

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

**(Minutes from 2/18/21 Regular Board Meeting)**

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

**REGULAR MEETING, THURSDAY, FEBRUARY 18, 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	Absent
Mr. Greenland	Present	Mr. Bumbernick	Absent
Mr. Morey	Present	Mr. Murray, Jr.	Present
Mr. Patterson	Absent	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, Ms. Dougherty and Ms. Feketics. Proper notice was given under pandemic guidelines.

Mr. Siciliano welcomed and introduced Megan Dougherty to the board. Megan is our new GWTIDA Event Coordinator and will be taking over the duties of Beverly Harland-Bird. We also extend our well wishes to Ms. Harland-Bird at her last board meeting, as she will be retiring at the end of the month.

Also, Justin Cox is attending his last board meeting, as he has also tendered his resignation. He has been with us as Director of Operations for a while, and prior to that was a Sr. Event Coordinator with ASM at the Wildwoods Convention Center. Thank you for your service to ASM and the Wildwoods Convention Center and we wish you well in your future.

Mr. Byrne stated that he is sorry to see both Ms. Harland-Bird and Mr. Cox go, and looks forward to working with Ms. Dougherty.

**A. Approval of Minutes**

**Mr. Vasser made a motion to approve the regular meeting minutes of January 21, 2021, second by Mr. Greenland.**

**Roll Call:**

Mr. Byrne	Yea	Mr. Hamlin	Yea via email
Mr. Greenland	Yea	Mr. Bumbernick	Absent
Mr. Morey	Yea	Mr. Murray, Jr.	Yea
Mr. Patterson	Absent	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 – February 2021  
ASM Update – February 2021  
DE North Update – February 2021  
Finance Update – February 2021  
Housing Update – February 2021  
Sales Update – February 2021

Mr. Lynch provided the board with an update on upcoming cheerleading events. Booking these events has been a team effort by John Siciliano, Justin Cox, Dale Frey and myself. We will have 150 athletes in the building every Saturday or Sunday between March 6<sup>th</sup> and May 16<sup>th</sup>, with the exception of Easter weekend. Rates were established for the events, and the promoter was ok with those rates. Mr. Byrne added that we are also working with the health department and the promoter, which is currently our biggest client. We are looking forward to getting the building open and to generating some revenue.

**Correspondence/Communication:** None.

**Motions:** None.

D. **Chairperson's Report**

Mr. Byrne reiterated meetings and conference calls held and attended throughout the month. There were no questions.

**Committee Reports:**

- **Buildings and Grounds** – Mr. Greenland stated that the meeting this month was cancelled.

**Old Business:** Mr. Siciliano provided an update on the construction happening on Ocean Avenue in front of the building. They are currently working on Burk Avenue, covering the turnaround area. Access points into Hand and Andrews lots will be accessible. We are maintaining contact with the contractor. At some point in the near future, access to the Montgomery Avenue lot and loading dock will be closed, however we will get notice before entry is closed off.

**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. Greenland made a motion to go into the GWTIDA portion of the meeting, second by Mr. Vasser.**

**Roll Call:**

Mr. Byrne	Yea	Mr. Hamlin	Absent
Mr. Greenland	Yea	Mr. Bumbernick	Absent
Mr. Morey	Yea	Mr. Murray, Jr.	Yea
Mr. Patterson	Absent	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 2/18/21 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, FEBRUARY 18, 2021

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of January 21, 2021 have been approved.

Mr. Patterson arrived at 6:21 p.m.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – February 2021

Finance Department Update – February 2021

Marketing/Public Relations Update – February 2021

Mr. Siciliano provided an update on a meeting held with Mr. Siciliano, Ms. Harland-Bird, Ms. Dougherty, and Mr. Carl Groon, City of Wildwood Administrator, regarding Barefoot Country Music Fest (BCMF) exclusive rights to events on the beach. Does any event on the beach need approval from BCMF? Mr. Groon was also informed that Ms. Harland-Bird will be leaving and introduced Ms. Dougherty. Regarding the BCMF, they have 5-year exclusive rights to music events on the beach, between the piers ONLY. So, for example, Jeep Invasion, Kite Festival, etc. will not be impacted. We are also getting calls regarding parades, and meetings with groups that host parades are being scheduled. Per the City of Wildwood, if the Governor lifts restrictions, parades may be allowed, however as of right now, parades are not allowed. In addition, fees will now be charged for all City of Wildwood permits, with no waivers or exceptions. Lastly, having car shows on the boardwalk is in jeopardy. As of this phone call, no decision had been made. Even if it decided that cars will be allowed on the boardwalk, it is not a decision that will be made by Mother's Day weekend.

Motions:

Mr. Patterson made a motion to approve the Bill List in the amount of \$26,247.54, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea via email
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 shared his well wishes to Ms. Harland-Bird on her retirement. Bev has done a tremendous job and we will miss her expertise. Mr. Byrne also welcomed Megan Dougherty to her new role and wished Justin Cox all the best with his family business.

Mr. Byrne then reviewed the Chairperson's Update with the board and discussed meetings/conference calls attended throughout the month.

**Committee Reports:**

- **Advertising:** Mr. Barnabei discussed new ad campaign to bring in more upscale travelers. Mr. Rose discussed micro campaign for fall season. We are trying to contact travel writers to get the message out, and we have reviewed creative assets for 2021 campaign.
- **Special Events:** Mr. Patterson stated that the International Kite Festival may move to the fall. There is also a question on increased funding. Races were discussed, DelMo Sports 5-year contract in particular. Holiday Steering Committee was discussed to make the island a family destination for Christmas. Hoping to add more events for this year, and include multiple events, municipal weekends, and discounts at restaurants. The committee is not looking to run these events, however, want to stress family destination weekends from Thanksgiving to New Years. Hoping that this idea will catch on and be good for the Wildwoods.

**Old Business – None.**

**New Business**

- State of NJ Update – Mr. Vasser provided the board with an update. Last week, the state was able to release their 2021 visitor guide, which is available on [visitnj.org](http://visitnj.org). Also, February is Black History Month, and a variety of North, South and Central New Jersey itineraries are available to view for Black Heritage which they are looking to promote.

**Policies/Procedures – None.**

**Correspondence/Communication – None.**

**E. Public Comment – None.**

**F. Executive Session**

**Mr. Murray, Jr. made a motion to go into closed session for the reason of discussing possible litigation in connection with pending legislation and any matter the disclosure of which constitutes an unwarranted invasion of privacy, such as personnel matters, any matters involving the purchase lease or acquisition of real property with public funds, any pending litigation or contract negotiation other than covered by subsection (4) in which the body may become a party, any matter falling within Attorney/Client privilege, to the extent that confidentiality is required in order for the Attorney/Client to exercise his ethical duties as a lawyer and that after discussion are therefore no longer sensitive, the results of the discussions may be disclosed to the public following the adoption of a motion authorizing such disclosure by the Authority, second by Mr. Vasser.**

**Roll Call:**

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

**Motion moved and approved.**

Mr. Amenhauser stated that in Executive Session, the board discussed and entertained a motion to vote on the Paycheck Protection Program (PPP) loan for GWTIDA.

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

**The undersigned certifies as follows to Crest Savings Bank (the "Lender"):**

- 1. Name of Corporation: Greater Wildwoods Tourism Improvement and Development Authority (the "Corporation")**
- 2. Address: 4501 Boardwalk, Wildwood, New Jersey, 08260**
- 3. Organizational Documents: Unless previously delivered to the Lender, attached hereto is a true, complete and correct copy of the Certificate of Incorporation or other organizational document, with all amendments thereto as in effect on the date thereof.**
- 4. Adoption of Resolutions: The following resolutions were adopted by the Corporation and are in full force and effect and have not been modified or revoked in any manner whatsoever.**

**John Siciliano, Executive Director is hereby authorized on behalf of the Corporation to: (i) enter into a loan transaction with Lender in the amount of Two Hundred Three Thousand Six Hundred Sixty-One and 00/100 Dollars (\$203,661.00) (the "Loan") under the Paycheck Protection Program, (ii) and to execute any and all documents pertaining to the Loan as may be requested by the Lender in connection with the Loan, and (iii) to all such other actions being hereby approved, ratified and confirmed.**

**The Lender is requested to rely upon this Resolution in making the Loan to the Borrower.**

- 5. Incumbency: The above-named person holds the office, title or status with the Corporation specified above.**

**Mr. Greenland made a motion as read into the minutes above by Mr. Amenhauser to authorize Executive Director to execute the PPP loan documents from Crest Savings Bank, in the amount of \$203,661.00, second by Mr. Byrne.**



**Roll Call:**

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

**Motion moved and approved.**

**G. Any matter of immediate attention**

Our next Board Meeting is scheduled for Thursday, March 18, 2021 at 6 p.m.

Stay safe all!!

**H. Motion to Adjourn**

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

**Roll Call:**

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

**Motion moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary