Budget – Governor's office projects \$17.6M budget, which is an increase of \$9M since 2003.
 - New budget will focus on 6 areas:
 1. New markets
 2. PR, fam tours, media events
 3. Grants increasing by 50%
 4. Funding co-op program
 5. International prep for comeback
 6. How can we restructure, and go out to different market segments?
 - We are hoping that the new budget passes on June 30th.

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, May 20, 2021 at 6 p.m.

Mr. Morey asked about the rebuilding of the boardwalk. Mr. Byrne replied that there is no push right now, nor have we been asked to participate in any meetings. Mr. Byrne will reach out.

Please keep John Siciliano and all his family in your prayers at this difficult time.

H. **Motion to Adjourn**

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

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