

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

**(Minutes from 4/20/23 Regular Board Meeting)**

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, APRIL 20, 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     | Present | Mr. Murray, Jr. | Absent  |
| Mr. Patterson | Absent  | Mr. Sciarra     | Present |
| Mr. Barnabei  | Present | 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. Bumberrick made a motion to approve the regular meeting Operations minutes of March 16, 2023, second by Mr. Hamlin.**

**Roll Call:**

|               |                      |                 |                      |
|---------------|----------------------|-----------------|----------------------|
| Mr. Byrne     | <b>Yea</b>           | Mr. Hamlin      | <b>Abstain</b>       |
| Mr. Greenland | <b>Yea</b>           | Mr. Bumberrick  | <b>Yea</b>           |
| Mr. Morey     | <b>Abstain</b>       | Mr. Murray, Jr. | <b>Yea via email</b> |
| Mr. Patterson | <b>Yea via email</b> | Mr. Sciarra     | <b>Yea</b>           |
| Mr. Barnabei  | <b>Abstain</b>       | Mr. Vasser      | <b>Absent</b>        |

**Motion moved and approved.**

**B. Public Comment – None.**

**C. Executive Director's Report**

Included in the board packet were:

Administration Update – April 2023  
ASM Update – April 2023  
DE North Update – April 2023  
Finance Update – April 2023  
Housing Update – April 2023  
Sales Update – April 2023

Mr. Siciliano stated that he had nothing to add to the Administrative Update that was included in the packet for Operations.

Ms. Carlino stated that we received the 2% tax collection numbers for February, in the amount of \$134,486.00. February plan was \$69,000, and in 2022 we received \$89,000. We are ahead of plan by 82%, and ahead of 2022 by 39%. Mr. Hamlin had questions, which were answered by Ms. Carlino. Our plan is our 5-year average. Mr. Bumbernick asked for a breakdown of rentals vs hotels. Ms. Carlino does have an in-house report. Mr. Siciliano clarified that the report is rentals vs food & beverage. We can include the information in the next board packet.

Mr. Byrne discussed Tourism Economics. Mr. Siciliano added that the Tourism Economics report is only preliminary at this point, and we have a few questions we would like to ask before an official release. Mr. Siciliano gave a history of Tourism Economics and stated that we should have a complete report for the board meeting next month.

Mr. Federici provided the board with an update. The Greater Wildwood Chamber of Commerce Drag Show saw a significant decrease in revenue, being down 69%. There were approximately 150 attendees this year, vs. 400 attendees last year. Also, Spirit Brands saw a 23% decrease in revenue. Timing may have played a part in that, given that the event was after Easter this year. The Cape May County Chamber of Commerce Business to Business Expo saw a 50% increase in bar sales, and vendor voucher program may have assisted in that increase. Mr. Federici also reported that a candidate for Catering Manager has accepted an offer and is scheduled to start work on Monday, giving him 1 week to work with Marlene McGee before she leaves.

Mr. Siciliano stated that a Housing Department update was included in the board packet. Registration for United Methodists is underway. Room nights have increased to 700 since the board report was completed.

**Motions:**

Mr. Siciliano discussed our boom lift, a piece of equipment we have had since the construction of the facility. It is in need of repair with various difficulties. We are looking for the authority for the Finance Department to go out to bid for a new or used boom lift. There is a 2-year waiting list for new, at approximately \$130,000 to \$140,000, and we may be able to find a used lift with low hours.

**Mr. Bumbernick made a motion to authorize the Finance Department to go out to bid for a new or used boom lift, second by Mr. Hamlin.**

**Roll Call:**

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

**Motion moved and approved.**

**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 minutes of the Buildings & Grounds Committee meeting were included in the packet. There were no questions. Most important item was our boom lift. Also, the flower Gobo's look great!!

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

**Roll Call:**

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

**Motion moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

**PART II**  
**GWTIDA**  
**ADVERTISING/PROMOTIONS**  
(Minutes from 4/20/23 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, APRIL 20, 2023

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

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

Roll Call:

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

**Motion moved and approved.**

B. **Public Comment** – None.

C. Executive Director's Report

Mr. Siciliano stated that we are still working on the 4101 Boardwalk lease of the Monster Truck building and are in the review process.

**Department Updates** – Included in the board packet were:

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

Ms. Dougherty stated that she will be attending a City of Wildwood infrastructure meeting next week. Also, she has received her first response for the Unlocking of the Ocean, which will be happening on May 26<sup>th</sup>. In addition, the Greater Wildwood Hotel Motel Association has announced they have hired a new Executive Director, Bob Sahalayo, formerly of Boardwalk Bucks.

Ms. Carlino stated that we received the 1.85% tax collection numbers for February. Our plan was \$15,944.00, in 2022 we received \$20,053.00 and in 2023 we received \$58,788.00. We are 211% ahead of plan, and 129% ahead of 2022. Are more hotels open year-round? Or are more people staying in the off-season? Mr. Siciliano stated the breakdown being 55% food and beverage and 45% rentals.

Mr. Greenland had questions on the Marketing Department update, which were answered by Mr. Rose. Epsilon is doing a 3-month test to track visitors to our website. Mr. Rose explained the process and discussed the preliminary report. \$3,700 was spent on digital ads which will run through June. We will spend a total of \$25,000.

**Correspondence/Communication:** Included in the board packet was a letter of support to Congressman Van Drew for the Boardwalk Special Improvement District to get \$1.6 million for new tram cars. A package was submitted through Triad Associates for funding for 8 new tram cars.

Also included in the packet was an invitation letter for the Unlocking of the Ocean event, which is scheduled to be held on Friday, May 26<sup>th</sup> at Noon. Letter was sent to state and local officials, the GWTIDA Board and local business organizations. Please contact Megan Dougherty to confirm your attendance at this event to start the summer season! As this is the 75<sup>th</sup> Anniversary of the Tram Cars, we will try to incorporate some type of celebration on May 26<sup>th</sup> as well.

**Motions:**

**Mr. Hamlin made a motion to approve the Bill List in the amount of \$288,205.53, second by Mr. Bumbernick.**

**Roll Call:**

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

**Motion moved and approved.**

Mr. Siciliano discussed transportation services for the Wildwoods. Ms. Carlino compiled a bid package, and AC Jitney was the only bid received. Mr. Siciliano, Ms. Carlino and Mr. Rose met with the cities to discuss the Jitney contract. It was agreed that a \$64,400 subsidy would be shared equally 4 ways among GWTIDA, Wildwood, North Wildwood and Wildwood Crest. GWTIDA will take \$16,100 per municipality out of their beach offset payment. Each town passed resolutions and signed an MOU agreeing to GWTIDA's responsibilities as well as the towns, all cities are on board. GWTIDA will handle creation and printing of brochures and pamphlets, and each municipality will install signage in their respective towns. This will be a 7-day service, with a \$3 rate for adults, and free for children under 4.

**Mr. Barnabei made a motion to award a contract for transportation services for the Wildwoods to AC Jitney Association for a period of one year, beginning on May 1, 2023 and ending on September 17, 2023, in the amount of \$64,400.00, second by Mr. Hamlin.**

**Roll Call:**

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

**Motion moved and approved.**

**D. Chairperson's Report**

Mr. Byrne discussed meetings attended including an Advertising Committee Meeting and a Special Events Committee Meeting. There were no questions.

**Committee Reports:**

- **Advertising:** Mr. Hamlin stated that the committee met and reviewed the 2023 marketing campaign performance analytics from February 27, 2023 to March 31, 2023 with the marketing team and representatives of AB&C. The analytics showed positive performance that will continue to be monitored by our advertising agency. Nice work by all, as this was good information.
  
- **Special Events:** Ms. Dougherty stated that the committee met and reviewed one post event report for the Polar Plunge, which will return in January 2024. The committee also reviewed funding applications for New Years in North Wildwood (September 8 & 9), Your First Mud Run and North Wildwood Police Officers Association 5K (July). First time event, Community Band by the Sea, at Byrne Plaza in July. In addition, two funding applications were tabled, Holiday Shopping Village and Wildwoods Food & Music Fest. There was also conversation regarding event infrastructure, development and improvement. TROG and Monster Trucks will be held on the same weekend this year; however, the City of Wildwood does not have enough resources. Discussion on transportable bleachers – the committee is interested in supporting this initiative, and a meeting is scheduled for next week to further discuss. Mr. Siciliano added that this item would fit nicely under our umbrella. Mr. Hamlin had a few questions regarding the bleachers. GWTIDA would own them, and anyone paying the tax could utilize. Storage location would have to be determined. This matter will be further discussed, and an update will be provided.

**Old Business – None.**

**New Business – None.**

**Policies/Procedures – None.**

**Correspondence/Communication – None.**

**E. Public Comment – None.**

**F. Executive Session**

**Mr. Hamlin 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. Bumbernick.**



**Roll Call:**

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

**Motion moved and approved.**

Mr. Amenhauser stated that in Executive Session, the board discussed the position of Executive Director and the decision of the Executive Staffing Committee to hire Louis Belasco as Executive Director, effective May 1, 2023.

**Mr. Morey made a motion to ratify the Executive Staffing Committee's decision to hire Louis Belasco as the next Executive Director for the Greater Wildwoods Tourism Improvement and Development Authority, effective May 1, 2023, second by Mr. Sciarra.**

**Roll Call:**

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

**Motion moved and approved.**

**G. Any matter of immediate attention**

Our next Board Meeting is scheduled for Thursday, May 18, 2023 at 6 p.m.

**H. Motion to Adjourn**

**Mr. Hamlin made a motion to adjourn, second by Mr. Barnabei.**

**Roll Call:**

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

**Motion moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary