

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

(Minutes from 3/17/22 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, MARCH 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 | Present | Mr. Hamlin | Present |
| Mr. Greenland | Absent | Mr. Bumbernick | Absent |
| Mr. Morey | Present | Mr. Murray, Jr. | Absent |
| 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.

- A. Approval of Minutes**
The minutes of February 17, 2022 could not be approved.
- B. Public Comment – None.**
- C. Executive Director's Report**
Included in the board packet were:

Administration Update – March 2022
ASM Update – March 2022
DE North Update – March 2022
Finance Update – March 2022
Housing Update – March 2022
Sales Update – March 2022

There were no questions on the department updates.

Mr. Siciliano stated that on March 10th, the City of Wildwood finalized and sent a response letter to Green Acres regarding the Block 98/Lot 1 issue. We were copied, along with the Governor, NJSEA and Tom Byrne. The letter suggests that the area has made it onto the City of Wildwood ROSI list erroneously. DEP should review and consider removing this lot from the list Mr. Amenhauser added that if DEP does not agree, they would need to do either a diversion or an amendment to the ROSI. We are awaiting their response. Mr. Byrne stated that it was a great letter, and we are hopeful for a positive outcome. Thank you to Mr. Siciliano and Mr. Amenhauser for all their work and research. Great job!

Ms. Springer reported that the Greater Wildwood Chamber of Commerce Drag Show was extremely successful, selling out at 420 attendees. They will be back in October for another show.

Mr. Frey reported that he spoke with supervisor from the Ocean Avenue/Outfall Line Project. Work is expected to begin on April 1st on curbing, milling, regrading and repaving, with an expected completion date of May 1st.

Ms. Carlino stated that our January tax collections were received, totaling \$121,867.00. Plan was \$84,000. We received \$89,000 in 2021, so we have collected \$36,000 over what we have in previous years. This is a great start to the year, and we are hoping it continues.

Mr. Federici stated that the Drag Show was a great event and hoping to do more events like them in the future. Bar revenues were amazing, and similar to revenues that we've done for 50's Weekend concerts.

Mr. Byrne had questions on parking revenues, which were answered by Mr. Siciliano. Parking revenues in March included Cheerleading, where concert-style parking was utilized and went very smoothly. Montgomery Avenue lot was manned.

Mr. Lynch reported that Varsity Spirit Cheerleading had over 15,000 people on the island. Also, Special Olympics NJ will be here next weekend. Now through October, almost every weekend is filled with business.

Mr. Siciliano stated that because we are so short-handed with operations staff, have a lot of shop staff that are jumping in and assisting, and doing an amazing job. They are really going above and beyond. It is very appreciated, and they are to be commended. We are very thankful for what they are all doing.

Mr. Hamlin added that a lot of businesses are suffering from being short-staffed. Have we contacted Trenton to pull back on unemployment? No per Mr. Siciliano. Mr. Rose stated that NJTIA is lobbying. Mr. Vasser added that it is an industry-wide issue. They are using part of EDA grant to work with the workforce development boards. Mr. Amenhauser stated that most state agencies are working from home.

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 a few calls with Mr. Siciliano regarding Green Acres and other ongoing items. There was a 10-year history included in the packet, which will also be included in the audit. \$6.4M was generated in 2% tourism tax. There were no questions.

Committee Reports:

- **Buildings and Grounds Committee:** Mr. Siciliano stated that we are trying to get the weed issue in the flower beds along Ocean Avenue fixed and looking better. We have asked Taylor Design Group to produce a landscaping plan with little maintenance. The committee met with them in March to discuss where we are with this potential project and are being told that plants suggested which would normally be \$2,000 are now \$6,000. They are also recommending that if we move forward, it should be a fall project. Also, the first month, this plan would require a lot of watering, and that area does not have irrigation. It does not make sense to move forward with the project now. We will do more weeding and treatment of the area in the spring.

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

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 3/17/22 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, MARCH 17, 2022

Part II – GWTIDA/Advertising and Promotions

A. **Approval of Minutes**

The regular meeting minutes of February 17, 2022 could not be approved.

B. **Public Comment** – None.

C. **Executive Director's Report**

Department Updates – Included in the board packet were:

Events Department Update – March 2022
Finance Department Update – March 2022
Marketing/Public Relations Update – March 2022

Ms. Dougherty stated that the first delivery of the 2022 Calendar of Events went out today to CTM and Getaways on Display. We will have our delivery to the Wildwoods Convention Center soon. All will be made aware when the calendars and the laminated calendars are in.

Mr. Byrne discussed Property Guard and that 100 properties were caught without mercantile licenses among the three municipalities. Every three months, the municipalities will take rent roll, and will continue to catch more offending properties. Mr. Byrne added great execution done by Ms. Dougherty and Mr. Siciliano.

Ms. Carlino provided an update on tax numbers received for January. The collections for the 1.85% tax - \$33,288 for January 2022 and were \$5,294 in 2021. We are 69% ahead of plan, and 529% ahead of 2021. 5-year average - \$19,000. We are well ahead of that and hoping that trend continues.

Mr. Siciliano stated that the final budget for 2021 is included in the packet, along with a 10-year history of collections. This will also be included in the audit. Cash flow is \$5M, which is awesome. Good work!

Comparison between food and beverage and hotel breakdown was discussed. It is now 60/40. This can be attributed to a lot of second homeowners, all year-round.

Mr. Rose provided an update on transportation. The jitney association presented a proposal, with no fee. They met with the three Mayors, who have all accepted the plan. Next step - The municipalities to have ordinances and they are being reviewed. We may have island-wide service from Diamond Beach to Schellenger Avenue until midnight, then after midnight would go into the entertainment district in North Wildwood until 3am. This is a great service and hopefully it will move forward.

Correspondence/Communication: Letter of support for USDA RBDG grant application/WBID Cedar Avenue pedestrian connector was included in the packet.

Motions:

Mr. Hamlin made a motion to approve the Bill List in the amount of \$181,683.79, second by Mr. Barnabei.

Roll Call:

| | | | |
|---------------|--------|-----------------|--------|
| Mr. Byrne | Yea | Mr. Hamlin | Yea |
| Mr. Greenland | Absent | Mr. Bumbernick | Absent |
| Mr. Morey | Yea | Mr. Murray, Jr. | Absent |
| Mr. Patterson | Yea | Mr. Sciarra | Absent |
| 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. Hamlin stated that the committee met for final review of advertising campaign. Great job to Ben, John Siciliano and staff, we are very happy with everything. Marketing staff is to be commended. Great job all! Mr. Byrne added that in addition, Lauren Suit, Jamie McLaughlin and the committee also puts in a lot of time and effort. For the amount of money we have, the quality of agency that we have, and the buys we are able to do, is all very impressive. Our product is better than what our rivals put out. Our new advertising agency is excellent, and it has been a smooth process.
- Mr. Rose will make the creative available to all board members. Will send via email.
- **Special Events:** Mr. Patterson stated that the committee met today, and six new funding applications were reviewed. The committee decided to fund the New Years event in North Wildwood, Boots at the Beach, Food Truck Festival in Centennial Park, Wildwood Crest Arts Festival, Olde Time Italian Festival and Anglesea Night Markets. Also, we received our first post-event report from the Polar Plunge, which was a huge success. Ms. Dougherty added that funding of \$485,000 has been awarded to date.
- **Strategic Planning:** Mr. Morey stated that he would like to meet with his committee Update on Leaming Avenue – Mr. Morey met with Mayor Byron and Administrator Groon. We now have a revised site plan, and the City of Wildwood has committed to do all site work. Subject to committee and board approval, wall art was discussed as well as consideration to install 3D bocce balls. Will be discussed at upcoming committee meeting.

Old Business – None.

New Business – State of NJ Update was provided by Jeff Vasser. As reported last month, distribution of grants to DMO's was discussed. Governor Murphy budget report included \$17.6M for tourism, and NJ Division of Travel & Tourism is transitioning to take over all consumer shows from NJTIA.

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, April 28, 2022 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 | Absent | Mr. Bumbernick | Absent |
| Mr. Morey | Yea | Mr. Murray, Jr. | Absent |
| Mr. Patterson | Yea | Mr. Sciarra | Absent |
| Mr. Barnabei | Yea | Mr. Vasser | Yea |

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary