

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

**REGULAR MEETING, WEDNESDAY, JUNE 15, 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. Bumbernick	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.

**Mr. Sciarra arrived at 6:03 p.m.**

**B. Public Comment – None.**

**C. Executive Director's Report**

Included in the board packet were:

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

There were no questions on the department updates.

Mr. Siciliano reported that there was a follow up meeting with the City of Wildwood regarding NJDEP and the city letter that was sent regarding the Green Acres issue on the Montgomery Avenue lot. As of yesterday, no changes. Mr. Siciliano, Mr. Amenhauser, Mr. Lomax and Mr. DeLollis will have a call set up to discuss next steps. Mr. Amenhauser reached out to Mr. DeLollis. No communications back. Next step is to have Mr. Lomax reach out to NJDEP. Mr. Byrne added that we should let Mr. Prieto know that we are still awaiting a response.

Mr. Siciliano presented a plaque to the board that the Wildwoods Convention Center received from the American Legion Ladies Auxilliary.

Mr. Byrne asked about the status of the Leaming Avenue lot. Ms. Springer reported that it was lined and numbered today. That lot is also operating as Park Mobile.

Ms. Carlino stated that we received the 2% tourism tax numbers for April, in the amount of \$236,102.00. This is \$82,000 more than plan, and \$70,851 higher than last year. We are doing great!

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

Mr. Siciliano reported that SSER Basketball Tournament did really well, with over \$5,000 in concession sales, and \$12,000 total Saturday and Sunday in concessions. Great weekend! Mr. Byrne asked if SSER was using their own floors for the tournament, and they are. Mr. Lynch added that the tournament is continuing to grow, with games in several locations throughout the island.

Mr. Siciliano reported that the Housing Department is working on the Varsity event for March.

Mr. Lynch thanked the Operations and Food & Beverage Departments. We will now be non-stop through October. We have a very busy July and August ahead. The only hole we have to fill is the Roar to the Shore weekend date.

**Motions:** None.

**Correspondence/Communication:** Included in the packet was a thank you card from Anthony, Cassandra, Caedon, Bruno and Sophia Siciliano for the flowers we sent to celebrate the birth of Sophia.

**A. Approval of Minutes**

**Mr. Patterson made a motion to approve the regular meeting minutes of March 17, 2022, second by Mr. Barnabei.**

**Roll Call:**

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

**Motion moved and approved.**

**Mr. Greenland made a motion to approve the regular meeting minutes of May 19, 2022, second by Mr. Hamlin.**

**Roll Call:**

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Abstain
Mr. Morey	Yea	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Abstain
Mr. Barnabei	Yea	Mr. Vasser	Absent—email Yea

**Motion moved and approved.**

**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.

**Committee Reports:**

- o **Buildings and Grounds Committee:** Mr. Greenland stated that meeting update for June 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. Murray made a motion to go into the GWTIDA portion of the meeting, second by Mr. Patterson.**

**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	Absent

**Motion moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, WEDNESDAY, JUNE 15, 2022

Part II – GWTIDA/Advertising and Promotions

A. **Approval of Minutes**

The regular meeting minutes of March 17, 2022 and May 19, 2022 have been approved.

B. **Public Comment** – None.

C. **Executive Director's Report**

**Department Updates** – Included in the board packet were:

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

Mr. Siciliano stated that the Unlocking of the Ocean Ceremony went very well, with the exception of the fog. Thank you to all.

Mr. Siciliano reported that Governor Murphy will be in the building to address the VFW at 9:00 a.m. tomorrow.

Ms. Carlino provided an update on tax numbers received for April. The collections for the 1.85% tax were \$79,135.00. Collections in 2021 were \$40,000.00. We are 75% ahead of plan, and 101% ahead of 2021. Mr. Byrne stated that the collections are increasing every month, and this is a positive trend.

Mr. Rose stated that Country Music Television (CMT) is in town filming for 4 days, producing an hour-long TV show. Circle Productions will be here Thursday and Friday, and Fox 29 is covering the Barefoot Country Music Concert on Friday. This will all be great exposure for the Wildwoods.

**Motions:**

**Mr. Patterson made a motion to approve the June bills, in the amount of \$118,689.92, 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	Absent

**Motion moved and approved.**

Mr. Siciliano discussed the RFP for Public Relations Services for GWTIDA. Our current contract expires in December of 2022, and we would like to award a new contract in September or October. We would like to go out to bid for a 5-year contract, with a 30-day out clause.

**Mr. Murray made a motion to authorize staff to prepare an RFP for Public Relations for GWTIDA for 5 years, from 2023 to 2027, second by Mr. Barnabei.**

Mr. Morey questioned whether or not we are required to accept the low bid, to which Ms. Carlino responded that price and other factors are considered. We are not required to award to low bidder.

**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	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. Mr. Byrne also spoke with Mr. Siciliano regarding several items during the month and attended an Advertising Committee and Special Events Committee Meeting.

**Committee Reports:**

- **Advertising:** Mr. Hamlin stated that the committee met with A, B & C, our creative company for the Wildwoods Convention Center, and they did a nice presentation. There were 4 ideas presented and it was a lively conversation and well-received meeting. They were very well prepared, and the ideas are under review. Mr. Byrne added that a nice job was done by A, B & C.
- **Special Events:** Mr. Patterson stated that the committee met today and reviewed post-event reports for Easter Egg Hunt and the Kite Festival. The committee also approved funding applications for the Wildwood Crest Sand Sculpting Festival and TeqBall. Doo Wop Bus Tours were discussed and will again take place on Tuesday and Thursday evenings. Also discussed at the meeting was Wildwood Crest Bike Path Funding. Mr. Byrne stated that 12 years ago, we met with Mayor Henfey regarding TDF's for funding for police and restrooms on the boardwalk. As a result, the City of Wildwood and the City of North Wildwood would receive \$150,000.00 for police and \$100,000.00 for bathrooms through an MOU that was created. At the time, Carl Groon was Mayor in Wildwood Crest and agreed to the terms in the MOU. Our current Wildwood Crest Mayor Don Cabrera does not feel that Wildwood Crest is getting their fair share. The MOU has since expired.

GWTIDA committed to still giving money for boardwalk police and restrooms with or without an MOU. Mayor Cabrera voiced his request for Wildwood Crest to receive funding for the Wildwood Crest bike path. They sent us an estimate for \$50,000. We are not able to give this funding from the TDF, but we can give funding out of our GWTIDA budget. 60% of \$50,000 is \$30,000, and the Special Events Committee agreed to this. Mr. Byrne will handle calls from mayor Rosenello and Mayor Byron.

**Mr. Vasser arrived at 6:34 p.m.**

- **Strategic Planning:** Mr. Morey reported that there is no update on the Leaming Avenue Pumping Station.

**Old Business – None.**

**New Business –** Mr. Vasser announced the exciting news that \$350,000 has been granted to the Greater Wildwoods Tourism Improvement and Development Authority for COVID recovery for tourism to be used over a 3-year period. The money must be used for a new initiative i.e., hiring of staff, new welcome center, new marketing plan, etc. Mr. Vasser explained the process. One factor considered was how much does Wildwood cover of Cape May County, and that number of 50%. Congratulations and thank you! Mr. Byrne added that once the money is received, the Executive Committee will create an ad-hoc committee, as we will have competing interests for the funding. This funding is greatly appreciated.

**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, July 21, 2022 at 6 p.m.

**H. Motion to Adjourn**  
**Mr. Hamlin 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	Yea
Mr. Barnabei	Yea	Mr. Vasser	Yea

**Motion moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary