

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

REGULAR MEETING, THURSDAY, JULY 21, 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. Bumbnick	Present
Mr. Morey	Absent	Mr. Murray, Jr.	Present
Mr. Patterson	Present	Mr. Sciarra	Absent
Mr. Barnabei	Present	Mr. Vasser	Absent

Also present were Ms. Carlino, Ms. Dougherty, Mr. Rose, Mr. Lynch, Ms. Springer, Mr. Frey, Ms. Feketics, and Mr. Amenhauser.

A. Approval of Minutes

Mr. Patterson made a motion to approve the regular meeting minutes of June 15, 2022, second by Mr. Murray.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbnick	Yea
Mr. Morey	Absent	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Absent
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 – July 2022
ASM Update – July 2022
DE North Update – July 2022
Finance Update – July 2022
Housing Update – July 2022
Sales Update – July 2022

There were no questions on the department updates.

Mr. Siciliano reported that there is no update on the NJDEP/Green Acres matter. The City of Wildwood resubmitted the letter to NJDEP, and Vince Prieto, NJSEA President planned to reach out to the NJDEP Commissioner.

Mr. Siciliano reported that a bid opening was held for Operations services at the Wildwoods Convention Center. We received one proposal from ASM. That bid was reviewed and found to be responsible. There are a few points of clarification that will need to be discussed, and we are hoping to award the contract in September.

Ms. Carlino stated that we received the 2% tourism tax numbers for May, in the amount of \$502,636.00. Our plan was \$357,000.00, so this brings us \$145,000.00 ahead of plan, or 40% ahead of plan through May. We hope that this is a trend that will continue.

Mr. Federici provided an update on Starstruck and Sophisticated productions. Starstruck is a first-year, 4-day event, and was light on revenue, however had a great banquet to end the event. Sophisticated Productions has one more day to go, is bringing in very strong revenues, and will have a 500-person buffet dinner tomorrow night. Mr. Hamlin asked about staffing, to which Mr. Federici replied that they are doing ok, and were able to change the 500-person dinner from a plated dinner to a buffet, which will give the customer better service all around.

Mr. Lynch stated that we had three cheerleading events in July, generating over 9,000 hotel room nights at rack rate.

Motions: None.

Correspondence/Communication: Included in the packet was a thank you card from Joe Gugliuzza from the America Legion.

D. Chairperson's Report

Mr. Byrne stated that parking is doing very well and is up \$100,000 over 2021.

Mr. Morey arrived at 6:08 p.m.

Mr. Byrne reiterated meetings and conference calls held and attended throughout the month, including Finance, Staffing and Buildings & Grounds committee meetings, Green Acres follow-up meeting, and meetings with Mr. Siciliano and Mr. Greenland to discuss other ongoing items.

Mr. Siciliano stated that we have an open position for which we are advertising in our Finance Department. James Cafiero, our Accounting Technician, is retiring September 1st. We are currently interviewing and would like to have the new employee start by August 15th.

Committee Reports:

- **Buildings and Grounds Committee:** Mr. Greenland stated that meeting update for July is included in the packet, and there were no questions.

Mr. Patterson asked about the pump station and the flooding on Pacific and Rio Grande Avenues last month. Mr. Murray stated that the pump is working, however the project is not complete. There are some pipes that need to be replaced on Pacific Avenue, and with the overwhelming amount of rain on that particular day in such a short period, the area did flood heavily.

Also, there have been 13 sinkholes on Ocean Avenue since the completion of the roadwork/Ocean Avenue project. Mr. Siciliano also state that there was a crane in our Leaming Avenue lot working on a jammed pump motor. Mr. Frey added that there was a 5-gallon bucket cap stuck in the pump that had to be removed.

- o **Finance / Staffing Committee:** Mr. Byrne stated that the meeting update for July is included in the packet, and there were no questions.

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

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JULY 21, 2022

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The regular meeting minutes of June 15, 2022 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – July 2022

Finance Department Update – July 2022

Marketing/Public Relations Update – July 2022

Mr. Siciliano discussed a change in the Jitney service on the island. After meeting with the Jitney Association on Tuesday, it was reported that the service is doing great on weekends, however slow on Sunday through Thursday. The Jitney Association has decided that they will only run on Fridays and Saturdays from 6pm-2:30 a.m. for the remainder of the summer. The local residents have been supporting it. Lack of signage was discussed, as well as the association having no website for more information. They do have a Jitney Surfer app. Also, GWTIDA produced rack cards for the hotels on the island, to try to get the word out about the service, which is in its first year in the Wildwoods. No one wants to see this service go away; however, it may need a subsidy in the future, in order to continue.

Ms. Dougherty provided an update on the Baby parade and Baby Waddle. This is the first year for pre-registration for both events. Currently, we have 35 babies pre-registered for the parade, and 15 babies pre-registered for the waddle.

Ms. Carlino provided an update on tax numbers received for May. The collections for the 1.85% tax were \$202,000.00. Collections in 2021 were \$165,000.00. Plan for this year was \$132,000. So, we are 65% ahead of plan for this year, and 48% ahead of 2021.

Motions:

Mr. Barnabei made a motion to approve the July bills, in the amount of \$161,764.21, second by Mr. Hamlin.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumberrick	Yea
Mr. Morey	Yea	Mr. Murray, Jr.	Yea, abstain #22-00101
Mr. Patterson	Yea	Mr. Sciarra	Absent
Mr. Barnabei	Yea	Mr. Vasser	Absent

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 attended throughout the month, including a meeting with Wildwood Crest to discuss the MOU and Bike Path Funding. Mr. Byrne also spoke and/or met with Mr. Siciliano regarding several items during the month and attended an Advertising Committee and Special Events Committee Meeting.

Mr. Barnabei inquired about the Wildwood Crest Meeting, to which Mr. Byrne provided an update. Mr. Byrne provided a history of all that led up to the meeting. Funding was requested in the amount of \$50,000.00 for the Wildwood Crest Bike Path. That request was reviewed by the Special Events Committee and an offer was made via letter to provide funding in the amount of \$30,000 in support towards the WC Bike Path expenses for 2022. At the meeting, Mayor Cabrera indicated that they did not want to take money from GWTIDA Advertising, and they were assured that the money would not come from our Advertising Budget. After further discussion, the offer in the letter was null and void and it was decided that the funding would be provided to Wildwood Crest in a contract for municipal event support, much like the contract for Boardwalk restrooms and police, and would be written by John Siciliano. The contract has been written and will be sent to Mayor Cabrera for review and signature. Mayor Cabrera would also like to initiate another meeting with fellow mayors to revisit the MOU, which has expired. Mr. Greenland added that the MOU was written 10 years ago, and much has changed. Perhaps if a new MOU is agreed upon, it could be a 5-year term instead of 10 years. Mr. Byrne stated that this was a very good meeting and Wildwood Crest was happy with the outcome of funding. Discussion on boardwalk restrooms ensued, and Mr. Byrne added that we cannot keep supplementing municipal budgets. Mr. Morey asked if there is a way that we can make funding more consistent in the three municipalities. Also, Wildwood Crest does a great job with entertainment at Centennial Park and Sunset Lake.

Committee Reports:

- **Advertising:** Mr. Hamlin stated that the committee met and discussed the public relations RFP. Hope to have back by September 8th. Also, the marketing plan was discussed. Additional funds were found in the amount of \$350,000, which need to be spent over 3 years. A change is being made to the paperwork and being sent to Trenton for approval. John Siciliano added that the committee discussed the economic impact of the Barefoot Country Music Festival and the ad value of it, which was very impressive at \$3 million.
- **Special Events:** Mr. Patterson stated that the Grand American Volleyball Tournament was a very successful event. Also, funding was approved for the City of Wildwood Block Party. In addition, there was a last-minute request for funding for the City of Wildwood golf cart parade on Saturday. TeqBall withdrew their application, as they will not hold their event on the beach this year. We do not have availability in the building. Ms. Dougherty added that the event may still happen on the beach. Beach Boys concert is almost sold out, with a capacity of 4,100. Lastly, Byrne Plaza is cancelling their Fun Fridays, as they were not well attended.

- **Strategic Planning:** Mr. Morey reported that there is no update on the Leaming Avenue Pumping Station other than the storm lines were clogged under the boardwalk, and the City of Wildwood might not want to do the proposed plan. Also, after several years, there may be some movement on the redevelopment of the boardwalk. Can it be a more interesting space with residential? Zoning changes, etc. would be needed, and Mr. Morey is hopeful.

Old Business – None.

New Business – Mr. Byrne reviewed the invoice for changing out 40 lightbulbs in our Welcome to the Wildwoods surfboard sign at the foot of the George Reading Bridge. At the cost of \$1,400, he suggested that we look into switching over to LED bulbs.

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 our annual Re-Organization meeting and is scheduled for Thursday, August 18, 2022 at 6 p.m.

H. Motion to Adjourn
Mr. Patterson 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	Absent
Mr. Barnabei	Yea	Mr. Vasser	Absent

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary