

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

(Minutes from 8/19/21 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, AUGUST 19, 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	Absent
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 July 15, 2021, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Absent
Mr. Greenland	Yea	Mr. Bumbernick	Absent
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 – Mr. Siciliano congratulated Mr. Byrne and Mr. Greenland on their appointments as GWTIDA Chairperson and Vice-Chairperson for 2021-2022.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – August 2021
- ASM Update – August 2021
- DE North Update – August 2021
- Finance Update – August 2021
- Housing Update – August 2021
- Sales Update – August 2021

Mr. Siciliano provided an update on the convention center hotel project:

- On August 10, 2021, GWTIDA, via a letter from Ethan Kramer to Tony Peterman, our JLL consultant, received notification that Paramount's entity, "Wildwood Hotel Association, LLC" was withdrawing from the Wildwood Development Company, LLC.

- This withdrawal of Paramount from the "Wildwood Development Company, LLC" has effectively nullified the MOU in place for the hotel project, and the current RFPQ.
- Also, after many weeks of waiting for an answer from NJSEA on the question of residential units as a component of the hotel project, the NJSEA finally replied as not in favor. Basically, their reason was because residential was not included in the original RFPQ, so it may create a legal issue.
- In addition to all of this, it has come to our attention that there may be a green acres issue on the Montgomery Avenue lot. We, the City of Wildwood, GWTIDA and the NJSEA, are currently seeking clarification from the NJDEP, Green Acres/Open Space division. This lot is currently listed on the city of Wildwood's "ROSI" list-which is the cities Recreation Open Space Inventory.
- So learning this, we will wait until we fully understand the situation before deciding on what the next move will be on the topic.
- Joe Lomax is assisting with NJDEP. The property is not showing up on any title reports.
- Mr. Siciliano stated that he heard from Mr. Leanza, NJSEA Council today, and suggested two things be done: 1) that our solicitor, the City of Wildwood Solicitor and Mr. Siciliano meet, and a package should be put together for NJDEP, copying Mr. Prieto, President of NJSEA. 2) after that is accomplished, if no ROSI issue, put together another RFPQ with no residential component included. Mr. Byrne added that this will be submitted from Mr. Prieto's office. Mr. Siciliano stated that NJSEA is committed to assisting with accomplishing a convention center hotel.

Motions: Mr. Siciliano discussed parking lot payments and parking fees for the Wildwoods Convention Center:

- Currently the parking lot lease to the City of Wildwood is \$233,190. In 2002, the original lease was \$183,000. The lease calls for CPI adjustments every 10 years. So the first increase was in 2012 from the \$183,000 to \$233,190, or \$50,000.
- 2022 is going to be the first year of the next increase. The new lease payment 2022-2031 is \$275,237, or an increase of \$42,047.
- Total overall increase since 2002 is \$92,237.00 per year.
- Back in 2014, the GWTIDA Board authorized a cap on our lots at \$20 for the day. That was eight years ago. Tonight, we are asking the board to authorize two things: 1) to raise the \$20 cap to \$25 for holiday weekends and as traffic allows, and 2) to allow us to increase to \$30 during major events such as major concerts or multiple-day festivals, such as the Barefoot Country Music Fest.
- This increase is not revenue driven, but instead a cost recovery effort. During this weekend's event, and for others like it, we will be contracting with a private security company to staff an overnight shift to ensure control of our parking lots. In addition, we will undoubtedly incur overtime from our in-house parking staff and other ancillary expenses relating to the event.
- So, the second request is only for the times when we have to bring in those extra bodies, like this weekend.

Mr. Patterson made a motion to increase our parking lot fee cap from \$20 to \$25 to account for normal inflation over the last seven years, second by Mr. Greenland.

Discussion on the motion. Mr. Byrne had questions which were answered by Ms. Carlino. This would be a maximum of 10 days per year, and we would never open the lots starting at the max. Mr. Morey commented that when our dune is constructed, we will need more parking, and that we are leaving a lot of money on the table. Our system is antiquated, and we should charge by the hour. Mr. Byrne asked Mr. Siciliano and Ms. Carlino to give the Finance Committee an assessment on how the lots performed. We may in the future need to look at alternative options such as hourly rates.

Roll Call:

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

Motion moved and approved.

Mr. Patterson made a motion to authorize the increase of parking lot fees at the WCC from \$20 to \$30 during certain major events such as major concerts, multiple-day events, etc. that would require us to have an additional level of security in place, second by Mr. Murray.

Discussion on the motion. Mr. Byrne asked if this would only be if we have to hire extra security. Could it also be additional staff? Mr. Morey suggested removing the second part of the motion.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Absent
Mr. Greenland	Yea	Mr. Bumbernick	Absent
Mr. Morey	Yea	Mr. Murray, Jr.	Yea
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 reiterated meetings and conference calls held and attended throughout the month.

Committee Reports:

- **Finance Committee:** Mr. Byrne spoke about the convention center not making money; but breaking even. At the committee meeting, Ms. Carlino updated members on where we are with the tax collections.
 - Expenses through June and tax collections from January-June left us with a positive net amount of \$413,108.
 - Expenses through July and tax collections from January-June left us with a positive net amount of \$270,861.
 - Expenses through July and tax collections from January-June with an additional \$977,041 assuming that July's tax collections will be at least the same as June's if not higher. If we do collect July's tax numbers in the same ballpark of June's numbers, we would end up with a positive net amount of \$1,247,903 through the month of July.

Mr. Siciliano added that with COVID shutdown of building, we saw a \$500,000 to \$700,000 loss. However, it looks like we may come out of the year with a surplus and fill the hole that was left last year. We are in a really good place right now!

- **Buildings and Grounds Committee:** Mr. Greenland stated that minutes of the last meeting were included in the packet. North end lighting – We are looking into placing LED lighting along the front of the building, above Meeting Rooms 4-10, in 3 rows. This lighting will be able to change colors, and we are waiting for a price. The North end of the building is bland. Also, we are hoping to have some beautiful landscaping next year!

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

Roll Call:

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

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 to the right of the word "Respectfully,".

Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 8/19/21 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, AUGUST 19, 2021

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of July 15, 2021 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

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

There were no questions on the department updates.

Correspondence/Communication: Included in the packet was a letter to the City of Wildwood regarding the preservation program.

Motions:

Mr. Sciarra made a motion to approve the Bill List in the amount of \$175,438.17, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

Ms. Carlino discussed the GWTIDA Audit with the board.

The General Fund reflects revenues from the Tourism Tax and Tourism Assessment, and expenses relating to our Administrative, Advertising and Promotions mission and capital expense. Based on collections in 2020, our Tourism Tax Revenues, 10% of the 2% tax was \$382,762 and the 1.85% tax was \$1,487,421 for a total of \$1,870,183. Our Operating Expenses totaled \$1,421,634 and Non-Operating Revenue and Expenses netted out to \$5,852. This leaves GWTIDA with a positive Net Position of \$606,832.

The TDF Fund reflects revenues from the Tourism Development Fee and expenses relating to Events and Event Support. The TDF collections for 2020 were \$1,069,362 with Interest income of \$7,126. Other income was \$1,050 for total revenues of \$1,077,538. Expenses related to our Event Support, including the printing and distribution of our calendar of events and municipal administration fee was \$718,054. This leaves GWTIDA with a positive Net Position of \$207,052.

Ms. Carlino then discussed Findings and Recommendations. The auditors found no material weaknesses or deficiencies in our controls and no non-compliance with State laws or General Accounting Standards.

Also, part of our requirement tonight is to accept the audit as presented and most importantly, to sign off on the affidavit that indicates that you have reviewed the section entitled Findings and recommendations.

Mr. Byrne recommended that the board read pages 4 through 16 of the audit, as it is a wonderful recap of our organization and also thanked Ms. Carlino for all of her work and efforts with the audit and summaries.

Mr. Amenhauser read the following resolution into the minutes:

WHEREAS, N.J.S.A. 40A:5-4 requires the governing body of each local authority to cause an annual audit of its accounts to be made, and

WHEREAS, the annual audit report for the fiscal year ended December 31, 2020 has been completed and filed with Ford Scott & Associates, LLC pursuant to N.J.S.A. 40A:5-6, and

WHEREAS, N.J.S.A. 40A:5A- 17, requires the governing body of each authority to, within 45 days of receipt of the annual audit, certify by resolution to the Local Finance Board that each member thereof has personally reviewed the annual audit report, and specifically the sections of the audit report entitled "General Comments" and "Recommendations," and has evidenced same by group affidavit in the form prescribed by the Local Finance Board, and

WHEREAS, the members of the governing body have received the annual audit and have personally reviewed the annual audit, and have specifically reviewed the sections of the annual audit report entitled "General Comments" and "Recommendations," in accordance with N.J.S.A. 40A:5A-17,

NOW, THEREFORE BE IT RESOLVED, that the governing body of the Greater Wildwoods Tourism Improvement and Development Authority hereby certifies to the Local Finance Board of the State of New Jersey that each governing body member has personally reviewed the annual audit report for the fiscal year ended December 31, 2020, and specifically has reviewed the sections of the audit report entitled "General Comments" and "Recommendations," and has evidenced same by group affidavit in the form prescribed by the Local Finance Board.

BE IT FURTHER RESOLVED that the secretary of the authority is hereby directed to promptly submit to the Local Finance Board the aforesaid group affidavit, accompanied by a certified true copy of this resolution.

Mr. Morey made a motion to accept the 2020 GWTIDA audit as read into the minutes by our solicitor, second by Mr. Sciarra.

Roll Call:

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

Motion was moved and approved.

Mr. Rose stated that our current advertising agency contract expires on December 31, 2021. We went out for RFP and received 8 proposals. The Advertising Committee selected the top 3 companies to give oral presentations. The committee met again to narrow those down to two. The committee met today to choose a company to recommend to the board, and they chose Aloysius, Butler and Clark agency (ABC).

Mr. Murray made a motion to award contract for Advertising & Media Services for GWTIDA to Aloysius, Butler & Clark. This is a 3-year contract, beginning on January 1, 2022 and ending on December 31, 2024, with a 2-year option, 60-day out clause, and years 2 and 3 will be subject to the availability of funds, with the 3-year term totaling \$2,250,000.00, based on availability of funds, or \$750,000 per year for 3 years, second by Mr. Sciarra.

Discussion on the motion. The top 3 candidates were Fuselideas, ABC, and Magnum. Mr. Byrne and Mr. Siciliano thanked Mr. Rose, staff and committee for putting in so much time and effort in this process.

Roll Call:

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

Motion was 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:

- o **Advertising:** Mr. Rose thanked the committee for approving our new ad agency, ABC.
- o **Special Events:** Mr. Patterson reported that the committee had a good meeting. Contracts approved for funding include Seafarer's Celebration for 3 years, Boots on the Beach, and Fabulous 50's Weekend. The committee also received reports on the outcome of the Pig Dog Beach Classic, which was a successful event, and the Baby Parade. The Kite Festival, which is requesting more money, was also discussed, with no resolution to date.
- o **Strategic Planning:** Mr. Morey stated that there is a hiccup in the wave wall. The number was reduced, and they stayed with the original bid. It is now back off and running.
- o **Finance:** Mr. Byrne discussed the TDF collections and stated that they are seeing a decline. We are \$50,000 short of being able to cover our MOU commitment to cover the boardwalk restroom cleaning and police officers for next year. We will recheck and update these numbers with the cities in August and will schedule a Mayor's/Clerk's meeting in September. We either need to rethink the MOU or raise the TDF fees. Discussion on Event Marketing surplus and adding to TDF fund. Additional discussion on funding, boardwalk redesign, restrooms, etc.

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 WEDNESDAY, September 15, 2021 at 6 p.m.

H. Motion to Adjourn

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

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Absent
Mr. Greenland	Yea	Mr. Bumbernick	Absent
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