

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

(Minutes from 7/15/21 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JULY 15, 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	Present
Mr. Morey	Present	Mr. Murray, Jr.	Present
Mr. Patterson	Present	Mr. Sciarra	Present
Mr. Barnabei	Present	Mr. Vasser	Absent

Also present were Ms. Carlino, Ms. Dougherty, Mr. Rose, Mr. Lynch, Mr. Federici, Ms. Feketics, and Mr. Amenhauser.

A. Approval of Minutes

Mr. Patterson made a motion to approve the regular meeting minutes of June 17, 2021, second by Mr. Greenland.

Roll Call:

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

Mr. Siciliano stated that we are struggling with staffing for parking, operations, security, and food and beverage staff. We are in need of a Director of Operations and Event Coordinator positions for ASM, and Office Manager and Concessions Manager for DE North. We are doing what we can to get through our events and make our clients happy.

Ms. Carlino stated that we have received our uncertified May tax collection numbers. Our Operations Statement shows actual through June, and revenues through April. Variance \$685,527.00. We are ahead of plan. Plan for June is \$455,000, would bring us to \$1.1M. Looking really good so far!

Correspondence/Communication: None.

Motions: Mr. Siciliano discussed our chiller #1 that is need of repair. We are currently running in one chiller. On June 28th, and email vote was taken, and 9 affirmative votes were received to repair the chiller. Mr. Amenhauser read the motion into the minutes. Mr. Greenland mentioned the process that Ms. Carlino went through to obtain the quotes, as well as research and join a co-op program to get the quote down to \$134,000. Great job Michaela!

Mr. Barnabei made a motion to memorialize the email vote taken on June 28, 2021 regarding the repair of Chiller #1 in the amount of \$134,942.00, second by Mr. Greenland.

Roll Call:

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

Motion moved and approved.

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. Park Mobile is now active in two lots – Leaming and Montgomery Avenues, however we need to add additional signage. So far it is working out well. Also discussed was that our north side of the building, above meeting rooms 4 through 10 are dark. We have decided to focus on that, and Dale Frey will be researching additional LED lighting options to light that area.

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. Patterson made a motion to go into the GWTIDA portion of the meeting,
second by Mr. Bumbernick.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Absent
Mr. Greenland	Yea	Mr. Bumbernick	Yea
Mr. Morey	Yea	Mr. Murray, Jr.	Yea
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 7/15/21 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JULY 15, 2021

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of June 17, 2021 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

- Events Department Update – July 2021
- Finance Department Update – July 2021
- Marketing/Public Relations Update – July 2021

Ms. Carlino stated that the GWTIDA audit will be available next month, it is in the review process.

Mr. Siciliano stated that we reached out to three municipalities regarding their TDF collection numbers. Through June, the municipalities have collected a total of \$1,032,300. If we get to \$1,080,000, it would cover our obligations under the MOU.

Mr. Byrne stated that he would like to have a meeting with the Mayor's and Clerks to discuss both the MOU and TDF. Mr. Siciliano stated that we haven't met in 2 years, and October would be a good time to do that. Mr. Bumbernick had questions on enforcement, which were answered by Mr. Siciliano. We pay \$30,000 to each municipality. Mr. Siciliano explained breakdown of MOU. Additional discussion on rental process, realtors, and licensing. Mr. Siciliano will look further into enforcement.

Ms. Dougherty stated that the Monster Truck building was running mid-week, which was good to see.

Correspondence/Communication: None.

Motions:

Mr. Bumbernick made a motion to approve the Bill List in the amount of \$148,861.32, second by Mr. Montello.

Roll Call:

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

Motion moved and approved.

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 a recap with Sparkable was done and was successful. On most searches we show up on the first page. We received 8 submissions from agencies for RFP for advertising and creative services, which are being reviewed. The committee will meet to see who we want to bring back for oral presentations. The process is moving along well. In addition, we were a finalist with QVC for them to shoot live shows for Christmas in July. QVC selected the Wildwoods, and they will be filming on July 25th from the penthouse at the Paradise Hotel. QVC crew will be in the area starting on July 20th to take video and b-roll, and the show will broadcast Sunday night to a national audience.
- **Special Events:** Mr. Patterson reported that the committee had a good meeting. Captain Kidd was successful, and the Kite Festival gave us good marketing value. Fireworks request was approved for 2 nights from GWTIDA. Ms. Dougherty stated that the Calendar of Events was not printed this year, however it has been found that both the Calendar of Events and the laminated piece was really a valuable tool. Therefore, we will not be moving away from it in the future, and we will be printing a 2022 Calendar of Events. We are also redeveloping our current mobile app.

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 our Re-Organization Meeting and is scheduled for Thursday, August 19, 2021 at 6 p.m.

H. Motion to Adjourn

Mr. Greenland made a motion to adjourn, second by Mr. Barnabei.

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary