

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

(Minutes from 10/20/22 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, OCTOBER 20, 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	Present
Mr. Greenland	Present	Mr. Bumbernick	Absent
Mr. Morey	Present	Mr. Murray, Jr.	Present
Mr. Patterson	Present	Mr. Sciarra	Present
Mr. Barnabei	Absent	Mr. Vasser	Present

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

A. Approval of Minutes

Mr. Hamlin made a motion to approve the regular meeting Operations minutes of September 14, 2022, second by Mr. Vasser.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Absent
Mr. Morey	Yea	Mr. Murray, Jr.	Yea
Mr. Patterson	Abstain	Mr. Sciarra	Abstain
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 – October 2022
- ASM Update – October 2022
- DE North Update – October 2022
- Finance Update – October 2022
- Housing Update – October 2022
- Sales Update – October 2022

There were no questions on the department updates.

Mr. Siciliano gave an update on the NJDEP issue. He had a conversation with Frank Leanza of NJSEA, who spoke with Vince Prieto. There has been no recent communication with Green Acres or NJDEP. NJSEA would like our consultant, Joe Lomax to reach out to NJDEP for an update. We did not want Joe reaching out until now, if NJSEA was working on it, however, that was not the case. We have lost a year in this process. Mr. Lomax will be reaching out on behalf of GWTIDA and NJSEA and reporting back to us. Additional discussion ensued.

Mr. Greenland congratulated Mr. Siciliano on his Greater Wildwood Chamber of Commerce President's Award, which was presented to him at their annual installation dinner this month. He is very respected in the community and on behalf of the board, we certainly appreciate all of his efforts and hard work. Congratulations John! Mr. Siciliano thanked the board and staff.

Ms. Carlino stated that we received our tax collections through August, in the amount of \$1,795,821. In 2021 we received \$37,000 less. We are 31% ahead of plan, and 7% ahead of 2021.

Mr. Siciliano added that ordinances were implemented to collect taxes on Air BnB and VRBO. We are dead even for July and August.

Mr. Federici provided an update on 50's weekend and the Wildwood High 50+ Reunion. Both events went very well, and the 50's weekend saw a 10% increase over the 2019 concert. The 50+ Reunion event keeps growing and had 15 more attendees this year. They were very happy with the event.

Discussion on Race of Gentlemen and food and beverage opportunities. Although the event was cancelled this year due to inclement weather, Mr. Federici stated that this is a relationship that can work moving forward in the future.

Mr. Lynch thanked Morey's Piers staff and Denise Beckson, who worked on booking a 4-day amusement park meeting, with food & beverage and a trade show in October 2023. Noted all of the Greater Wildwood Chamber of Commerce (GWCO) events held in the Wildwoods Convention Center, bring a nice number to our bottom line. Mr. Greenland added that we are a good partner with the GWCO.

Motions:

Mr. Siciliano reported that we would like to award a contract to replace carpet in the Exhibit Hall Lobby and received state contract quote from Metropolitan Carpets in the amount of \$84,409.20. Also, \$50,000 of that will be paid for by ASM as part of their contract with us. Therefore, our cost would be \$34,409.20. Mr. Siciliano also stated that we did not have to go out to bid for this project due to Metropolitan Carpets being on state contract.

Mr. Patterson made a motion to award a contract for carpet replacement in the Exhibit Hall Lobby to Metropolitan Contract Carpets, Inc. in the amount of \$84,409.20, 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	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Absent	Mr. Vasser	Yea

Motion moved and approved.

Mr. Siciliano stated that we have a need to go out to bid for Landscaping Services at the Wildwoods Convention Center, as we are finishing our current contract with Steiger Landscaping, which will be expiring at the end of this year. Although we are happy with our landscaping services, we are required to go out to bid.

Mr. Vasser made a motion to Authorize the Finance Department to go out to Bid for Landscaping Services at the Wildwoods Convention Center, 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	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Absent	Mr. Vasser	Yea

Motion moved and approved.

Mr. Siciliano stated that we have a need to go out to bid for Security Services/Event Security at the Wildwoods Convention Center. We recently executed a 6-month contract with Green Mountain, due to issues we had with Tri-County. We would like to do a 3-year contract with a 2-year option.

Mr. Patterson made a motion to Authorize the Finance Department to go out to bid for Security Services/Event Security at the Wildwoods Convention Center, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Absent
Mr. Morey	Yea	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Absent	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 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 October is included in the packet, and there were no questions.

Mr. Greenland discussed the main lobby carpet replacement project, which will be completed in December.

Also, pink gels have been placed at the Wildwoods sign, and the LED strip lights above Meeting Rooms 4-10 have been changed to pink for Breast Cancer Awareness Month.

Mr. Greenland also reported that the Holiday Window Decorating Contest will take place again with all the island-wide elementary schools. The contest will be held right before Thanksgiving.

Mr. Morey mentioned that it is difficult to see the "S" at the Wildwoods sign due to overgrown landscaping. Mr. Frey stated that the area will be trimmed shortly.

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

Motion moved and approved.

Respectfully,

A handwritten signature in cursive script that reads "Frances Feketics". The signature is written in black ink and is positioned above the printed name.

Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS

(Minutes from 10/20/22 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, OCTOBER 20, 2022

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

Mr. Hamlin made a motion to approve the regular meeting Tourism minutes of September 14, 2022, second by Mr. Byrne.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Absent
Mr. Morey	Yea	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Yea
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 – October 2022
Finance Department Update – October 2022
Marketing/Public Relations Update – October 2022

Mr. Siciliano stated that a meeting was held yesterday with the municipal clerks to discuss the success of Property Guard. It was a very positive meeting. The City of Wildwood had an additional \$45,000 in TDF collections. 3-1 return on investment. Scott Jet stated that North Wildwood is losing 50 properties per year. This year, they lost 8 properties. Wildwood Crest is not sure of their number. All the municipalities are looking forward to participating in the Property Guard program and doing the work that is needed for one more year. Mr. Siciliano emailed the Finance Committee, and we will be renewing the Property Guard contract for 2023, with a \$15,999 renewal fee. Mr. Amenhauser stated that a motion will be needed to move forward with this contract.

Mr. Murray made a motion to enter into a contract with Property Guard for 2023, in the amount of \$15,999, second by Mr. Patterson.

Roll Call:

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

Motion moved and approved.

Mr. Siciliano stated that a meeting was held with the 3 mayors and the Finance Committee regarding the MOU, which has expired. Do we need a new MOU? There is no appetite to raise TDF's. When there was an MOU, it paid for police and restrooms on the boardwalk, but it did not have enough in TDF collections to give GWTIDA their plus plus. Do we add another penny to the 2% tax we're collecting now? This would generate approximately \$3 million; however, legislation would need to be re-written. We are currently doing research on what the tax structures are in other areas. A harder lift would be to add a 1% tax across everything, even things that aren't currently taxed, however we do not see anything happening for 2023. Also, we would need to have the Greater Wildwood Chamber of Commerce and the Greater Wildwood Hotel Motel Association in a meeting to see if this is something they would support. Would we need NJSEA approval? No, per Mr. Siciliano. This would be for the Tourism side. Mr. Byrne added that if we continue to add to our surplus, they would be ok and now might be the time. It was a very positive meeting and if GWTIDA could play a bigger role in tourism infrastructure, they would be 100% behind it. Mr. Siciliano added that we would also need the Senator and Assemblymen behind this.

Ms. Dougherty provided an update on the Marbles Tournament. 2023 will be their 100th Anniversary. A meeting was held to discuss planning for this year's event, and it was a great idea generating meeting. We would like to have increased media attention, with possible ideas including fireworks, fly-over, celebrity basketball player, free clinics, etc. Also met with the City of Wildwood and the Marbles Board. Ringer Stadium will be upgraded, refurbished and new logos will be added. Mr. Morey asked if the Marbles organization has a museum, and they do, inside the Greater Wildwood Chamber of Commerce building.

Ms. Dougherty and Mr. Greenland discussed the Holiday Steering Committee. The booklet for the event was increased from 8 pages to 12 pages, and all is on schedule for printing and distribution.

Ms. Carlino stated that we received the 1.85% tax collections for August, in the amount of \$778,059.00, which is up 14% ahead of 2021, and 33% ahead of plan.

Mr. Rose discussed a British TV show that was planning on doing a half-hour segment, however, will now be filming 4 shows. The production company took a tour of the island, and these shows will be shown throughout Europe.

Motions:

Mr. Patterson made a motion to approve the October bills, in the amount of \$100,517.42, second by Mr. Hamlin.

Roll Call:

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

Motion moved and approved.

Ms. Carlino provided a summary of the 2021 audit.

- Ms. Carlino suggested that committee members read and review the Management Discussion and Analysis section, located from Page 4 through 16. It explains how GWTIDA was formed, our Revenue sources and structure, and our 10-year collection history. It also lists funding we have given to Wildwood, North Wildwood and Wildwood Crest for beach offset payments, and boardwalk and event support.
- The Condensed Statement of Revenues, Expenses and Changes in Net Position located on page 13 was reviewed, and is broken down into 2 funds:
 1. The General Fund
 - Reflects revenues from the Tourism Tax and Tourism Assessment, and expenses relating to our Administrative, Advertising and Promotions mission and capital expense.
 - Based on collections in 2021, our Tourism Tax Revenues, 10% of the 2% tax was \$648,923 and the 1.85% tax was \$2,436,137 for a total of \$3,085,060.
 - Our Operating Expenses totaled \$2,449,738 and Non-Operating Revenue and Expenses netted out to \$11,485, leaving GWTIDA with a positive Net Position of \$646,807.
 - Michaela noted that we have worked to successfully have one year's budget in reserves. Since we depend on the tax collections to fund our budget, if we have a bad year we will be covered by our reserve.
 2. TDF Fund
 - Reflects revenues from the Tourism Development Fee and expenses relating to Events and Event Support.
 - The TDF collections for 2021 were \$1,091,975 with Interest income of \$8,795 for total revenues of \$1,100,770.
 - Expenses related to our Event Support, including the printing and distribution of our calendar of events and municipal administration fee was \$1,108,730, leaving GWTIDA with a negative Net Position of \$7,959.
- Michaela noted that Findings and Recommendations are located on page 32 of the audit. However, the auditors found no findings or recommendations.

There were no questions.

Mr. Amenhauser read the following audit resolution into the minutes:

WHEREAS, N.J.S.A. 40A:5-4 requires the governing body of each local authority to cause an annual audit of its accounts to be made, and

WHEREAS, the annual audit report for the fiscal year ended December 31, 2021 has been completed and filed with Ford Scott & Associates, LLC pursuant to N.J.S.A. 40A:5-6, and

WHEREAS, N.J.S.A. 40A:5A- 17, requires the governing body of each authority to, within 45 days of receipt of the annual audit, certify by resolution to the Local Finance Board that each member thereof has personally reviewed the annual audit report, and specifically the sections of the audit report entitled "General Comments" and "Recommendations," and has evidenced same by group affidavit in the form prescribed by the Local Finance Board, and

WHEREAS, the members of the governing body have received the annual audit and have personally reviewed the annual audit, and have specifically reviewed the sections of the annual audit report entitled "General Comments" and "Recommendations," in accordance with N.J.S.A. 40A:5A-17,

NOW, THEREFORE BE IT RESOLVED, that the governing body of the Greater Wildwoods Tourism Improvement and Development Authority hereby certifies to the Local Finance Board of the State of New Jersey that each governing body member has personally reviewed the annual audit report for the fiscal year ended December 31, 2021, and specifically has reviewed the sections of the audit report entitled "General Comments" and "Recommendations," and has evidenced same by group affidavit in the form prescribed by the Local Finance Board.

BE IT FURTHER RESOLVED that the secretary of the authority is hereby directed to promptly submit to the Local Finance Board the aforesaid group affidavit, accompanied by a certified true copy of this resolution.

Mr. Vasser made a motion to accept the 2021 GWTIDA audit, as read into the minutes by Mr. Amenhauser, second by Mr. Hamlin.

Roll Call:

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

Motion moved and approved.

The group affidavit was distributed and signed by all board members present.

Mr. Vasser added that while it's great that we have 1 year's budget, he saw backlash in Atlantic City, and some saw it as hoarding money. Could the funds be used for more advertising?

Ms. Carlino stated that the Finance Committee met and discussed the 2023 GWTIDA Budget in depth, and the budget included in the packet is a result of that meeting.

Although this budget mirrors previous budgets, Ms. Carlino stated that there were a few increases in the budget since last year.

In the General Fund, the following changes were made:

- We increased the insurance line by \$5,000 in anticipation of insurance increases for our Wildwoods Sign, Entry Sign and our Directors and Officers Insurance.
- We also increased the advertising budget by \$250,000. \$116,666 of the \$250,000 is for the marketing Grant that we were awarded and the remaining \$134,000 increase is being pulled from surplus to aid us in our advertising efforts for the Wildwoods.
- The municipal split of the 1.85% tax increased by \$125,000, as we see the 1.85% tax collections continue to increase the split back to the municipalities will also increase.
- We increased the Auditor line by \$500 to cover the small increases that we have seen recently in that line which we are anticipating continuing into 2023.
- The Debt service principal increased by \$2,394 as per the debt service schedule and the interest decreased by \$2,394 as per the debt service interest schedule.
- We increased the 2% Tourism Tax collections by \$75,000 for a total anticipated collection of \$550,000, a conservative revenue approach.
- We increased the 1.85% Hospitality Tax collections by \$250,000 for a total anticipated collection of \$2,200,000 as we anticipate the trend of increased tax collections that we have seen in recent years to continue for 2023.
- A new revenue line item is also included, as we will be receiving \$116,666 from a Grant to help our advertising and marketing efforts.
- The final increase in our General Fund is in the investments line. With interest rates increasing we are reflecting a minor increase in our interest gained.

Ms. Carlino stated that we are budgeting to use reserve funds of \$59,143. We do not believe we will have a loss and need to use our reserve funds because if the tax collections continue to come in above our plan, we will again have a surplus at years end. However, we are budgeting our revenues conservatively and our expenses realistically. We do have the reserve should we have a bad tax year and need to pull from it.

In the TDF Fund, the following changes were made:

- The salaries line item decreased by \$5,000.
- The brochure production increased by \$15,000 for a total budget line of \$45,000. If this continues to increase in price, we may have to go out to bid for this project as it is nearing our public bid threshold.
- Event support decreased to \$880,000 which includes \$600,000 for special event funding, and \$280,000 in Boardwalk Bathroom, Boardwalk Police and Wildwood Crest Bike Path support.
- The TDF revenues increased by \$19,350 compared to the 2022 budget. We did see an increase in TDF collection in 2022 compared to 2021.
- We are budgeting to use \$75,650 of our reserve in the TDF fund. The finance committee believes we will have a deficit in the TDF fund as our expenses are increasing and the TDF collections are not increasing enough to offset

those expenses. The Finance committee has had meetings with the 3 mayors and town clerks to brainstorm ways to get our TDF numbers back up and possibly a new revenue source for our TDF fund. There will be more meetings with the 3 mayors and the finance committee as we keep a close eye on this funds slipping surplus.

- In summary, our 2023 Budget has a total of \$3,959,816 in anticipated revenues, \$4,094,609 in appropriations and \$134,793 use of surplus.

Mr. Greenland thanked Ms. Carlino and Mr. Siciliano for a fantastic job. All of the hard work and effort that goes into this is very appreciated.

Mr. Amenhauser read the following resolution into the minutes:

WHEREAS, the Annual Budget for Greater Wildwoods Tourism Improvement and Development Authority for the fiscal year beginning January 01, 2023 and ending December 31, 2023 has been presented before the governing body of the Greater Wildwoods Tourism Improvement and Development Authority at its open public meeting of October 20, 2022; and

WHEREAS, the Annual Budget as introduced reflects Total Revenues of \$3,959,816.00, Total Appropriations including any Accumulated Deficit, if any, of \$4,094,609.00, and Total Unrestricted Net Position planned to be utilized as funding thereof, of \$134,793.00; and

WHEREAS, the Capital Budget as introduced reflects Total Capital Appropriations of \$0.00 and Total Unrestricted Net Position planned to be utilized as funding thereof, of \$0.00; and

WHEREAS, the schedule of rents, fees and other charges in effect will produce sufficient revenues, together with all other anticipated revenues to satisfy all obligations to the holders of bonds of the Authority, to meet operating expenses, capital outlays, debt service requirements, and to provide for such reserves, all as may be required by law, regulation or terms of contracts and agreements; and

WHEREAS, the Capital Budget/Program, pursuant to N.J.A.C. 5:31-2, does not confer any authorization to raise or expend funds; rather it is a document to be used as part of the said Authority's planning and management objectives. Specific authorization to expend funds for the purposes described in this section of the budget must be granted elsewhere; by bond resolution, by a project financing agreement, by resolution appropriating funds from the Renewal and Replacement Reserve or other means provided by law.

NOW, THEREFORE BE IT RESOLVED, by the governing body of the Greater Wildwoods Tourism Improvement and Development Authority, at an open public meeting held on October 20, 2022 that the Annual Budget, including all related schedules, and the Capital Budget/Program of the Greater Wildwoods Tourism Improvement and Development Authority for the fiscal year beginning January 01, 2023 and ending December 31, 2023, is hereby approved; and

BE IT FURTHER RESOLVED, that the anticipated revenues as reflected in the Annual Budget are of sufficient amount to meet all proposed expenditures/expenses and all covenants, terms and provisions as stipulated in the said Authority's outstanding debt obligations, capital lease arrangements, service contracts, and other pledged agreements; and

BE IT FURTHER RESOLVED, that the governing body of the Greater Wildwoods Tourism Improvement and Development Authority will consider the Annual Budget and Capital Budget/Program for Adoption on December 15, 2022.

Mr. Patterson made a motion to approve the 2023 GWTIDA Tourism Budget as read into the minutes by Mr. Amenhauser, 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	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Absent	Mr. Vasser	Yea

Motion moved and approved.

Mr. Siciliano stated that the Advertising Committee met a few times over the past month. Presentations were given by A, B & C and Suasion Communications. Suasion was invited back to answer some questions about some concerns. The committee was comfortable after those meetings to decide which direction to go.

Mr. Siciliano added that based on the presentations made by Suasion Communications and A, B, & C, the responses, costs of proposals, and what the committee and staff felt would be a good return on our dollar, the Advertising Committee is recommending to the board to offer a 5-year contract for Public Relations Services to Suasion Communications, beginning on January 1, 2023 and ending on December 31, 2027, in the amount of \$447,500.00; or \$89,500 per year.

Mr. Hamlin made a motion to award the Public Relations Contract for Public Relations Services for the Greater Wildwoods Tourism Improvement & Development Authority to Suasion Communications, for a period of five years, commencing on January 1, 2023 and ending on December 31, 2027, in the amount of \$447,500.00, or \$89,500 per year, 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	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Absent	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.

Mr. Byrne provided kudos to Bruce Hamlin and Advertising Committee, as well as John Siciliano and Marketing staff on their selection, interviews and review process of the Public Relations? We have a really good process in place and we got a very good product.

Mr. Byrne stated that the Mayor's meeting was very positive and we discussed possible future funding for GWTIDA.

Mr. Byrne stated that John Siciliano received the Greater Wildwood Chamber of Commerce President's Award, and congratulated him on this honor, which was well-deserved. Mr. Byrne thanked and congratulated Mr. Siciliano and the GWTIDA staff for all they do.

Committee Reports:

- **Finance:** Mr. Byrne congratulated Ms. Carlino and Mr. Siciliano on all their work and forward thinking with the budget for the coming year. We have a 1-year surplus, which is tremendous. The budget has been set up conservatively, and we will add to our surplus. We can spend this money on advertising as well. Congrats to Ms. Carlino on a great job!!
- **Advertising:** Mr. Hamlin stated that the committee met several times over the month and discussed the PR Agency. Mr. Hamlin was very impressed with the process and staff and stated how great it was to get the whole marketing staff involved and asking questions. It was really nice to see this process and staff involvement.
- **Special Events:** Mr. Byrne thanked Mr. Vasser for his involvement in the additional \$116,000 we now have in our Advertising Budget through the state grant. This is a major step in the evolution of what GWTIDA is doing.

Mr. Patterson stated that the committee met and discussed 6 event reports that were received, all successful events.

Discussion on clerk's meeting and Property Guard also took place.

Boardwalk parades and funding of those parades in the amount of \$60,000 vs. necessity of boardwalk restroom funding was discussed. The committee would like to look into possibly transferring money from parades to funding of restrooms. There were complaints in the shoulder season about the restrooms being closed. This is due to staffing issues and BSID funding shortfalls. Mr. Hamlin asked about parameters of funding parades, and the history of the funding and process was explained. Mr. Siciliano explained that a few years ago, the full board voted to make the boardwalk an event, and further voted to enhance the event with fireworks, parades, etc. There does continue to be a struggle with BSID of trash removal, boardwalk maintenance

and staffing and cleaning boardwalk restrooms. Mr. Siciliano further explained that the committee decides where the funding goes, matched by BSID. A full board resolution was passed to make the boardwalk an event. Recommendation from Special Events Committee, after BSID meeting, is to bring this issue of bathroom funding to the board. Mr. Siciliano added that the City of Wildwood walked away from the boardwalk restrooms. Mr. Morey discussed the importance of restrooms and the cleanliness of them.

Mr. Patterson stated that Boots on the Beach has been cancelled, however the event is not completely lost. There are some members of the community who are trying to preserve it, and we are hoping that it will be recovered.

Old Business – None.

New Business – Mr. Vasser stated that the state has started a new consumer show initiative. Locations include New York in 2 weeks, and Montreal in 2 weeks, where Diane Weiland will be manning a booth.

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, November 17, 2022 at 6 p.m.

Mr. Siciliano stated that the NJ Conference on Tourism will be held on December 1st at Resorts Casino in Atlantic City. If any board member is interested in attending the Tourism Luncheon on December 1st, please contact Ben Rose.

H. Motion to Adjourn

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary