

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

(Minutes from 11/18/21 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, NOVEMBER 18, 2021

Part I - OPERATIONS

GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by Mr. Greenland at 6:00 p.m.

Salute to flag.

The Open Public Meetings Act was read by Mr. Greenland.

Roll Call:

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

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

A. Approval of Minutes

Mr. Vasser made a motion to approve the regular meeting minutes of October 21, 2021, second by Mr. Patterson.

Roll Call:

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

Mr. Siciliano provided an update on the NJDEP Open Space issue on our Montgomery Avenue lot. On Tuesday, we received via email a 60-page report that the City of Wildwood gave us, which includes aerial photos of parking lot, photos that Mr. Amenhauser and Mr. Siciliano found at the George Boyer Museum, our NJDEP permit for the convention center, our contract of sale, our addendum to the

contract of sale, and some applicable city ordinances that go back to 1995 and 1996 which give us rights and easements for the building of the convention center. It was reviewed by Mr. Siciliano and Mr. Amenhauser and it was obviously missing any type of correspondence tying together what is in the packet. We are going to meet with Joe Lomax on the week after Thanksgiving to further review. Mr. Byrne and Mr. Greenland are on board with the fact that with Joe Lomax's assistance, we want to be the one that writes the response to NJDEP, based on the information that is here. If the board is also on board, we would like to make you aware that we will be drafting up a response, showing it to the city before it goes anywhere, and then getting it up to NJDEP as soon as we can to have them review the information. Mr. Amenhauser further stated that the reason we are doing this is to try to obtain an amendment to the ROSI list as opposed to going through the diversionary process. It's for timing-if we can obtain an amendment, we would be looking at a 3-6 month turnaround in terms of having permission to build there, as opposed to the possible 1-2 years, if we have to go through the diversion. That is why this is so important. Mr. Byrne added that perhaps we should include the CAFRA permit that says specifically that the land was approved for a hotel and future development. Will leave that up to Mr. Lomax. Mr. Siciliano added that if it ever comes to a question of title, it is obvious in the actual agreement of sale, that the city is transferring the property to GWTIDA in 1996 and the language used is "free and clear of any claims, etc." Hopefully this will get resolved through the channels of Green Acres.

Ms. Springer discussed the Cheer Tech and Coach Bingo events that were held since the distribution of the board packet, which were both very well attended with no issues.

Ms. Carlino stated that we received our September tax collection numbers. The 2% tax was \$603,000, that is net of our administrative charges, which brings our bottom line to \$3.3 million. This is a really good number to see. Through September, the total for the 2% is \$6.1 million. Mr. Greenland thanked Ms. Carlino for a great job as always.

Mr. Federici stated that since his update included in the board packet, Coach Bingo was held in the facility, with a 27% increase in revenue from the last time they held their event here in 2019. Also, Cheer Tech revenue was in line with previous years. We have also booked a new January catering event in the facility.

Mr. Siciliano stated that since April of 2020, we entered into an agreement with DE North to forego our paying them the management fee while we were shut down due to COVID. De North then, when we opened the building back up in March of 2021, continued to tell us that they would be fine with forgiving the management fee for the entire year, through December 31, 2021. The deal was that we were going to add each month to the end of the contract so that they would be not losing any time contractually with us. We all agreed as a board to enter into that agreement. Now that we are coming up to December, January 1, 2022 is when we will reinstate the management fee payment to DE North. So that would have taken us through September 2025. In conversations with DE North, and them asking us to create the amendment to the contract, which their attorney has sent to us, and we have had Mr. Amenhauser review, we do not want the contact to be expiring in September. We would like to extend that for 3 more months to get us to December 31, 2025 so that we can not have anything impinge upon our ability to operate in

2025. We are asking for the board to give the Executive Director authority to sign the amendment when it comes through. It says that we would reinstate the management fee beginning January 1, 2022 at \$92,000 per year, and that would take us through December 31, 2025, with that additional 3 months, is what differentiates it from the original agreement we had.

Motions:

Mr. Vasser made a motion to authorize the Executive Director to execute the contract amendment between Delaware North Company (DNC) and the Greater Wildwoods Tourism Improvement & Development Authority (GWTIDA) for food & beverage services at the Wildwoods Convention Center through December 31, 2025. DNC will reinstate their management fee beginning on January 1, 2022 at \$92,000 per year through December 31, 2025, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

Correspondence/Communication: None.

D. Chairperson's Report

Mr. Byrne reiterated meetings and conference calls held and attended throughout the month, including all committee meetings, and a few calls with Mr. Siciliano regarding the hotel project and other ongoing items. There were no questions.

Committee Reports:

- **Buildings and Grounds Committee:** Mr. Greenland stated that minutes of the last meeting were included in the packet. Weeds are an ongoing issue. We received some prices – artificial grass \$208,000, concrete \$218,000 and pavers \$329,000. The committee didn't feel any of those options are good at this point, so the committee agreed that we will let it go until spring, as the weeds are getting under control, then bring Taylor Design Group back in and see what can be done on a reduced scale and hope to grow something in the flowerbeds again. Total expense on roundup is \$2,000, per Ms. Carlino.
- Also, our island-wide elementary school students will be coming in to paint the windows next week for the Elks Holiday Window Decorating Contest.
- In addition, we had our wooden steps in the Montgomery Avenue lot checked, and the steps were found to be legal and within code.

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. Barnabei.

Roll Call:

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

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS

(Minutes from 11/16/21 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, NOVEMBER 18, 2021

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The regular meeting minutes of October 21, 2021 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

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

Mr. Siciliano provided the board with an update on municipal ordinances.

- As of Wednesday, North Wildwood notified us that the ordinance for adding the 2% and 1.85% tax to the Air BnB rentals and online marketplace rentals, are completed and through.
- We are waiting for the Borough of Wildwood Crest and the City of Wildwood to get theirs. They are all though first reading.
- As soon as we have three ordinances adopted, Mr. Amenhauser and Mr. Siciliano will prepare a package to send to Treasury to have that.
- We should have those ordinances in place by January 2022, and through Treasury or Taxation, and have the Air BnB and the like collecting our taxes.

Ms. Dougherty stated that we have all of our entertainment signed up for our Family Holiday Celebration. One of our scheduled performers canceled, so we were able to book a new aspect to our event this year. We will have Story Time with Mrs. Claus. We are all booked, however some of the information in the Family Holiday Celebration booklet is already out of date since it's been printed, however we are doing online marketing for the event, which is updated as needed.

Ms. Carlino stated that the 2022 Board Meeting Schedule is in everyone's packet for review. There are three dates that are not on the third Thursday. April – the third Thursday is Easter week, so we pushed it to the fourth Thursday. June – due to Country Music Festival, we changed to third Wednesday, and September changed to the second Wednesday due to the Firemen's convention.

Ms. Carlino also stated that we received the 1.85% for September. Handout was distributed to the board. Number came in at \$224,441, that is net of \$35,000 administrative fee, which puts us 28% ahead of our average and plan. So, we are at \$2.3 million on the 1.85% tax through September.

Mr. Patterson stated his concern that the proposed September board meeting date is very close to Labor Day. Mr. Siciliano stated that it is because the third Thursday would have been the 15th, which is when we would've had the meeting. So,

because it's Firemen's weekend, we always move it the day before. It just happens to be the second Wednesday, but it's because September 1st is a Thursday. Mr. Siciliano stated that we have a month to review the proposed schedule, and if anyone can't make any of these dates, we just need a quorum to hold the meetings. We will vote on the dates at the December meeting.

Mr. Rose stated that the Advertising Committee did not meet today, however will meet on December 3rd with our new ad agency, AB&C, and we will get a first look at our new creative campaign for 2022.

Correspondence/Communication: Included in the packet was a thank you note from the Franco family.

Motions:

Mr. Patterson made a motion to approve the Bill List in the amount of \$266,107.38, second by Mr. Sciarra.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Absent
Mr. Greenland	Yea, abstain on #076	Mr. Bumberrick	Absent
Mr. Morey	Absent	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Yea
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. Mr. Byrne also spoke with Mr. Siciliano regarding several items during the month.

Committee Reports:

- o **Special Events:** Mr. Patterson reported that the committee met and received 7 post-event reports, all of which were mostly successful. The Mid-Atlantic Police & Fire Survivor's Weekend probably will not be repeated only because they are running out of volunteers. It's a great event and is unfortunate. We had one funding application, which the committee approved, for the North Wildwood Christmas promotion. We are looking forward to all of the holiday events. The board should all have the brochure, which Ms. Dougherty put together, and it's going to be a great event, and all of the holiday events start this weekend and run through New Year's Eve. Ms. Dougherty discussed other items which were included in her department update.

Old Business – None.

New Business – Mr. Vasser provided a State of NJ update. Reminder that the NJ State Tourism Conference will be held on December 1st and 2nd at the Hard Rock Hotel & Casino in Atlantic City and is a fully in-person event this year. We are excited about that, and we have a strong list of panels and conference attendees. Also, some may have heard that tourism could receive a \$25 million increase --

That is not confirmed yet and has not been signed. There are some amendments that are being reviewed. As it stands now, \$5 million would go to various DMO's. We don't know if it's necessarily just the DMO's that are currently funded, so there might be some money for Wildwood here. We also got a \$15.3 million grant from the federal EDA to be used for tourism, and as previously reported, our budget has increased from \$9 million to \$17 million. We have 3 years to spend the \$15m and the \$25m and are looking to get into new markets.

Policies/Procedures – None.

Correspondence/Communication – None.

E. Public Comment – None.

F. Executive Session - None.

G. Any matter of immediate attention

Mr. Greenland wished all a Happy Thanksgiving!! Our next Board Meeting is scheduled for Thursday, December 16, 2021 at 6 p.m., which will be our holiday meeting, and there will be pigs in a blanket and other various foods. Hopefully all will be able to make the December meeting.

H. Motion to Adjourn

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary