

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

(Minutes from 11/17/22 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, NOVEMBER 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	Absent
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 Mr. Siciliano, Ms. Carlino, Ms. Dougherty, Mr. Rose, Mr. Lynch, Mr. Frey, Mr. Federici, Ms. Feketics, and Mr. Amenhauser.

A. Approval of Minutes

The regular meeting Operations minutes of October 20, 2022 could not be approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

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

There were no questions on the department updates.

Mr. Siciliano gave an update on the NJDEP/Green Acres issue regarding the Montgomery Avenue lot. NJSEA authorized our consultant, Joe Lomax to reach out to NJDEP for an update. The letter we sent has been found and will be reviewed.

Ms. Carlino stated that we received our tax collections for September, in the amount of \$728,538, which is just under \$125,000 more than we received in 2021. We are 33% ahead of plan, and 8% ahead of 2021.

Mr. Federici provided an update on Spirit Brands, which was a 1-day event. Double through 2021, and in line with 2019, which is very good.

Mr. Siciliano stated that the Housing Department is moving along and getting ready for the Varsity event, which is starting to book.

Mr. Lynch stated that Varsity has secured their dates in the convention center through 2029. Spirit Brands dates have also been finalized in the building. So today through 2029, we will have 58 weekends of cheerleading in the facility. Glenn Kingsbury has had 124 cheer events in the building since 2003 and will have 175 cheer events by 2029. All of these cheerleading events are money producing events.

Motions: None.

Correspondence/Communication: None.

D. Chairperson's Report

Mr. Byrne reiterated meetings and conference calls held and attended throughout the month including a Buildings & Grounds committee meeting, and meetings with Mr. Siciliano and Mr. Greenland to discuss ongoing items. There were no questions.

Committee Reports:

- o **Buildings and Grounds Committee:** Mr. Greenland stated that the meeting update for November is included in the packet, and there were no questions. Staff is hard at work getting the facility and grounds ready and decorated for Christmas.

Old Business: None.

New Business: None.

Policies/Procedures: None.

Correspondence/Communication: None.

E. Executive Session – None.

F. Any matter of immediate attention – Happy Thanksgiving to all!!

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. Bumbernick.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Absent
Mr. Greenland	Yea	Mr. Bumbernick	Yea
Mr. Morey	Absent	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

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 11/17/22 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, NOVEMBER 17, 2022

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The regular meeting Tourism minutes of October 20, 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 – November 2022
Finance Department Update – November 2022
Marketing/Public Relations Update – November 2022

Mr. Siciliano reiterated meetings that were held throughout the month, and there were no questions.

Ms. Dougherty provided an update on the Family Holiday Celebration booklets. 4,000 booklets have been printed and distributed. They are available at the board meeting for anyone who would like to take some home or to distribute at their business. We are maxed out at 32 vendors for the event. Also, with the help of Mr. Rose, we were able to get the booklets paginated, and it will be available on our site as a flip book with live links.

Ms. Dougherty also stated that we are at \$543,000 distributed to date in event support.

Ms. Carlino stated that we received the 1.85% tax collections for September, in the amount of \$293,445, which is just shy of \$34,000 over 2021, our best year ever, and 34% ahead of plan. We are moving along in a great direction.

Mr. Rose stated that we won 2 statewide awards – NJ Tourism Excellence Award for our Love Those Wildwood Days campaign and for our PR campaign, "We're Ready When You Are". We will receive these awards at the NJ Tourism Conference on December 1st. Mr. Greenland congratulated everyone on a great job!

Motions:

Mr. Bumbernick made a motion to approve the November bills, in the amount of \$136,644.56, second by Mr. Murray.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Absent
Mr. Greenland	Yea	Mr. Bumbernick	Yea
Mr. Morey	Absent	Mr. Murray, Jr.	Yea
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/committee meetings attended throughout the month. Mr. Byrne also spoke and/or met with Mr. Siciliano regarding several ongoing items.

Committee Reports:

- **Advertising:** Mr. Rose stated that the committee met with A, B & C to discuss the creative campaign. A, B & C presented TV spots, print ads for 2023 and a media plan for next year. It was a great presentation. Our new campaign is "Get Lost in the Woods – the Wildwoods". Two TV spots will be included, one being our great beaches and boardwalk, and the second spot will show the unexpected – scenes of beach, dinners and sunsets. We are hoping the two spots will appeal to different types of crowds.
- **Special Events:** Mr. Patterson stated that the committee met and it was a good meeting. Six post event reports were reviewed, and two funding applications were received including Christmas in North Wildwood and Irish Festival.
- Boardwalk Bathroom schedule was also reviewed after speaking with Mayor Rosenello. Funding will be shifted from Boardwalk Parades and be added to the cleaning and maintenance of the boardwalk restrooms, in the amount of \$60,000. All restrooms will remain open all season, and port-a-potties will be placed in the off-season at all restroom locations. Mr. Siciliano stated that the GWTIDA board does not approve the funding doled out from the Special Events Committee, as the committee has the authority and ability to approve.

Mr. Patterson stated that a great job is being done with the Family Holiday Celebration and the booklets turned out very nicely.

Ms. Dougherty reported that grant approval to date for 2023 event funding is \$368,500.

Old Business – None.

New Business – None.

Policies/Procedures – None.

Correspondence/Communication – None.

E. Public Comment – None.

F. Executive Session - None.

G. Any matter of immediate attention

Happy Thanksgiving to all!! Our next Board Meeting is scheduled for Thursday, December 15, 2022 at 6 p.m. and will be our annual holiday meeting, where h'ors d'uevres will be served. Mr. Siciliano stated that he appreciates everyone being here and spending time with them at that time. Dinner will not be served at the Special Events Committee Meeting in December.

H. **Motion to Adjourn**

Mr. Barnabei made a motion to adjourn, second by Mr. Murray.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Absent
Mr. Greenland	Yea	Mr. Bumbernick	Yea
Mr. Morey	Absent	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