

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

(Minutes from 1/19/23 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, JANUARY 19, 2023

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. Bumberrick | Present |
| Mr. Morey | Absent | Mr. Murray, Jr. | Present |
| Mr. Patterson | Absent | Mr. Sciarra | Absent |
| Mr. Barnabei | Present | Mr. Vasser | Present |

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 December 15, 2022 could not be approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – January 2023
- ASM Update – January 2023
- DE North Update – January 2023
- Finance Update – January 2023
- Housing Update – January 2023
- Sales Update – January 2023

There were no questions on the department updates.

Mr. Siciliano reiterated that ASM's long time Executive Vice President Bob McClintock retired in the beginning of January. He has been with us since the start of our building. Charlie Beirne, Regional Manager, whom we also have a long-term relationship with, and is now in Ft. Lauderdale, will be our new contact.

Mr. Amenhauser provided the board with an update on Green Acres. We have been waiting for Green Acres to respond to a letter sent out by the City of Wildwood. Mr. Amenhauser spoke with the mayor, who asked Mr. Amenhauser for an update. Mr. Amenhauser will now contact Lou DeLollis to get a further update.

Ms. Carlino stated that we received our tax collections for November, in the amount of \$117,266. We received \$73,911 in 2021, which is over 43,000 above November of last year, our best year ever. Currently we are 24% ahead of plan, and 9% ahead of 2021.

Mr. Federici provided an update on Polar Plunge, which went very smoothly. WildCon, a simultaneous event held in the Ballrooms, was a first-year event and went very well. Revenues for WildCon were similar to RK Promotions, except it was a 1-day event.

Mr. Siciliano stated that in regard to the Housing Department, rooms are booking for Duels. Spirit Brands will continue to book as it gets closer.

Mr. Lynch stated that starting with Duels, we are booked solid until the end of October, with the exception of only 2 open weekends (one in March, and one in summer). It will be a great year.

Mr. Hamlin asked questions about staffing shortage, which were answered by Ms. Springer. The shortage remains the same.

Mr. Greenland had questions on the Globetrotters, which were answered by Mr. Lynch. The Globetrotter organization is under new leadership since COVID. We were hoping to book them for one night, however the date did not work. Also, their whole business model changed after COVID.

Motions:

Mr. Siciliano discussed the bid for staffing services at the Wildwoods Convention Center. We are short-staffed and have to continually call in Accu-Staff members. We received one bid, from Accu-Staff. Mr. Siciliano read the following motion into the minutes:

Motion to award a contract for staffing services at the Wildwoods Convention Center to Accu Staffing Services for a period of three (3) years, with one two-year renewal option, at the base rate of \$26.16 per hour, adjusted by Consumer Price Index (CPI) annually, in an amount not to exceed \$225,000 per year, or \$675,000 for three years, commencing on January 1, 2023 and ending on December 31, 2025, based on the availability of funds.

Mr. Hamlin made a motion to award a contract for staffing services at the Wildwoods Convention Center to Accu Staffing Services for a period of three (3) years, with one two-year renewal option, at the base rate of \$26.16 per hour, adjusted by Consumer Price Index (CPI) annually, in an amount not to exceed \$225,000 per year, or \$675,000 for three years, commencing on January 1, 2023 and ending on December 31, 2025, based on the availability of funds, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

Correspondence/Communication: Included in the packet was a thank you card from Mr. Greenland. Mr. Greenland thanks the board and staff for the fruit basket, prayers, cards, etc. during the passing of his sister.

D. Chairperson's Report

Mr. Greenland 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:

- **Buildings and Grounds Committee:** Mr. Greenland stated that the meeting update for December is included in the packet, and there were no questions. The marquee sign in front of the building is in the process of being repaired, and the Meeting Room 5-10 windows are being cleaned up from the holiday window decorating contest.

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. Barnabei made a motion to go into the GWTIDA portion of the meeting, second by Mr. Hamlin.

Roll Call:

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

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 1/19/23 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, JANUARY 19, 2023

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The regular meeting Tourism minutes of December 15, 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 – January 2023

Finance Department Update – January 2023

Marketing/Public Relations Update – January 2023

Mr. Siciliano reiterated meetings that were held throughout the month, and there were no questions. We are getting on track for the year.

Ms. Dougherty discussed the Red Bull Beach event, which is an ATV racing event. This is a first-time event and is free to spectators. It is also a marketing effort for Red Bull and will take place during the first weekend in May.

Ms. Carlino stated that we received the 1.85% tax collections for November in the amount of \$34,708. In 2021 we received \$7,886. \$26,822 more this November, and our plan was \$9,000. We are 15% ahead of 2021 and hoping that December follows suit.

Mr. Greenland had questions regarding cash equivalents, which were answered by Ms. Carlino. In 2021 we had \$5,219,301, and now we have \$1 million more. Amazing and good year!

Motions:

Mr. Vasser made a motion to approve the Bill List in the amount of \$116,875.03, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

Correspondence/Communication: None.

D. Chairperson's Report

Mr. Greenland 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. Hamlin stated that the committee viewed a presentation by Suasion Communications on a review of 2022 and plan for 2023. Also, changes in our advertising campaign will be coming out in the next month.
- **Special Events:** Ms. Dougherty stated that the committee met, and four post event reports were reviewed. Four funding event applications were approved for the following events: Kite Festival, Jaycees Easter Egg Hunt, Doo Wop Tours, and Holiday on the Plaza. The billboard policy was also discussed, and the committee is recommending that our current marquee policy be expanded to our digital events billboard/marquee at Susquehanna and Rio Grande Avenues.

Old Business – Discussion was held on the Jitney Association meetings and status. Three plans were presented for the upcoming season jitney service on the island, and we will meet with the three mayors next week. Last year the service was fee based, 7 days a week, then dropped to just weekends. We are now reviewing 3 proposals which include 3-day service, 4-day service, and 7-day service. It did well on the weekends. What kind of participation would GWTIDA like to have? Do they have any interest in a subsidy? Maybe start with Thursday, Friday & Saturday and have tourists grow into 7-day service? We cannot make a commitment at upcoming meetings unless the board feels that we should be a part of this process. Also, if the City of Wildwood has no funds to help subsidize, where does GWTIDA stand? Mr. Hamlin asked if they could come to the hotels and talk with hoteliers, prior to starting the service this season, and also drop off literature about it. Last year there was no literature at the hotels. They need to sell it! Mr. Siciliano and Mr. Rose will meet and report back. Mr. Vasser asked what other cities do and that information will be obtained, including their plan, subsidy and how they charge.

New Business – Mr. Vasser provided the board with an update from the NJ Division of Travel & Tourism and discussed three items including:

- 1) The Division of Travel & Tourism is in the process of restructuring and will add up to 6 employees in the coming year. Top priorities are a social media position, international marketing, product development (handles niche markets such as LGBT, Black Heritage, 250th Anniversary, and culinary), and consumer/trade shows
- 2) We added a Canadian representation firm, Discover the World who will handle our efforts there. We now have rep firms in Germany, UK, Ireland and Canada
- 3) Our ad agency is working on a new creative campaign that should be ready for spring/summer roll out

Policies/Procedures – Mr. Siciliano discussed our current marquee sign policy which includes Burke and Ocean Avenues, and Rio Grande and Ocean Avenue marquees. It was discussed with the Special Events Committee, and they would like to add the marquee at Rio Grande and Susquehanna Avenues to our policy.

Mr. Siciliano read the existing resolution into the minutes:

WHEREAS, the Greater Wildwoods Tourism Improvement and Development Authority (“GWTIDA”) recommends that the marquee signage located at Burk and Ocean Avenues as well as Rio Grande and Ocean Avenues be restricted to certain uses; and

WHEREAS, the Greater Wildwoods Tourism Improvement and Development Authority shall use the signs to advertise and promote events which are utilizing the Wildwoods Convention Center; and

WHEREAS, the Greater Wildwoods Tourism Improvement and Development Authority shall use the signs to advertise and promote events which are funded by or sponsored by the Greater Wildwoods Tourism Improvement and Development Authority; and

WHEREAS, the Greater Wildwoods Tourism Improvement and Development Authority shall use the signs as informational or directional signage to visitors; and

WHEREAS, the Greater Wildwoods Tourism Improvement and Development Authority shall use the signs to advertise and promote Sun National Bank, as agreed to in the signage agreement.

NOW, THEREFORE, BE IT RESOLVED, that the Greater Wildwoods Tourism Improvement and Development Authority agrees that the marquee signage located at Burk and Ocean Avenues as well as Rio Grande and Ocean Avenues be restricted to the above-mentioned uses.

The new motion would add the marquee sign at Rio Grande and Susquehanna Avenues to our current policy.

Mr. Bumbernick made a motion that the marquee signage located at Burk and Ocean Avenues as well as Rio Grande and Ocean Avenues as well as Rio Grande and Susquehanna Avenues be restricted to the following uses: 1) To advertise and promote events which are utilizing the Wildwoods Convention Center; 2) To advertise and promote events which are funded by or sponsored by the Greater Wildwoods Tourism Improvement and Development Authority; and 3) As informational or directional signage to visitors, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

Correspondence/Communication – None.

E. **Public Comment** – None.

F. **Executive Session**

Mr. Siciliano asked the Board to go into Executive Session.

Mr. Murray made a motion to go into closed session for the reason of discussing possible litigation in connection with pending legislation and any matter the disclosure of which constitutes an unwarranted invasion of privacy, such as personnel matters, any matters involving the purchase lease or acquisition of real property with public funds, any pending litigation or contract negotiation other than covered by subsection (4) in which the body may become a party, any matter falling within Attorney/Client privilege, to the extent that confidentiality is required in order for the Attorney/Client to exercise his ethical duties as a lawyer and that after discussion are therefore no longer sensitive, the results of the discussions may be disclosed to the public following the adoption of a motion authorizing such disclosure by the Authority, second by Mr. Barnabei.

Roll Call:

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

Motion moved and approved.

Mr. Amenhauser stated that no action was taken in Executive Session.

G. **Any matter of immediate attention**

Merry Christmas to all!! Our next Board Meeting is scheduled for Thursday, February 16, 2023 at 6 p.m.

H. **Motion to Adjourn**

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary