

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, FEBRUARY 17, 2022

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	Absent	Mr. Hamlin	Present
Mr. Greenland	Present	Mr. Bumbernick	Present
Mr. Morey	Absent	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, Ms. Springer, Mr. Frey, Mr. Federici, and Mr. Amenhauser.

Mr. Greenland asked that the board keep Karen and Jack Morey in their prayers.

A. Approval of Minutes

Mr. Vasser made a motion to approve the regular meeting minutes of January 20, 2022, second by Mr. Barnabei.

Roll Call:

Mr. Byrne	Absent	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Yea
Mr. Morey	Absent	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 – February 2022
ASM Update – February 2022
DE North Update – February 2022
Finance Update – February 2022
Housing Update – February 2022
Sales Update – February 2022

There were no questions on the department updates.

Mr. Amenhauser provided an update on the green acres issue/NJDEP. There is a meeting scheduled to take place with the City of Wildwood on February 22nd. Narrative and letter are being finalized by Joe Lomax and will be submitted to NJDEP to hopefully obtain an amendment, which is a process that would take a few months. There has been no other movement at this time.

Mr. Frey provided an update to the board on the outfall project. He spoke with Bernie the project manager on Monday, and they will be working on the storm drains in the next 2 weeks. Ocean Avenue should be repaved and restriped by Mid-April.

Ms. Carlino stated that our December tax collections were received and were much higher than we anticipated, totaling \$95,000, which is 39% ahead of plan, 70% ahead of 2020. We are ending the year with \$6.4 million, which is awesome!

Mr. Siciliano discussed the Housing Department and the fact that we cannot control guests not making reservations through our department, but around it. Joy Samaniego is in contact with Cape May and other surrounding area hotels, and we do get from them the equivalent of our tax and welcome their participation.

Mr. Lynch discussed that we are moving forward with events from this weekend through October, with a very busy schedule.

Motions: None.

Correspondence/Communication: None.

D. Chairperson's Report

Mr. Greenland reiterated meetings and conference calls held and attended throughout the month, including all committee meetings, and a few calls with Mr. Siciliano regarding 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. Also, there will be a meeting with Taylor Design Group on March 7th at 10:00 a.m. to discuss phase 1 of landscaping design for the upcoming season.

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

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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

REGULAR MEETING, THURSDAY, FEBRUARY 17, 2022

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The regular meeting minutes of January 20, 2022 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – February 2022

Finance Department Update – February 2022

Marketing/Public Relations Update – February 2022

Mr. Siciliano stated that he is looking forward to seeing if there is a noticeable increase in collections. Currently we are 40% up from our 5-year average.

Mr. Siciliano stated that he is in discussions with Andrew Ludwig, a teacher from the Cape May County Technical High School regarding a school to work program they want to implement. This program would have students in local businesses as potential hospitality employees during the school day/school year. Mr. Bumbernick stated that he would be happy to be involved with this effort. Mr. Murray expressed that he is favorable to a program such as this as well.

Ms. Dougherty provided the board with several updates including dates for Race of Gentlemen (September 30/October 1) and Monster Trucks (following Columbus Day Weekend). Discussion on future dates and wanting to have consistent dates ensued. 2) Calendar of Events was discussed. We are currently waiting for the hard proof to arrive and are very excited with the piece that includes some great changes. This was worked on with the Marketing Department as well. QR codes have been added, along with a new color scheme and some great, new photos. Looking forward to distributing the calendar into the community soon.

Mr. Siciliano reported that municipal ordinances are in place and ready to go for the Air BNB and VRBO tax collections, and go into effect on April 1, 2022.

Ms. Carlino provided an update on tax numbers received for December. The collections for the 1.85% tax total \$2.4 million. 5-year average is \$1.8 million, 29% ahead of our 5-year average and 64% ahead of 2020. We are moving in a good direction.

Correspondence/Communication: None.

Motions:

Mr. Patterson made a motion to approve the Bill List in the amount of \$84,247.15, second by Mr. Barnabei.

Roll Call:

Mr. Byrne	Absent	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Yea
Mr. Morey	Absent	Mr. Murray, Jr.	Abstain #22-00017
Mr. Patterson	Yea	Mr. Sciarra	Absent
Mr. Barnabei	Yea	Mr. Vasser	Yea

Motion moved and approved.

D. Chairperson's Report

Mr. Greenland 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:

- **Advertising:** Mr. Hamlin stated that the committee met with Sparkable and reviewed the year. Also, our website is exceeding all expectation. Mr. Rose discussed Search Engine Optimization with the board.
- **Special Events:** Mr. Patterson stated that the committee met today.
 - The first portion of the meeting welcomed Tracey DuFault, Executive Director of the Greater Wildwood Chamber of Commerce. The Fabulous 50's Weekend was discussed, and the committee agreed to grant funding for 2023. Entertainers have been booked and will be announced in October. The committee is considering a 3-year program for funding for this event.
 - Committee discussed and approved funding for Holiday on the Plaza and Shopping Village, Pig Dog Beach Volleyball Classic, Spanish Food & Music Festival (which will move to a beach location), NW Police Officers Association 5K Run, Cape Express Beach Blast.
 - We will discuss with BSID the possible assisting of sponsoring fireworks for 4 nights for the Barefoot Country Music Festival.

Old Business – Mr. Patterson inquired about the meeting with the AC Jitney Association. Mr. Siciliano responded that it went very well, with a three-city proposed island-wide jitney service on the island. This will be a 100% fee-based service, with no contributions from the municipalities or GWTIDA. The cities will now need to do an ordinance. Initially, the route will go from the south end of Wildwood Crest to Schellenger Avenue from approximately 5:30 p.m. til 12:30 a.m., and in addition there will be a few late-night jitneys from midnight on. Additional discussion will take place regarding routes, etc, however all mayors are interested in moving forward with the service. Mr. Rose added that the Jitney Association sent a sample ordinance, and it is with their solicitors for review.

New Business – State of NJ Update was provided by Jeff Vasser. As reported last month, Governor Murphy signed legislation providing \$25 million for tourism, to be spent over 3 years. \$5 million will go to DMO's across the state. This plan does include all DMO's, including those that are not currently funded, so we are eligible. This should be resolved within the next week or two. Mr. Vasser also reported that the state is going out for RFP for a new advertising and marketing company.

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, March 17, 2022 at 6 p.m.

H. **Motion to Adjourn**
Mr. Barnabei made a motion to adjourn, second by Mr. Bumbernick.

Roll Call:

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