

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

**(Minutes from 1/21/21 Regular Board Meeting)**

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

**REGULAR MEETING, THURSDAY, JANUARY 21, 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	Absent	Mr. Murray, Jr.	Present
Mr. Patterson	Present	Mr. Sciarra	Present
Mr. Barnabei	Absent	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. Greenland made a motion to approve the regular meeting minutes of December 17, 2020, 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	Absent	Mr. Vasser	Abstain

**Motion moved and approved.**

**B. Public Comment – None.**

**C. Executive Director's Report**

Included in the board packet were:

Administration Update – January 2021  
ASM Update – January 2021  
DE North Update – January 2021  
Finance Update – January 2021  
Housing Update – January 2021  
Sales Update – January 2021

Mr. Siciliano reported that Tony Peterman, Paramount Hotel Group and GWTIDA have executed the extended MOU for the convention center hotel, and it is officially in place. Paramount will start their due diligence period on April 1<sup>st</sup>.

Mr. Siciliano also reported that we have not received new tax collection numbers. The 2% collections were reviewed through October, and it was noted that this was the best October we have had in 4 years.

Mr. Lynch stated that their department has been reaching out to all conventions to discuss the upcoming year. We are working with clients and keeping them informed of any and all developments. All events have been postponed or cancelled through the end of April. Currently, the indoor limit in the convention center is 10, unless it is a sporting event, then it is 150 with no spectators. This is not cost-effective with our clients. However, until we are allowed a higher capacity, we are trying to come up with different angles.

Also, we were approached by the Cape May County Department of Health to use our facility as a vaccination site. A meeting was held to discuss specifics, and since that meeting, the county informed us that it has been determined that there is not enough vaccine in the county to open another site. They wanted to utilize the ballrooms and leave space outside of the ballroom open, so that they would not prohibit us from having events elsewhere in the building. We do not know if we will become a vaccination site in the future but will be happy to be a site if and when the opportunity arises.

**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:** 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. Vasser 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	Absent	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Absent	Mr. Vasser	Yea

**Motion moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

**PART II**  
**GWTIDA**  
**ADVERTISING/PROMOTIONS**  
(Minutes from 1/21/21 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JANUARY 21, 2021

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of December 17, 2020 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

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

Mr. Siciliano stated that the 1.85% tax collections have been received through October. November will be reporting very soon.

Mr. Siciliano stated that we have begun to accept resumes a few weeks ago for the position of GWTIDA Event Coordinator. Resumes were received and reviewed by Ms. Carlino and Mr. Siciliano and then Ms. Trapp. Cape May County residents were further reviewed. Five candidates were identified, and three candidates were called in for interviews. Two were interviewed, with the third removing herself from the process. Both interviewees were very capable, one was a Wildwood person, also having worked as an Events/Membership person for the Greater Wildwood Chamber of Commerce and having a great feel for the events that GWTIDA does. That candidate is also familiar with the three municipalities and organizations/event planners we work with. We then invited the Chairperson and Vice-Chairperson, and the Chair of the Special Events Committee to meet that candidate for a second interview. An offer was made to Megan Dougherty and accepted today. Megan's start date will be February 5<sup>th</sup>, so she will get to spend 3 solid weeks with Ms. Harland-Bird, prior to her retirement at the end of February. We are looking forward to getting Megan on board. We know her and her work, she is solid, and we think the board will enjoy working with her. Mr. Byrne commended Mr. Siciliano, Ms. Carlino, Ms. Harland-Bird and the committee for their outstanding job of organizing, reviewing and choosing a great candidate. Congrats!

Motions:

**Mr. Vasser made a motion to approve the Bill List in the amount of \$95,194.85, second by Mr. Murray.**

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	Absent	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.

**Committee Reports:**

- **Advertising:** Mr. Rose stated that the committee reviewed and approved the 2021 media plan, which will run from March 22<sup>nd</sup> through August 16<sup>th</sup>. It will include outdoor billboards, TV, on-demand, streaming, digital marketing/video, and keywords. We are going after our competitors while stressing safe, family vacations. We are hoping for a good summer this year. Fall plan was also discussed. Mr. Byrne added that the Advertising contract with Fuseldeas is up. The committee will put together an RFP to put out to bid, which is a tremendous process.
- **Special Events:** Mr. Patterson stated that the next meeting is scheduled for February 4<sup>th</sup> to discuss holdover items including Baseball on the Beach and Holiday Village. At today's meeting, the committee spoke with Patrick Rosenello regarding parades on the boardwalk, and the committee decided to fund them again this year. Mr. Byrne added Patrick did a nice job of addressing the boardwalk parades. Also, the Greater Wildwood Chamber of Commerce Beach Boys concert was approved.

**Old Business – None.**

**New Business**

- State of NJ Update – Mr. Vasser provided the board with an update. 1) A contract was awarded to DANA Communications to redesign the state's website. \$300,000 in funding for phase one, which includes a new design and adding itineraries. 2) Advertising for Wildwoods – The plan outlined by Mr. Rose is consistent with the State's campaign with the addition of New England as well as the International market – UK and Ireland. 3) With additional funding for the budget year ending June 30, all grant recipients received an additional 25% to their total. 4) Getting ready for July 1 budget year. There is no indication that Travel & Tourism numbers will be reduced. We have enjoyed a great fall and hoping that spring into summer will be big. We are also preparing our recovery marketing programming. Mr. Byrne asked about our international market. It was noted that Canada is still our #1 international market. Mr. Rose further discussed travel ban from Canada coming into the US.

**Policies/Procedures – None.**

**Correspondence/Communication – None.**

**E. Public Comment – None.**

**F. Executive Session – None.**

**G. Any matter of immediate attention**

Mr. Siciliano discussed the Barefoot Country Music Festival. They have exclusive rights to the Wildwood beach. We hope to have more information on this by our February 4<sup>th</sup> Special Events Committee Meeting.

Mr. Byrne discussed the project on the street in front of the convention center. Mr. Siciliano and Mr. Frey met with the project manager, and with clear weather, they plan on completing 100 feet of pipe per day and should be past the Wildwoods Convention Center by the end of February.

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

Stay safe all!!

H. **Motion to Adjourn**

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

**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	Absent	Mr. Vasser	Yea

**Motion moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary