

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

(Minutes from 10/21/21 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, OCTOBER 21, 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	Present
Mr. Greenland	Present	Mr. Bumbernick	Present
Mr. Morey	Absent	Mr. Murray, Jr.	Present
Mr. Patterson	Present	Mr. Sciarra	Present
Mr. Barnabei	Absent	Mr. Vasser	Absent

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

A. Approval of Minutes

Mr. Patterson made a motion to approve the regular meeting minutes of September 15, 2021, second by Mr. Hamlin.

Roll Call:

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

Motion moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

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

Mr. Siciliano provided an update on meeting with NJDEP that was held on Monday, October 18th. In attendance were members of NJDEP/Green Acres – Martha Sapp, Mackenzie Piggot and Judith Yeany, City of Wildwood representatives Carl Groon, Steve Booy, Jason Hesley and Lou DeLollis, NJSEA members Vince Prieto and Frank Leanza, and GWTIDA representatives John Siciliano, Tom Byrne, Joe

Lomax and John Amenhauser. There were three items of concern relating to the Wildwoods Convention Center, which included:

1. Block 98, Lot 1 – Montgomery Avenue lot. The NJDEP has this lot on the City of Wildwood's "ROSI", claiming it was a playground in the past (1970's) then transitioning to a parking lot. NJDEP will allow an amendment to the "ROSI" if we can prove that the parking was convention center parking ONLY. If it was general beach, boardwalk and convention center parking then a diversion would be required. An amendment would take between 3 to 6 months to achieve. A diversion could take up to 2 years.
2. Bandshell – East side of the boardwalk on Montgomery Avenue. This is also part of the City of Wildwood's "ROSI". GWTIDA/NJSEA paid \$180,000 to the city to relocate the bandshell to the Doo Wop Preservation building. Further investigation is needed as to how to resolve that issue.
3. Andrew to Taylor Avenue Parking Lot – This was a park and shuffleboard court and was changed to parking. NJDEP/Green Acres did approve that change. They are asking if it is convention center parking only, and we told them it is for general parking, and signage reflects that, which should be enough to resolve their concerns.

Next Steps are to try to find sufficient evidence that the Montgomery Avenue lot was used for convention center parking only. Mr. Siciliano and Mr. Amenhauser will visit the George F. Boyer Museum in Wildwood to look for photographic evidence.

Mr. Hamlin asked how this issue came about, which Mr. Siciliano replied that Green Acres did a review of the City of Wildwoods open space inventory, and 3 issues regarding the convention center were found. Mr. Amenhauser added that this was not apparent at the time of the sale, and it was not in the title. The City of Wildwood started to take funding in 1979.

Motions: None.

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 meeting with NJDEP/Green Acres, which was a great meeting. There were no questions.

Mr. Greenland mentioned that we had a record-breaking year with our tourism tax collections. The 2% tax is 95% ahead of the same period over 2020 and 43% more than the 5-year average. Also, our parking revenue is currently at \$927,000, which is 57% ahead of 2020 and 3% ahead of 2019. We are having a great year.

Committee Reports:

- o **Buildings and Grounds Committee:** Mr. Greenland stated that minutes of the last meeting were included in the packet. Weeds are an ongoing issue. We are also looking into faux grass, as well as a third option of replacing

the flower beds with concrete and flowerpots. In addition, we are still waiting on parts to arrive for our Chiller. North end lighting update was also given. We are looking into placing LED lighting along the front of the building, above Meeting Rooms 4-10, in 3 rows. Quote was obtained in the amount of \$30,000, including labor. A second option of neon was researched, and that cost came in at approximately \$50,000.

It is the recommendation of the Buildings & Grounds Committee to move forward with the LED option for lighting the North end of the Wildwoods Convention Center.

Mr. Hamlin made a motion to move forward with the North End Wildwoods Convention Center Lighting Project, using LED lighting on the North end of the Wildwoods Convention Center, above Meeting Rooms 4 through 10, at a cost not to exceed \$33,000, second by Mr. Byrne.

Roll Call:

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

Motion moved and approved.

Old Business: None.

New Business: None.

Policies/Procedures: None.

Correspondence/Communication: None.

E. Executive Session – None.

F. Any matter of immediate attention – Mr. Patterson thanked the staff for their assistance with ticket taking, etc. at the Fabulous 50's Weekend when we were short-staffed. Everyone jumped in, making it a success, and it was a great show.

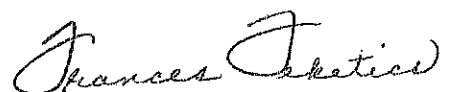
**G. Motion to go into the GWTIDA/Advertising portion of the meeting.
Mr. Murray made a motion to go into the GWTIDA portion of the meeting, second by Mr. Sciarra.**

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Yea
Mr. Morey	Absent	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Absent	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 above the printed name.

Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS

(Minutes from 10/21/21 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, OCTOBER 21, 2021

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The regular meeting minutes of September 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 – October 2021

Finance Department Update – October 2021

Marketing/Public Relations Update – October 2021

Mr. Siciliano provided the board with an update on TDF collections, and meeting with the Mayor's and Clerk's. 2% and 1.85% tax collections on online marketplace rentals were discussed. TDF collections are decreasing. Four years ago, the state decided to tax marketplace online reservations. The Wildwoods needed to do an ordinance to Treasury to ask them to collect our taxes. We knew locally we collected TDF's generated approximately \$400,000 in revenue per year. We were committed through the MOU to have GWTIDA pay for boardwalk restrooms and police officers. Whatever was left from the formula, the municipalities would split 3 ways up to a cap of \$75,000 each. The first year, the cities received \$62,000 each, the second year, the cities received \$40,00 each, and last year and this year, we are falling short \$10,000, so the municipalities are getting nothing.

We met with the 3 municipal clerk's and Mayor's to discuss the current Memo of Understanding (MOU) as it relates to our application of the TDF collections. All agreed to work on ordinances to send to Treasury.

Also discussed the need to have the 3 municipalities prepare ordinances to send to the NJ Dept. of Treasury, so they would institute those tax collections on the online marketplace rentals. Mr. Amenhauser prepared a draft ordinance and sent it to the Treasury Department. They reviewed and approved it. The ordinances were then sent to each municipal clerk and solicitor to have the municipalities take appropriate action.

City of Wildwood first reading will be on October 27th. North Wildwoods first reading was on October 19th, with their second reading scheduled for November 16th, and Wildwood Crest first reading will be on November 3rd, and their second reading on November 24th. Barring any unforeseen issues, ordinances should be in effect by 12/31/21.

Mr. Siciliano stated that GWTIDA will contract with Property Guard, in the amount of \$16,000 for 2022. This program, researched by Ms. Dougherty and discussed with the municipal clerks, will ask for municipal tax rolls to enter into the system. Property Guard then scrapes 20 internet sites that do online rentals and produce

reports for the cities. This will allow the cities to ensure that all rental properties have mercantile licenses as well. This is a worthy investment, Mr. Amenhauser has reviewed the contract, and we would like to execute it in November. With this program, we should definitely see an increase in both the 1.85% tax and the 2% taxes.

Mr. Byrne stated that he was at the meeting, and congratulated Ms. Dougherty and Mr. Siciliano for working so hard on the Property Guard research. Proud of all involved, and Mr. Amenhauser did a great job on the resolutions. This tax could be a game changer and could mean a lot for both our advertising budget, and the cities.

Ms. Dougherty reported that applications for next year's Calendar of Events are coming in. Holiday event planning is going smoothly, and we are working on incorporating all island-wide events into our marketing.

Mr. Greenland added that Ms. Dougherty, Ms. Feketics and Mr. Siciliano did a great job in expanding our 4-page holiday brochure into an 8-page color booklet, which includes a lot of great information regarding both our Family Holiday Celebration as well as island-wide holiday events from November 20th through December 20th. Great job all!

Correspondence/Communication: Included in the packet was a letter to Linda Cruz-Carnall, USEDA re: USEDA Travel, Tourism, and Outdoor Recreation Grant Program – Wildwood Boardwalk Reconstruction Project. This is a support letter explaining why we are in favor of getting our boardwalk fixed.

Motions:

Mr. Murray made a motion to approve the Bill List in the amount of \$139,653.27, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Yea
Mr. Morey	Absent	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Yea, abstain on #21-00084
Mr. Barnabei	Absent	Mr. Vasser	Absent

Motion moved and approved.

Ms. Carlino reviewed the 2022 GWTIDA Budget to the board. Our 2022 budget mirrors our 2021 budget with a few significant changes:

- The miscellaneous administration line item is increased by 10.2% in 2022. This line item is increased because of anticipated insurance costs for our new Entry Way Signs.
- The Cost of providing Services line item is increased by 11.6% because of contractual obligations increasing as expected, such as out parking lot rent increasing to \$275,000 from \$233,190.

- The interest payments on debt line item have decreased by 11.6% based on following the debt service schedules provided by the lender which is Crest Savings Bank.
- The unrestricted net position utilized has increased by 37.1% because if we do not receive the anticipated revenues based on taxes, we will still need to make our contractual payments using monies from the reserve.

Mr. Siciliano read the 2022 GWTIDA Budget Resolution into the minutes:

WHEREAS, the Annual Budget and Capital Budget for the Greater Wildwoods Tourism Improvement and Development Authority for the fiscal year beginning, January 1, 2022 and ending, December 31, 2022 has been presented before the governing body of the Greater Wildwoods Tourism Improvement and Development Authority at its open public meeting of October 21st, 2021; and

WHEREAS, the Annual Budget as introduced reflects Total Revenues of \$3,497,000, Total Appropriations, including any Accumulated Deficit if any, of \$3,904,109 and Total Unrestricted Net Position utilized of \$407,109; and

WHEREAS, the Capital Budget as introduced reflects Total Capital Appropriations of \$-0- and Total Unrestricted Net Position planned to be utilized as funding thereof, of \$-0-; and

WHEREAS, the schedule of rates, fees and other charges in effect will produce sufficient revenues, together with all other anticipated revenues to satisfy all obligations to the holders of bonds of the Authority, to meet operating expenses, capital outlays, debt service requirements, and to provide for such reserves, all as may be required by law, regulation or terms of contracts and agreements; and

WHEREAS, the Capital Budget/Program, pursuant to N.J.A.C. 5:31-2, does not confer any authorization to raise or expend funds; rather it is a document to be used as part of the said Authority's planning and management objectives. Specific authorization to expend funds for the purposes described in this section of the budget, must be granted elsewhere; by bond resolution, by a project financing agreement, by resolution appropriating funds from the Renewal and Replacement Reserve or other means provided by law.

NOW, THEREFORE BE IT RESOLVED, by the governing body of the Greater Wildwoods Tourism Improvement and Development Authority, at an open public meeting held on October 21st, 2021 that the Annual Budget, including all related schedules, and the Capital Budget/Program of the Greater Wildwoods Tourism Improvement and Development Authority for the fiscal year beginning, January 1, 2022 and ending, December 31, 2022 is hereby approved; and

BE IT FURTHER RESOLVED, that the anticipated revenues as reflected in the Annual Budget are of sufficient amount to meet all proposed expenditures/expenses and all covenants, terms and provisions as stipulated in the said Authority's outstanding debt obligations, capital lease arrangements, service contracts, and other pledged agreements; and

BE IT FURTHER RESOLVED, that the governing body of the Greater Wildwoods Tourism Improvement and Development Authority will consider the Annual Budget and Capital Budget/Program for adoption on December 16th, 2021.

Mr. Patterson made a motion to approve the 2021 GWTIDA tourism budget as read into the minutes by Jeff Amenhauser, second by Mr. Hamlin.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Yea
Mr. Morey	Absent	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Absent	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. Hamlin stated that the committee met and conducted a review of the shoulder season analytics report. In addition, they also reviewed and discussed the creative brief sent in by our new Advertising agency, AB & C. The brief also included campaign concepts and AB & C's interpretation of them. The objectives are to increase visitation time and gain additional reservations. It was a good meeting.
- **Special Events:** Mr. Patterson reported that the committee met and received 7 post-event reports. The Spanish Music & Food Fest, a new event, did very well with no issues and numerous entertainers. Also discussed was the newly expanded holiday brochure, which is now 8 pages. Additional discussion ensued regarding adding year-round businesses to the piece. Mr. Siciliano stated that although our events sign would not be an appropriate place to add this information, we can produce a separate piece to hand out at the holiday events, and put on our site, which includes year-round restaurants, etc. that would be open during the holiday events on the island. Mr. Siciliano stated that we will take this on as a convention center piece that can be handed out.

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, November 18, 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	Yea
Mr. Morey	Absent	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Absent	Mr. Vasser	Absent

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary