

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

**(Minutes from 5/20/21 Regular Board Meeting)**

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

**REGULAR MEETING, THURSDAY, MAY 20, 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	Absent
Mr. Barnabei	Present	Mr. Vasser	Absent

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.

**A. Approval of Minutes**

**Mr. Patterson made a motion to approve the regular meeting minutes of April 22, 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	Absent
Mr. Barnabei	Yea	Mr. Vasser	Absent

**Motion moved and approved.**

**B. Public Comment – None.**

**C. Executive Director's Report**

Included in the board packet were:

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

Mr. Byrne had questions regarding a call with Bob McClintock of SMG regarding ASM staffing, which were answered by Mr. Siciliano. A new ASM Human Resources Manager, Deborah Calfina, will begin employment with us on May 27<sup>th</sup>. On June 1<sup>st</sup>, a new ASM Event Coordinator, Kimberly Otero, will begin employment with us.

An applicant for the position of ASM Director of Operations, Jana Jarrett, from the Pittsburg Convention Center, was interviewed by Mr. McClintock, and then came to our facility to meet with Mr. Siciliano, followed by Mr. Siciliano and Sr. Staff members, followed by Mr. Siciliano again. All were pleased. Jana spent 14 years with Ogilvie, IAAM training ground. Jana has been offered and has accepted the position. To date, she is unable to find housing in Cape May County, and is looking in the Atlantic County area. After everyone is settled, we will be hiring an additional ASM Event Coordinator.

Mr. Siciliano stated that over the last 10 weeks, Kara Reinhardt, Dale Frey and John Lynch have done a great job on events in the building. Clients followed the rules and were adhering to our policies and procedures. Great job and effort, thank you to all. Our next event coming up is wrestling.

Mr. Siciliano reported that we have opened our parking lots daily. In addition to the weekends they are already open. The Montgomery and Andrews Avenue lots will be open Monday through Thursday from 9am-5pm.

Mr. Siciliano reported that starting this weekend, all ASM staff is back full-time, all GWTIDA staff is back full-time, Housing staff will return mid-summer, Rich Federici remains on staff, however all other food & beverage staff continues to be furloughed until further notice. In addition, DE North has extended an offer, even after F&B staff returns, they will put a hold on management fee that we pay until January 2022. We will look at the end of June into July to try to bring back Food and Beverage.

Mr. Byrne had questions regarding the Sales Update, which were answered by Mr. Lynch. Currently we are at 20% capacity, which in the Exhibit Hall equates to 946 people.

Mr. Siciliano provided the board with an update on the convention center hotel. Tony Peterman, our consultant, called today and informed us that Ethan Kramer from Paramount asked if one day next week, we could entertain a visit from a new set of capital investors for the project. They will be in on Wednesday or Thursday to tour the facility. Paramount has until the end of September to do their due diligence. Also, as long as we have the units we need for the hotel, residential on top is ok.

**Correspondence/Communication:** Thank you letter from the Siciliano family was included in the board packet.

**Motions:** None.

**D. Chairperson's Report**

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

**Committee Reports:**

- **Buildings and Grounds** – Mr. Greenland stated that minutes of the last meeting were included in the packet. Ocean Avenue construction project is moving along, and the road is getting paved in front of our building.

Capital projects are on hold; however, we have one major issue with one of our two chillers being out of order. We are currently obtaining proposals/estimates ranging from \$50,000 to \$135,000 and will keep the board updated.

- **Staffing** – Mr. Byrne stated that the minutes were included in the packet, where return to work protocol was discussed.

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

**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	Absent
Mr. Barnabei	Yea	Mr. Vasser	Absent

**Motion moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

**PART II**  
**GWTIDA**  
**ADVERTISING/PROMOTIONS**  
(Minutes from 5/20/21 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, MAY 20, 2021

**Part II – GWTIDA/Advertising and Promotions**

**A. Approval of Minutes**

The Regular meeting minutes of April 22, 2021 have been approved.

**B. Public Comment – None.**

**C. Executive Director's Report**

**Department Updates** – Included in the board packet were:

Events Department Update – May 2021

Finance Department Update – May 2021

Marketing/Public Relations Update – May 2021

There were no questions on the department updates.

Mr. Siciliano reported that the GWTIDA audit has been completed. Fieldwork is done. Ms. Carlino took care of the audit from start to finish. There were no findings or recommendations. Great job as Finance Manager!

Mr. Siciliano provided an update on the Unlocking of the Ocean. It has been scaled down this year, and schoolchildren have declined to attend due to the pandemic. Mr. Rose is working with the media for the event. Taheesha Way, NJ Secretary of State will be in attendance, and the event will take place at 11am this year instead of Noon. Ms. Dougherty added that we are looking forward to the event, and we are excited to have both Taheesha Way and Jeff Vasser, Director-NJ Division of Travel & Tourism with us for the event. Ms. Dougherty reiterated that there will be a prompt 11am start time, and there will be a repositioning of the stage, with no bleachers. The background of the stage will be kites this year.

**Correspondence/Communication:** Included in the packet was a sample invitation letter to the Unlocking of the Ocean, which was sent to the NJ Secretary of State, Assemblymen, Mayors, Commissioners, Councilmembers, GWTIDA Board members and business organization representatives. To date we have received 22 rsvp's for the event. Also included was a thank you letter from the Siciliano family. Mr. Siciliano thanked the board members and staff for what we did both as a group and individually during their difficult time. Thank you very much.

**Motions:**

Mr. Siciliano stated that the Boardwalk Special Improvement District (BSID) took out a loan for emergency boardwalk repairs, and GWTIDA committed \$50,000 over 3 years, totaling \$150,000. We wanted to work with BSID and pay off the loan. It was recommended to pay off in advance, and there were no questions or comments.

**Mr. Byrne made a motion to approve payment of \$100,000 to the Boardwalk Special Improvement District (BSID), for the Boardwalk repairs approved at the GWTIDA Board Meeting in January 2020, as final payment of our \$150,000 commitment to the Boardwalk Project, 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	Absent
Mr. Barnabei	Yea	Mr. Vasser	Absent

**Motion moved and approved.**

Mr. Siciliano stated the need to go out to bid for RFP for Advertising and Media Services for the Greater Wildwoods Tourism Improvement and Development Authority, as Fuseldeas contract expires in December of this year.

**Mr. Barnabei made a motion to authorize the Executive Director to go out to bid for RFP for Advertising and Media Services for the Greater Wildwoods Tourism Improvement and Development Authority, second by Mr. Murray.**

**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	Absent
Mr. Barnabei	Yea	Mr. Vasser	Absent

**Motion moved and approved.**

**Mr. Patterson made a motion to approve the Bill List in the amount of \$706,361.71, second by Mr. Greenland.**

**Roll Call:**

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

**Motion moved and approved.**

Mr. Greenland had questions on loans on the bill list, which were explained by Ms. Carlino. Loan 169 on Wildwoods Sign, 11<sup>th</sup> on entryway sign. Ms. Carlino can get the remaining balance on the Wildwoods sign and let the board know.

**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 GWTIDA's committees were reviewed, and the following changes will take place, effective immediately after tonight's Board Meeting: Mr. Barnabei will be stepping down as Chairman of the Advertising Committee to give someone else a chance to be chair, however he will remain a member of that committee. Mr. Hamlin will now become Chairman of the Advertising Committee. In addition, Mr. Murray will become a new member of the Advertising Committee. One additional change was made on the Special Events Committee, that Mr. Barnabei will become a member of the Special Events Committee.

**Committee Reports:**

- **Advertising:** Mr. Barnabei reported that Suasion Communications presented to the committee, and also did a report on our PR plan. They are pitching to regional editors, and major travel writers will be coming to the Wildwoods to write feature stories. Second quarter plan is to work hard on outreach. 178 contacts with media have been made.

Mr. Byrne had questions regarding the EarthCam which were answered by Mr. Rose. We pay \$2,500 annually for the Wildwoods sign. An upgrade is needed and will be installed by Ops. EarthCam promotes worldwide.

- **Special Events:** Mr. Patterson stated that funding for the Spanish Food & Music Festival has been approved. Also approved today was funding for a Lacrosse event on the beach in August, and the Wildwood Crest Sand Sculpting event. We received the good news that the Harlem Globetrotters will be returning in August. Finally, we are looking forward to the Unlocking of the Ocean event to open the season, and hoping to get good TV coverage.
- **Staffing:** Mr. Siciliano reported that all but one member of the GWTIDA staff is back full-time from temporary furlough. The staff member still on furlough will return in July. Mr. Byrne reiterated that decisions regarding this were made collectively by the Chairperson, Vice-Chairperson, Executive Director, Human Resources and our Solicitor.
- **Strategic Planning:** Mr. Morey stated that the minutes of the meeting were distributed to board members at the board meeting. There were no questions. Mr. Byrne highlighted items from the meeting. Mr. Siciliano discussed wayfinding signs and reported that we do not have a second bid. Mr. Morey noted that as a part of the project, the county agreed to pay for 2 signs, and needed 3 additional signs. Proposals were requested for 3 signs, while also asking for an alternate. GWTIDA agreed to pay \$13,500 for the other 3 signs. Contractor and City of Wildwood signed off on them, and Mr. Morey has the second bid. Need to clean up paperwork. Number has to be less than \$17,500. Mr. Morey will contact second two bidders for a quote for our 3 signs, and give the county their quote for their two signs. Will take



board action at next meeting.

**Old Business** – None.

**New Business** – None.

**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, June 17, 2021 at 6 p.m.

H. **Motion to Adjourn**

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

**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	Absent
Mr. Barnabei	Yea	Mr. Vasser	Absent

**Motion moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary