

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

REGULAR MEETING, THURSDAY, JANUARY 20, 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	Present	Mr. Hamlin	Absent
Mr. Greenland	Present	Mr. Bumbernick	Present
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. Bumbernick made a motion to approve the regular meeting minutes of December 16, 2021, second by Mr. Vasser.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Absent
Mr. Greenland	Yea	Mr. Bumbernick	Yea
Mr. Morey	Absent	Mr. Murray, Jr.	Abstain
Mr. Patterson	Abstain	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 – January 2022
ASM Update – January 2022
DE North Update – January 2022
Finance Update – January 2022
Housing Update – January 2022
Sales Update – January 2022

There were no questions on the department updates.

Mr. Amenhauser provided an update on the green acres issue/NJDEP. On January 7th he met with Mr. Siciliano, Ms. Carlino and Joe Lomax. We are currently waiting for Joe Lomax to complete the narrative to submit to the NJDEP. There are two possible avenues in the process, including an amendment, a 3-month process we are hoping for, or, a diversion if the amendment is not accepted, which could take one year or more.

Ms. Springer stated that we have a new ASM Events Manager who started on Tuesday, Domonique Salerno. We are excited to have her on board with us.

Mr. Greenland thanked all of the staff for stepping up with events and appreciates everyone's hard work.

Ms. Carlino stated that our November tax collections totaled \$73,911.00, which is \$2,400 under our 5-year average, and brings us to up 39% ahead of our 5-year average.

Mr. Siciliano stated that we are starting to get calls for reservations in the Housing Department for the Wrestling event, however they are coming in slower than normal. Last minute reservations are expected.

Mr. Lynch reported that unfortunately the NJ Methodists have informed us that they will not be returning this year. The youth track, however, will return unless our Governor states that they cannot travel.

Mr. Lynch provided the board with a Booking Recap for the Wildwoods Convention Center from April 2002 through December 2021.

Mr. Lynch also informed those present that both Mr. Siciliano and Ms. Heather Frame of the Sales Department each celebrated 25 years with our organization. Thank you to the Board of Directors and thank you to Ms. Siciliano, who lets the staff do what we do.

Mr. Siciliano discussed the landscaping contract for the Wildwoods Convention Center. We went out to four companies, with one not responding and one declining. We are very happy with our current landscaper, Steiger Lawn Care, and they are very responsive. We received a response from Steiger Lawn Care in the amount of \$37,600, and it was the recommendation of the committee to move forward with our current landscaping company.

Motions:

Mr. Patterson made a motion to award a contract for landscaping services at the Wildwoods Convention Center to Steiger Lawn Care, LLC, for a period of one year, with two one-year options, at the base rate of \$37,600, with a 60-day out clause, commencing on January 1, 2022 and ending on December 31, 2022, second by Mr. Barnabei.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Absent
Mr. Greenland	Yea	Mr. Bumbernick	Yea
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 ongoing items. There were no questions.

Committee Reports:

- o **Buildings and Grounds Committee:** Mr. Greenland stated that minutes of the last meeting were included in the packet.

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. Murray.**

Roll Call:

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

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JANUARY 20, 2022

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The regular meeting minutes of December 16, 2021 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – January 2022

Finance Department Update – January 2022

Marketing/Public Relations Update – January 2022

Mr. Amenhauser provided an update on municipal ordinances as they relate to NJ implementing the 2% and 1.85% taxes to be collected from marketplace short-term rentals. We have received adopted ordinances from all three municipalities. They were sent to Trenton; however, we have not yet heard back from them.

Ms. Carlino provided an update on tax numbers received for November. The collections for the 1.85% tax total \$7,886.00. 5-year average is \$8,282.00, \$400 shy and 27% ahead of our 5-year average.

Mr. Rose added that the department is working hard on the new campaign for 2022, which is set to start during the second week of March and will include billboards, tv and digital advertising.

Correspondence/Communication: None.

Motions:

Mr. Sciarra made a motion to approve the Bill List in the amount of \$124,531.46, second by Mr. Vasser.

Roll Call:

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

- **Advertising:** Mr. Rose stated that Suasion Communications presented a recap of the 2021 season, along with the 2022 plan, to the committee. We received a lot of state and regional accolades, with 948 significant media placements. Also, in 2022 we enhanced our new tv and marketing campaign, pushing PR to the outer market to drive outside visitors to the Wildwoods. The presentation can be shared electronically with the board.
- **Special Events:** Mr. Patterson stated that the committee met today and reviewed seven applications for new events, of which 2 were tabled. A Christmas Wrap-up meeting will be held on January 27th if anyone would like to attend. Overall, the holiday events and marketing were very successful.

Old Business – None.

New Business – State of NJ Update was provided by Jeff Vasser. Governor Murphy signed legislation last week providing \$25 million for tourism, to be spent over 3 years. \$5 million will go to DMO's across the state. Are DMO's that are not currently funded eligible? Mr. Vasser will let the board know. The state is looking at a wide variety of ways to allocate the funds including outer markets, broadcast communications, international market and meetings market. Leads will also be provided, and they are working on a plan. They also want to work on returning number of lost employees.

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, February 17, 2022 at 6 p.m.

H. Motion to Adjourn
Mr. Sciarra made a motion to adjourn, second by Mr. Patterson.

Roll Call:

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

A handwritten signature in cursive script, appearing to read "Frances Feketics". The signature is fluid and connected, with a prominent initial "F".

Frances Feketics
Board Secretary