

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, WEDNESDAY, SEPTEMBER 14, 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	Absent
Mr. Morey	Present	Mr. Murray, Jr.	Present
Mr. Patterson	Absent	Mr. Sciarra	Absent
Mr. Barnabei	Absent	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.

A. Approval of Minutes

Mr. Murray made a motion to approve the regular meeting Operations minutes of August 18, 2022, second by Mr. Greenland.

Roll Call:

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

Motion moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

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

There were no questions on the department updates.

Mr. Siciliano stated that there is no update on the NJDEP issue.

Mr. Byrne inquired about the Tattoo Show and Beach Boys Concert, to which Mr. Federici replied that the Tattoo Show is growing every year, and the Beach Boys concert went very well, and was the highest revenue grossing concert in the facility. In addition, the inaugural Volksrack event was a very good addition in September and is comparable to Slammed Enough. This event also continues to grow.

Mr. Byrne reviewed the Statement of Operations, which lists expenses through August, and tax revenue through May. There is a big discrepancy between revenues and expenses.

We have not yet received our tax collection numbers for July yet.

Mr. Siciliano stated that we had nice Labor Day revenue in our parking lots, surpassing \$1,025,000 over the holiday weekend.

Motions: None.

Correspondence/Communication: Included in the packet was a letter to Ocean Towers regarding parking procedures and policies for the Wildwoods Convention Center parking lots.

D. Chairperson's Report

Mr. Byrne reiterated meetings and conference calls held and attended throughout the month regarding, 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 September is included in the packet, and there were no questions. Mr. Greenland discussed the main lobby carpet repair project, for which we are awaiting quotes. ASM capital contribution to a project of our choice was also mentioned. Mr. Greenland thanked all staff, and ASM staff, for what they continue to do.
- **Finance Committee:** Mr. Byrne stated that the committee met to discuss a parking request received from Ocean Towers Unit Owners, and our response was included in the packet as stated above.

Old Business: None.

New Business: Mr. Morey had questions regarding the Race of Gentlemen, which were answered by Mr. Federici. DNC/Garden Sportservice was given the opportunity to be the license holder for food & Beverage and alcohol sales for the event.

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. Greenland made a motion to go into the GWTIDA portion of the meeting,
second by Mr. Murray.**

Roll Call:

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

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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WILDWOODS CONVENTION CENTER

REGULAR MEETING, WEDNESDAY, SEPTEMBER 14, 2022

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

Mr. Vasser made a motion to approve the Re-Organization meeting Operations minutes of August 18, 2022, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

Mr. Greenland made a motion to approve the regular meeting Tourism minutes of August 18, 2022, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

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

Mr. Siciliano stated that James Cafiero, our Accounting Technician retired on August 31st, and we have a new employee, Kelli Harkins, starting on September 12th. We are very happy to have the Finance Department fully staffed and moving forward in a good direction.

Ms. Dougherty provided an update on the Race of Gentlemen (TROG) footprint. The event is scheduled for September 30th to October 2nd, and their location is being moved from Schellenger Avenue to Baker Avenue and behind the convention center. Mr. Siciliano added that we hope this will not have a major

impact on Ignite, a long-term religious youth event, which utilizes our entire building. TROG found themselves with no liquor sponsor and asked if we would be interested. We applied, with Richard Federici, to ABC today for an extension of our liquor license to the beach area behind the building, and we are awaiting a response. DE North has their own attorney, and the City of Wildwood has signed off on the event. Mr. Morey has questions about controlling the parameters, which were answered by Mr. Federici. TROG will have security at the parameters; however, the license has the ultimate responsibility. Mr. Siciliano will discuss further with Mr. Federici.

Mr. Siciliano stated that we will need to approve the budget at the October meeting. Also, we are awaiting audit release, due to the auditors waiting for numbers from the state.

Mr. Greenland noted website visitors being up 50% over last year and is continuing to grow every year.

Motions:

Mr. Hamlin made a motion to approve the August bills, in the amount of \$160,857.58, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

Correspondence/Communication: Included in the packet was a thank you letter from Naval Air Station Wildwood for our help with ads for the airfest, which they are very grateful for.

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:

- **Finance:** A Mayors Meeting has been scheduled for September 23rd to revisit TDF funds and discuss a new potential MOU. Mr. Greenland added that this is important, as a lot has changed in 10 years. We will be looking for a 3-year agreement this time. Also, the committee will be meeting with the Clerk's regarding property guard and how it is working out.

Mr. Morey asked about the status of tax collections and Air BnB. Air BnB is collecting, and the state is sending the money to us, but we have no way of knowing what the amount is specifically. They need accountability and enforcement, and Property Guard is helping with that.

- **Advertising:** Mr. Hamlin stated that the committee met and discussed RFP for PR Agency. 5 bids were received, and 3 were invited to make oral presentations. It is now between AB&C and Suasion Communications. The Marketing Department has been spot on throughout this process. Mr. Rose added that it has been a great team effort.
- In addition, Jamie McLaughlin has been doing a great job with mass emails we send out, with a 48.3% open rate, which is phenomenal. This rate is unheard of with I-contact and is a testament to the great job she does.
- **Special Events:** Mr. Siciliano stated that the committee met and discussed several items including the Race of Gentlemen. The Special Events Committee is also starting to get set up for 2023, reviewing applications and considerations in light of a downward trend in TDF's. General Fund money going into TDF Fund was also discussed. Money can be set aside for new events, with time to review funding for existing events. We want to look for promoters to come here and let them know that we can fund them.
- Ms. Dougherty stated that Marbles is going into their 100th year. There will be a Marbles committee meeting on October 14th to discuss ideas for this year, with the hopes of making it a bigger event and getting a lot of PR. Mr. Greenland stated that we are hoping for another \$25,000 for this event.
- Mr. Morey had questions on the Irish Weekend and if funding has or will be weaned back. Mr. Siciliano agreed and stated that several events, Irish, BBQ, Roar to the Shore did not need funding but GWTIDA helped with marketing dollars. We continue to get post-event reports. stated that the committee met today and reviewed four post event reports.
- Mr. Greenland asked about the funding amount that has been distributed to date, which Ms. Dougherty replied \$533,555. Mr. Siciliano added that in 2021, we carried over 2 events at \$50,000, which would then make it \$583,000.

Old Business – None.

New Business – Mr. Vasser stated that the state continues to work on a new ad agency and MOU funding. Trying to figure out allocation of funding and scrambling to get the fall campaign going.

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, October 20, 2022 at 6 p.m.

H. **Motion to Adjourn**

Mr. Vasser made a motion to adjourn, second by Mr. Morey.

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary