

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

(Minutes from 6/17/21 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JUNE 17, 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	Present

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

A. Approval of Minutes

Mr. Greenland made a motion to approve the regular meeting minutes of May 20, 2021, 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	Yea

Motion moved and approved.

B. **Public Comment – None.**

C. Executive Director's Report

Included in the board packet were:

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

Mr. Siciliano stated that we are struggling with staffing for parking, operations, security, and food and beverage staff. However, we are setting up rooms so they can be used multiple times, and that is working out well. Offers have been made for the Director of Operations and Event Coordinator positions. We are doing what we can to make events happen and make clients happy. Our clients are understanding and working well with us. Dale Frey and Bob McClintock are meeting with Teamsters Union to see what they can do to assist.

We are supposed to get the Leaming Avenue lot back tomorrow and will be doing a trial run for Park Mobile, which could make sense. It will take approximately 10 days to get ready to open it. Montgomery Avenue lot may be included in that trial as well. Hoping to be up and running by summer. Parking spots will be numbered to help administer and maintain control of the lots. Having Park Mobile will also help greatly with staffing and labor. Mr. Greenland had questions on enforcement, which were answered by Mr. Siciliano. Also, Park Mobile will be at no cost to us, and they take care of all signage.

Mr. Siciliano reported that we should have the audit ready for distribution at next month's board meeting.

Ms. Carlino stated that we had our biggest day in the lots so far at \$2,600 on Wednesday. We are able to lengthen shifts and are seeing a pickup in parking revenue.

Mr. Siciliano stated that there is nothing new to report on the convention center hotel.

Correspondence/Communication: None.

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. Capital projects are on hold; however, we have obtained an estimate for our chiller repair, in the amount of \$135,000.

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

Motion moved and approved.

Respectfully,

A handwritten signature in cursive script that reads "Frances Feketics". The signature is written in black ink and is positioned above the printed name.

Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS

(Minutes from 6/17/21 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JUNE 17, 2021

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of May 20, 2021 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

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

Mr. Greenland had questions on the proposed jitney service on the island. Mr. Rose stated that a meeting was held with the three municipalities, and the jitney company presented a very expensive proposal. Also, they had a short, unsuccessful stint in North Wildwood a few years ago. The cities do not have the money for the proposed service, and we are awaiting another proposal. There is no transportation service on the island at this time, with Great American Trolley going out of business. Mr. Morey asked about a tram car extension, which there was no discussion on. Mr. Siciliano also stated that if there is no interest from the cities financially, GWTIDA would probably not go it alone. Mr. Rose will follow with Manny from Jitney.

Ms. Carlino reported on the payoff for the Wildwoods sign: \$600,000 in 2007 (4.2% interest). As of June 1st, we owe \$235,887.00. The payoff for the Entryway signs is: \$400,000 in 2020 (3.5% interest). As of June 1st, we owe \$381,315.00.

Mr. Siciliano thanked Mr. Vasser and Secretary of State Tahesha Way for their attendance and involvement in the Unlocking of the Ocean. The event went very well.

Correspondence/Communication: None.

Motions:

Mr. Vasser made a motion to approve the Bill List in the amount of \$130,816.72, 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	Yea

Motion moved and approved.

Mr. Siciliano stated that at the January board meeting, \$13,500 was approved for the manufacturing and installation of three additional wayfinding signs to add to the county project on Rio Grande Avenue. The original price was obtained from City Signs, however they backed out. Mr. Morey stated that he went back to all bidders, and all had engineering in their bids. No one lowered their price. If the GWTIDA Board desires to move forward with the three entryway signs at the new price of \$23,500, then we will need a motion to increase the funding not to exceed \$25,000. The county will be taking care of 2 signs, which leaves 3 more signs. Mr. Siciliano stated that any future dealings would need to be through us and not the county. If the board approves this funding, Michaela Carlino would need to be the point of contact with the sign company. Mr. Morey stated he would make sure that happens.

Mr. Patterson made a motion to increase funding for three wayfinding signs from \$13,500 to \$25,000, 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	Yea

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, including the WBID Meeting. Topics of that meeting included Pole lights on Pacific Avenue and working with the Cape May County Redevelopment Commission.

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 member of the Buildings & Grounds Committee.

Committee Reports:

- **Advertising:** Mr. Hamlin reported that Fuselideas presented a full review of the 2021 campaign and summary of all media, facebook, Instagram and google. Also, we have seen increased visitation to our site. Working on B-roll video shoots, enhancement for convention center to send clips to news agencies, etc. Video photo shoot was put out to quotes. Mr. Vasser will know the state budget in about 2 weeks. The state may be able to fund part of this. Mr. Rose to follow up with Mr. Vasser.

Mr. Hamlin shared his frustration with the board regarding the condition and "look" of the stores on our boardwalk. Mr. Morey added that zoning needs to change, and he would like to see the tramcar in a different location on the boardwalk to make more room for outside dining, etc.

- **Special Events:** Mr. Patterson welcomed new member Mr. Barnabei to the committee. It was reported that this years Kite Festival was a success. Also, the Monster Truck building is not open as much as it should be, as they need help. The Motor Events Car Show took place on Pacific Avenue. At 6 blocks, it was small compared to in the past, however they did a good job with it. This event could reenergize Pacific Avenue.

Ms. Dougherty stated that the Baby Parade Committee will be bringing back the 111th parade back to its original parade form. This year it will start outside of the Wildwoods Convention Center, lining up in our turnaround, and proceed north on the boardwalk to Cedar Avenue, then making a left at Cedar Ave to the food court area on the boardwalk. Awards will be presented at that location, and the businesses are excited for the anticipated extra foot traffic. Also, the committee will be advertising the parade more digitally this year and moving forward.

New Wildwood Special Events fees were also discussed.

- **Strategic Planning:** Mr. Morey stated that mock artwork is being worked on for the wall at Susquehanna and Rio Grande Avenues.

Leaming Avenue pump station is anticipated to be left in the condition it was in. There has been no thought put into addressing the design. There was a proposal presented for \$8,000 for a concept design from Stokes Architecture for the wall, surrounding areas, bocce court, etc. He was to meet with the City of Wildwood to see if they were interested in having Stokes move forward. Both Mayor Byron and the Administrator had good consensus. The city would love for us to sponsor signs.

Mr. Morey would like to propose funding of conceptual design project for \$8,000 to study the components of Leaming Avenue. Mr. Byrne voiced his concerns that they have a grant to get it built, and if there is no money left over, we have wasted \$8,000. Mr. Morey stated that the project is at budget, with money left over. The city has to do Pacific Avenue. They decide, and we get the opportunity to convince them. Mr. Siciliano added that Rich Stokes cannot arbitrarily do this. There needs to be a target number.

Mr. Greenland stated that he emailed Mr. Morey his concerns. Never seeing any plans, what product will we end up with? The wall is a concrete wall. Can the city paint it or add a mural? Mr. Morey stated that the city can come up with money to do something. Mr. Patterson voiced his concerns as well. What money do we have to work with? Is this opening us up to other requests? Mr. Byrne stated that if we get other requests, we will review. If we spend \$8,000, is there a guarantee they will use the design we approve by Stokes? No, however we could pull the city into the process and make them a part of it.

It was suggested to invite the mayors to the next meeting to reveal the design. Mr. Siciliano stated that we need to be clear with Rich Stokes that there is a budgetary number. Mr. Siciliano and Ms. Carlino will reach out to Rich Stokes.

Mr. Morey made a motion to provide up to \$8,000 for design services to Stokes Architecture to come up with concepts to show possibilities for the Leaming Avenue Pumping Station and immediate surrounding areas, second by Mr. Barnabei.

Roll Call:

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

Motion moved and approved.

Old Business – None.

New Business

- State of NJ Update – Mr. Vasser stated that we should hear about final budget approval in 2 weeks, however \$17.6M has been proposed by the Governor. If it is passed, it will be for fiscal year beginning July 1st. In addition, for tourism we still have \$6.2M left over from the current year. We will be creating a tourism recovery campaign to run through the balance of the year. A meeting has been set for Monday with state DMOs to reveal the campaign.

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, July 15, 2021 at 6 p.m.

H. Motion to Adjourn

Mr. Patterson made a motion to adjourn, 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	Yea

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary