

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

(Minutes from 3/18/21 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, MARCH 18, 2021

Part I - OPERATIONS

GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by Mr. Greenland at 6:05 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.	Absent
Mr. Patterson	Present	Mr. Sciarra	Present
Mr. Barnabei	Present	Mr. Vasser	Absent

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

A. Approval of Minutes

Mr. Morey made a motion to approve the regular meeting minutes of February 18, 2021, second by Mr. Patterson.

Roll Call:

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

Motion moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

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

Mr. Siciliano reported that the cheerleading events have been running smoothly. The events are smaller, with no more than 150 people in the facility at any time. There is no inter-state competition at this time. This week's event will be a little bigger, but the same controls will be in place.

Mr. Siciliano reported that we have met with the VFW, the NJ State Firemen and the NJ State Elks. We will be meeting with the American Legion and Elks again on April 13th. Generally, the conversations are regarding how we think we will be able to host these events in June for Elks, American Legion and VFW, and what the NJ State Firemen will be able to do in September.

Mr. Lynch has also had a few calls with Tall Cedars and Knights of Columbus for their May conventions.

All of these events will hinge on what the capacity limits are at the time of their meetings and the social distancing requirements, however, unfortunately, all of these groups need to make their final decisions prior to their events.

Mr. Siciliano reported that the Tall Cedars and Knights of Columbus are undecided on whether or not they will hold their conventions.

Mr. Siciliano provided the board with an update on the convention center hotel project. As of April 1st, Paramount Development is scheduled to begin their due diligence period on the project. As of now, there is no indication of them NOT moving forward.

Mr. Greenland discussed the history of the 2% tax. September and October were pretty good months. We are now 28% behind last year, however Mr. Siciliano stated that we are very happy we came out where we did. We should receive January's tax numbers soon.

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 minutes of the last meeting were included in the packet. We are moving forward with landscaping-spring clean-up, working around the Ocean Avenue construction project. Flowers will be planted in the next few months.
- John Siciliano spoke about the construction project. Currently, they are 2 weeks behind. The project ends at Baker Avenue. Dale Frey and John Siciliano will reach out to Doug Parsons on Monday to get additional information and then email the board. Mr. Morey asked about the pavers at the intersection of Rio Grande Avenue and the overall rest of the project.
- **Strategic Planning** – Mr. Morey gave a Leaming Avenue project update. Stokes Architecture was hired by the City of Wildwood. As of 2 days ago, no contract has been signed. Beautification is on hold but are hopeful that the city will contribute. Mr. Patterson asked about the availability of our lots on Easter Weekend, to which Mr. Siciliano replied that we will have access to our lots from Andrews Avenue to Rio Grande Avenue.

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. Morey 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.	Absent
Mr. Patterson	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Yea	Mr. Vasser	Absent

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 3/18/21 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, MARCH 18, 2021

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of February 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 – March 2021
Finance Department Update – March 2021
Marketing/Public Relations Update – March 2021

Mr. Morey asked about the \$4M that was approved to replace a portion of the Wildwoods Boardwalk. Has the location of the replacement been prioritized? The Governor's office has not made that decision. Also, it goes into effect on July 1st. Mr. Rose reiterated that we do not have the \$4M yet, and that it is only proposed at this time.

Mr. Siciliano stated that the City of Wildwood sent a letter email from GWTIDA to remove the car shows from our website. We are also getting requests for alternate locations for the car show in spring.

Motions:

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

Roll Call:

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

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:

- o **Advertising:** Mr. Barnabei stated that there was no Advertising Committee meeting held this month. Mr. Rose stated that our campaign started Monday, with outdoor, cable, TV, network, and paid Google search, digital

display and digital online video. We also have a great social media program. We will do outer social media, digital and paid search, with a lot of on-demand streaming. Mr. Greenland added that our facebook, Instagram and Twitter are all up and we are seeing positive numbers. Marketing Department is doing a great job! Mr. Greenland also stated that our 1.85% hospitality tax is down 29%, however could have been a lot worse.

- **Special Events:** Mr. Patterson stated that the committee met with Steve DelMonte of DelMo Sports. The committee agreed to re-fund this event for 5 years. Because of the pandemic, it will be a few years before there are big runs again, and we should take advantage of the lull. The committee also approved renewing contract with Great American Volleyball Association, June 19 & 20, 2021. The International Kite Festival has submitted their application to the City of Wildwood, and they are awaiting their final approval Classic Car Shows will not be held in Spring on the boardwalk. They are looking for alternative locations in the Wildwoods, possibly Pacific Avenue. We do not want to lose this event. Gary McGhee is back, and we will be working with him on the car shows and Monster Trucks. Monster Trucks may not be happening for 2021 with the pandemic, at this late date.
- **Strategic Planning:** Mr. Morey discussed the Leaming Avenue project.
- Also, as part of the Rio Grande Avenue project, we are still missing a competed concrete wall, however, are cautiously optimistic that the county will come through. Wayfinding has been delayed. 5 signs are scheduled, 2 paid for by the county and 3 paid for by GWTIDA.
- Mr. Morey discussed the Pacific Avenue Project. There have been some setbacks with CAFRA approvals, however appears to be moving along. Mr. Sciarra added that we were a designation zone but there is no movement on this issue. Mr. Morey also reported that there has recently been a desire to connect Pacific Avenue to the Boardwalk.
- **Holiday Steering:** Holiday Steering Committee will meet for the first time to discuss ways to make the island a family destination for Christmas. There is a lot going on during the holiday season and we would like to capitalize on that. Hoping to add more events for this year and have activities on the island from Thanksgiving to New Years. There are a lot of good ideas out there and we want to get more people to our island and help the businesspeople. Would like to get involvement from all 3 communities and meet once a month. This is a great start, and we will keep the board up to date.

Old Business – None.

New Business

- Mr. Byrne stated that he will be in-person at the April board meeting and looks forward to working on the hotel project moving forward.
- Mr. Byrne also stated that he has received a few requests from board members regarding committee assignments. If there is any board member who would like to change their status within a committee or join another committee, would like some input for review. Ms. Feketics will follow up with

an email, and Mr. Byrne will review everyone's requests and possibly keep things as they are or make a few changes to committees if appropriate.

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, April 22, 2021 at 6 p.m.

Stay safe all!!

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	Yea
Mr. Morey	Yea	Mr. Murray, Jr.	Absent
Mr. Patterson	Absent	Mr. Sciarra	Yea
Mr. Barnabei	Yea	Mr. Vasser	Absent

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary