

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

(Minutes from 9/15/21 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, SEPTEMBER 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	Present
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, Ms. Springer, Mr. Frey, Mr. Federici, Ms. Feketics, and Mr. Amenhauser.

Mr. Byrne introduced and welcomed our new Director of Operations, Erin Springer, to the meeting. We are happy to have Erin here with us, and Erin is happy to be here.

A. Approval of Minutes

Mr. Patterson made a motion to approve the Re-Organization meeting minutes of August 19, 2021, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
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.

Mr. Greenland made a motion to approve the regular meeting minutes of August 19, 2021, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
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 – September 2021
ASM Update – September 2021
DE North Update – September 2021
Finance Update – September 2021
Housing Update – September 2021
Sales Update – September 2021

Mr. Siciliano provided an update on meeting with NJDEP. Joe Lomax has reached out to Martha Sapp, in order to schedule a meeting with NJSEA, GWTIDA, City of Wildwood, NJDEP as soon as possible regarding the potential green acres issue on the Montgomery Avenue lot. We are currently seeking clarification from the NJDEP, Green Acres/Open Space division because this lot is currently listed on the City of Wildwood's "ROSI" list-which is the city's Recreation Open Space Inventory. We need to fully understand the situation before deciding on what the next move will be on the topic.

Mr. Greenland had questions on our vending machines. Mr. Federici stated that the vending machines have not been filled due to decreased staffing levels.

There were also questions on Slammedenuff issues, which were answered by Mr. Lynch.

Mr. Lynch stated that since COVID, we have 54 group bookings we will be doing, and 47 have cancelled because of COVID. We are ready to move forward into 2022 with a full schedule.

Mr. Byrne had questions on the Tommie Mac Basketball Tournament, which were answered by Mr. Lynch.

Motions: None.

Correspondence/Communication: Included in the packet was a thank you letter from the VFW.

D. **Chairperson's Report**

Mr. Byrne reiterated meetings and conference calls held and attended throughout the month, including all committee meetings, and meeting with Mayor Byron regarding status of the hotel project.

Mr. Vasser arrived at 6:19 p.m.

Committee Reports:

- **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. Quote was obtained, however more research needs to be done. Mr. Frey will attach 4 ft. sample to front of building in the meantime. Also, we are operating on one chiller and are

waiting for remainder of parts to arrive. We hope this will be resolved by the next board meeting.

Ms. Carlino stated that we have made \$902,000 in parking revenue to date, even with Learning Avenue lot being down due to construction equipment deterring guests from parking in that lot.

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. Vasser.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Yea
Mr. Morey	Yea	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 9/15/21 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, SEPTEMBER 15, 2021

Part II – GWTIDA/Advertising and Promotions

Mr. Byrne introduced Mr. Vasser to our new Director of Operations, Erin Springer.

A. Approval of Minutes

The Re-Organization meeting minutes of August 19, 2021 have been approved.
The regular meeting minutes of August 19, 2021 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

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

Mr. Byrne had questions on the Finance Report, \$233,000 paid to City of Wildwood for lease of lots.

Mr. Greenland had questions on letter sent to FuseIdeas by Ms. Carlino. Ms. Carlino provided information. They accepted that information, and we will move on with our new Advertising Agency. Mr. Byrne added kudos to the committee and staff for all their work in the selection process and stated that our new firm has earned the right to be our new agency.

Correspondence/Communication: Included in the packet was a letter to FuseIdeas, our current Advertising Agency.

Motions:

Mr. Hamlin made a motion to approve the Bill List in the amount of \$373,750.81, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Yea
Mr. Morey	Yea	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.

Committee Reports:

- **Advertising:** Mr. Hamlin stated that the committee met and reviewed messaging points for our new ad agency, defined target audience, and discussed where we would like to see things go to start our process moving forward. Mr. Byrne added kudos to the committee and staff for all the work that was out in during this selection process for a new agency.
- **Special Events:** Mr. Patterson reported that the committee met on Monday and discussed several events including the Baby Parade. Ms. Dougherty added that with regards to TDF Fees, she is researching companies that can produce a short-term rental system. The goal is to produce a list, to present to the municipalities so they can then check against their lists. Proposals range from \$15,000 to \$91,000 and we are currently narrowing those proposals.

Mr. Morey had questions regarding motorcycle weekend. No one in attendance at the board meeting heard of any issues during the weekend.

Mr. Byrne provided an update on TDF numbers. A few years ago, we needed cops and clean restrooms on the boardwalk. The committee and Mayors met and raised the TDF fees. TDF's have gone down each year, and now the municipalities are getting nothing for municipal event support based on the MOU formula. We are meeting with the Mayor's on Tuesday, September 28th. Clerks to discuss TDF issue and hope to come to resolution on how to move forward or renegotiate the MOU.

- **Strategic Planning:** Mr. Morey distributed a rendering of the Learning Avenue project. Mayor Byron is interested and doing a cost estimate. Also, the City of Wildwood has hired a boardwalk planning company/engineering firm to look at the future of the boardwalk. Both cities are sharing costs. Mr. Byrne added that the Learning Avenue project is a great opportunity and could really be a nice area, and boardwalk planning is a gigantic step forward.

Old Business – None.

New Business – Mr. Vasser provided an update on the State of New Jersey. Great job to Mr. Rose and team for press release regarding lifeguards in North Jersey. Mr. Vasser also represented GWTIDA for the Jersey Shore partnership, which previous board member Grace Hanlon is now Executive Director. Mr. Vasser reported that the State of NJ was awarded \$15.3M from the federal government for tourism, we are figuring out how to spend that money (within 3 years) and would like to create a few grant programs. There is a competitive process that all are eligible to compete for. Mr. Vasser will send Mr. Siciliano an application, and Fran to forward to Mr. Byrne, Mr. Morey and any other board member who would like to have it. This is in addition to \$17M for tourism. Mr. Patterson asked about the boardwalk project, which is more of a tourism infrastructure project.

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, October 21, 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	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Yea
Mr. Morey	Yea	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