

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

(Minutes from 3/16/23 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, MARCH 16, 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	Absent
Mr. Greenland	Present	Mr. Bumbernick	Present
Mr. Morey	Absent	Mr. Murray, Jr.	Present
Mr. Patterson	Present	Mr. Sciarra	Present
Mr. Barnabei	Absent	Mr. Vasser	Absent

Also present were Mr. Siciliano, Ms. Carlino, Ms. Dougherty, Mr. Rose, Mr. Lynch, Mr. Federici, Ms. Springer and Mr. Amenhauser.

A. Approval of Minutes

Mr. Bumbernick made a motion to approve the regular meeting Operations minutes of February 16, 2023, second by Mr. Byrne.

Roll Call:

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

Motion moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

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

Mr. Siciliano thanked the staff for their help with the Congressman Van Drew congressional hearing on windmills today. Mr. Lynch added that it was a great day and thanked all as well.

Ms. Springer added comments regarding the congressional hearing today. The hearing was set for 400 guests, and upon seeing such a large crowd outside, the staff were able to work together to add another 90 seats in the room. There were 500 people who attended, with an additional 100 in the lobby that had to be turned away.

Ms. Carlino stated that we received the 2% tax collection numbers for January, in the amount of \$158,196.00. This amount is \$36,000 more than last year, 30% higher than last year, and 72% higher than our plan. We were only expecting to receive \$91,000 and we received \$158,196.00. That is a great start to the new year!

Mr. Greenland mentioned that the 10-year 2% tax history was distributed to the board. These are some amazing figures.

Mr. Siciliano added that we went out to secure Tourism Economics, which is the company that does the State of NJ economic impact reports and Cape May County's economic impact report. We hired them for 2022 to look at the economic impact for the Wildwoods. We contracted them in 2015, and planned for every 5 years, however, could not complete a report in 2020 due to the pandemic. Hopefully by April we may know the results of the impact the Wildwoods have on the State of NJ tourism. In 2015, it was \$1.5 billion, so we will see what this year brings.

Mr. Federici provided the board with an update on two events. The Wildwood Rotary Bingo saw a good turnout, and continues to grow, with an increase in Food & Beverage revenue. The NAACP dinner surpassed our projected number, and we received great client feedback, as they were very happy with the building and staff. It was a successful event for them and hopefully they will be back in the future.

Mr. Siciliano stated that the Housing Department is working hard and in full swing right now. This is Joy Samaniego's busiest time of year, with events starting February 18th and going through to May 21st, which is the Methodist conference.

Mr. Lynch stated that Mid-Atlantic Cheer brings 7,000 people into the building and all departments worked phenomenally. Mr. Lynch will compose an economic impact study on that event, which is a great event.

Motions: None

Correspondence/Communication: None.

D. Chairperson's Report

Mr. Byrne reiterated meetings and conference calls held and attended throughout the month and discussions with Mr. Siciliano and Mr. Greenland regarding ongoing items.

Committee Reports:

- **Buildings and Grounds Committee:** Mr. Greenland stated that this month's Buildings & Grounds Committee meeting was cancelled. There were no questions.

- Mr. Frey stated that we received the permit from the state for the Pier repair project, and concrete is scheduled to be poured tomorrow, March 17th.
- Mr. Frey also reported that the Main Lobby carpets have been installed, and we are continuing to work on the concrete floors, as events allow.

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. Patterson made a motion to go into the GWTIDA portion of the meeting, 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	Yea
Mr. Barnabei	Absent	Mr. Vasser	Absent

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 3/16/23 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, MARCH 16, 2023

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

Mr. Bumbernick made a motion to approve the regular meeting Tourism minutes of February 16, 2023, second by Mr. Sciarra.

Roll Call:

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

Motion moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Motions:

Mr. Bumbernick made a motion to approve the Bill List in the amount of \$265,191.17, second by Mr. Patterson.

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	Yea
Mr. Barnabei	Absent	Mr. Vasser	Absent

Motion moved and approved.

Correspondence/Communication: None.

Department Updates – Included in the board packet were:

Events Department Update – March 2023
Finance Department Update – March 2023
Marketing/Public Relations Update – March 2023

Mr. Siciliano stated that we had several people pick up bids for the transportation service for the Wildwoods. Ms. Carlino added that the bid opening is scheduled for March 23rd. It was interesting to see 3 or 4 vendors pick up the bid packet. One was Sheppard Bus Company from Millville. We will not have yellow school buses or tour buses on the island; however, they were more than welcome to take the bid. Fleet information was required in the bid.

Ms. Dougherty stated that she received a call from City of Wildwood, who has been approached by major league cornhole. They are interested in coming to Wildwood to have an activation event on the beach this year, and then next year, possibly having an all-star game in the convention center, with the amateur division outside. The City of Wildwood will keep us involved in those conversations. It could be a very exciting event! Mr. Bumbernick added that he saw a cornhole event on ESPN-2, three days ago, they were very good! Mr. Murray added that he held one of the largest cornhole tournaments in the country, with 200 pro teams.

Ms. Carlino provided an update on the 1.85% tax collections for January. We collected \$63,450 in 2023 and collected \$33,000 in January 2022. So, we are 91% ahead of 2022 and we are 172% ahead of our plan. This is a great start!

Mr. Siciliano discussed the CMC Chamber luncheon, where a report was provided by Diane Weiland. He explained that Cape May County collects and gives to the State of NJ \$18 million in occupancy tax revenue. Of the \$18 million collected in Cape May County, our Wildwoods revenue equated to \$7 million worth of occupancy tax, which is 40% of the overall 5% occupancy tax collected in the whole county.

Mr. Rose stated that Earth Cam, which we have currently at our Wildwood Sign, will be featuring the Wildwoods during Memorial Day Weekend for the International Kite Festival at the Wildwoods sign. This will be great exposure for us!

D. Chairperson's Report

Mr. Byrne stated that the Executive Committee has met several times and thanked the committee members for all their hard work and time and effort put into this long process. Mr. Byrne also attended an Advertising Committee Meeting and a Special Events Committee Meeting. There were no questions.

Committee Reports:

- **Advertising:** Mr. Rose stated that the committee met and approved a 3-month contract with Epsilon to increase our market share by going after competitors' visitors, sending digital ads to them to try to come to our website to consider us for their vacation plans. They call that "competitive conquering". It is an exciting program where we will then be able to evaluate the effectiveness of the program.
- **Special Events:** Mr. Patterson stated that the committee met and approved three funding contracts for the following events: Mudhen Beach Baseball Tournament, Pig Dog Beach Volleyball Classic and Latino Festival Playero, a Spanish music festival. Also discussed was the lease between GWTIDA, the City of Wildwood and Greater Wildwood Hotel Motel Association (GWHMA) regarding the Monster Truck Building.
- Mr. Siciliano further discussed the Monster Truck building lease at 4101 Boardwalk. We have been having meetings between GWTIDA and GWHMA in reference to the lease of the Monster Truck building. GWHMA is violating their current lease.

- At the last meeting, it was brought to the board's attention the assignment of ownership of the car shows and monster truck shows from GWHMA to JSM Productions, who is Gary McGhee.
- After seeing a copy of the assignment and sharing it with our solicitor, John Amenhauser, Ms. Dougherty, Ms. Carlino and Mr. Siciliano met with GWHMA members to make them aware that such a document was not allowed and that it would put GWHMA in default under the terms of the lease.
- A management agreement was suggested instead of an assignment and GWHMA was to ask their attorney to draft one, in lieu of the assignment.
- The first draft was returned to the attorney as basically the same document as the assignment. The second draft was better but clearly not what we needed it to be.
- So, Mr. Amenhauser, Ms. Dougherty, Ms. Carlino and Mr. Siciliano met a second time, on Wednesday, March 15th at 1:30 p.m. The outcome of that meeting is we really do not care if the GWHMA has a management agreement or not. The only things that we, as GWTIDA, are demanding is:
 - The GWHMA owns the events, so no assignment.
 - That the organization holds at least three events per year (Spring Car Show, Fall Car Show, Monster Truck Show)
 - GWHMA pays GWTIDA for the lease.
 - GWHMA takes care of the repairs to the monster truck building.
 - All items addressed in the lease.
- Moving forward, the GWHMA needs to fulfil these obligations, or the lease is in default and GWTIDA will take action.
- Mr. Siciliano asked the board for a motion to approve the negotiating of the terms of the lease between the City of Wildwood and GWTIDA and sublet to GWHMA as stated above.

Mr. Bumbernick made a motion to approve the ability to negotiate the terms of the existing lease between the City of Wildwood and GWTIDA for the Monster Truck building, located at 4101 Boardwalk, Wildwood, second by Mr. Sciarra.

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	Yea
Mr. Barnabei	Absent	Mr. Vasser	Absent

Motion moved and approved.

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**

Our next Board Meeting is scheduled for Thursday, April 20, 2023 at 6 p.m.

H. **Motion to Adjourn**

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

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	Yea
Mr. Barnabei	Absent	Mr. Vasser	Absent

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary