

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

REGULAR MEETING, THURSDAY, AUGUST 18, 2022

**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. Bumberrick	Present
Mr. Morey	Present	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, Ms. Feketics, and Mr. Amenhauser.

Mr. Byrne stated that he appreciates the vote of confidence in being elected Chairperson for the upcoming year. He also announced that this will be his final term. Mr. Byrne wishes the best to whomever succeeds him as Chairperson, stating that the job takes a lot of balancing of agendas, ideas, positions and respect levels. Tasks include managing the GWTIDA Board, taking care of committee needs, Executive Director, staff, Mayors and NJSEA and their role, and our role to them. A lot of decisions need to be made and have impact, such as how tax revenue is distributed, funds, committee responsibilities and understanding the big picture. There are certainly a lot of moving parts and public projects take a long time. Mr. Byrne stated that he serves and will continue to serve to the best of his ability.

A. Approval of Minutes

Mr. Patterson made a motion to approve the regular meeting minutes of July 21, 2022, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumberrick	Yea
Mr. Morey	Yea	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Abstain
Mr. Barnabei	Yea	Mr. Vasser	Abstain

Motion moved and approved.

B. Public Comment – None.

C. **Executive Director's Report**

Included in the board packet were:

- Administration Update – August 2022
- ASM Update – August 2022
- DE North Update – August 2022
- Finance Update – August 2022
- Housing Update – August 2022
- Sales Update – August 2022

There were no questions on the department updates.

Mr. Siciliano reported that he spoke with Frank Leanza of NJSEA regarding NJDEP. Mr. Leanza will follow up with Mr. Prieto, who was going to reach out to the Commissioner of NJDEP to obtain an update. We remain in a holding pattern at this time.

Mr. Byrne commended Ms. Carlino on the tax collections for the month. We are up \$198,000 in June collections and up \$468,000 for the year over our budget.

Mr. Federici reported that the Tattoo Convention this year was the single best event of the year. We were \$22,000 over the events 2021 revenues, and \$13,000 over our best year (2019). This was a very strong event. Ms. Springer added that there were 5,000-6,000 attendees this year.

Mr. Greenland had a question on the Sales Department update, regarding the State of NJ request for proposal, which was answered by Mr. Lynch. We are an approved vendor.

Motions:

Mr. Siciliano stated that we need a motion to award a contract to ASM Global for Facility Management Services for the Wildwoods Convention Center. NJSEA has already approved the contract and will be signing it, and we are actually consenting to it. This contract is between ASM and NJSEA. Mr. Vasser asked if there were any other bidders, and there were not. ASM Global was the only bidder.

Mr. Greenland made a motion to approve the contract award for Facility Management Services for the Wildwoods Convention Center to ASM for a five-year period beginning on January 1, 2023 and ending on December 31, 2027. Contract shall be in the amount of \$95,000 for the first year, and \$95,000 in years two, three, four and five, adjusted for CPI, with a \$50,000 capital improvement contribution to be used on a project of our choice. NJSEA has approved this contract, second by Mr. Morey.

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.

Mr. Siciliano discussed casual labor services at the Wildwoods Convention Center, and the need for the Finance Department to go out to bid. This year, we are very short on Operations Staff in the building and have been calling AccuStaff to fill in the open spots when needed. We have now exceeded the threshold of \$44,000. There are many mitigating circumstances, and we are depending on AccuStaff a lot.

Mr. Bumbernick made a motion to authorize the Finance Department to go out to bid for casual labor services for the Wildwoods Convention Center, 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.

Correspondence/Communication: None.

D. Chairperson's Report

Mr. Byrne reiterated meetings and conference calls held and attended throughout the month regarding the convention center hotel, tax collections, committee meetings, and meetings with Mr. Siciliano and Mr. Greenland to discuss ongoing items.

Committee Reports:

- **Buildings and Grounds Committee:** Mr. Greenland stated that meeting update for August is included in the packet, and there were no questions. Mr. Greenland also thanked the Engineering and Operations staff who worked on the capital lighting project along the front of the building. It really adds to the building and the staff did a great job!! Other projects that are being reviewed by the committee include 1) the bleacher repair project, stating that this would be the last sections of bleachers that are in need of repair and 2) a main lobby and entranceway carpet project, which is in need of replacement. All other carpeted areas of the building have been previously replaced.

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. 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	Yea

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, AUGUST 18, 2022

Part II – GWTIDA/Advertising and Promotions

A. **Approval of Minutes**

The regular meeting minutes of July 21, 2022 have been approved.

B. **Public Comment** – None.

C. **Executive Director's Report**

Department Updates – Included in the board packet were:

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

Ms. Dougherty stated that she attended a meeting of the Greater Wildwood Hotel Motel Association. Monster Truck rides ran this year, making \$5K per day, and the September Car Show will take place. There will also be a Truck Pull event on the beach from Oct 7-9, and more information on that event will follow.

Ms. Carlino provided an update on tax numbers received for June. The collections for the 1.85% tax were 23% ahead of 2021, and 45% ahead of plan. We are doing great, with total collections for June being \$487,000.

Mr. Byrne added that the 2022 numbers look great! Could the increase be due to the AirBnB tax? Yes, per Ms. Carlino, although there is no definitive way to find out how much. Ms. Carlino has done research; however, they are not disclosing the information. Mr. Siciliano added that the Barefoot Country Music Festival could be a contributing factor in the increase in collections. Mr. Vasser asked if we could subtract hotels from the total, to which Mr. Siciliano replied that there is a room occupancy tax and we can extrapolate out 2% (hotel and food & beverage) but there is no way to break down housing (hotel vs vrbo, etc.)

Motions:

Mr. Patterson made a motion to approve the July bills, in the amount of \$162,351.73, second by Mr. Bumbernick.

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.

Mr. Siciliano stated that as discussed last month, we qualified for a State of NJ Marketing Grant in the amount of \$350,000. We had to then make an application and we were awarded a grant for 3 years, at \$116,000 per year. In order to implement through our advertising agency this year, in lieu of new money, we would like to amend the contract from \$750,000 to \$950,000 per year for 3 years.

Mr. Morey asked how the money would be allocated, to which Mr. Rose replied video and photographs assets, digital, increased TV and outer markets. This is to drive overnight stays, and it had to be a new initiative.

Mr. Vasser made a motion to amend the current contract for Advertising & Media Services for GWTIDA with Aloysius, Butler & Clark, for an additional \$200,000.00 per year, from \$750,000.00 per year to \$950,000.00 per year for three years, with the 3-year total changing from \$2,250,000.00 to \$2,850,000.00, subject to the availability of funds, second by Mr. Bumbernick.

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.

Correspondence/Communication: None.

D. Chairperson's Report

Mr. Byrne reviewed the Chairperson's Update with the board and discussed meetings/conference calls/committee meetings attended throughout the month. Mr. Byrne also spoke and/or met with Mr. Siciliano regarding several ongoing items.

Committee Reports:

- **Advertising:** Mr. Hamlin stated that the committee did not meet this month, however met last week with A, B & C.
- **Special Events:** Mr. Patterson stated that the committee met today and reviewed four post event reports – Create in the Crest, NW Police 5K, Captain Kids Weekend and National Marbles Tournament. Two applications were also approved – First Mud Run and renewal for Special Olympics Polar Plunge. Summer concerts were also discussed. In addition, the committee is looking into updating the funding applications, and requiring that they be typewritten due to illegible writing. Calendar of Events and increase in paper costs was discussed. It was also reported that all is set for tickets to go on sale for The Race of Gentlemen (TROG). Mr. Morey stated that he does not believe the City of Wildwood issued a permit for this event. Ms. Dougherty will follow up.
- **Staffing Committee:** Mr. Byrne stated that the committee met to discuss the open position in the Finance Department. There were no questions.

Old Business – None.

New Business – Mr. Vasser stated that they are working on the following: 1) getting the \$5M out the door, and 2) finished RFP for the new ad agency. They went through the process and Dana Communications will continue as the state's agency for 5 years. Incorporating 2 buckets of money.

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 **WEDNESDAY**, September 14, 2022 at 6 p.m. due to the NJ State Firemen's Association Convention.

H. **Motion to Adjourn**

Mr. Vasser made a motion to adjourn, 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	Yea

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary