

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

(Minutes from 8/17/23 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, AUGUST 17, 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. Byrne.

Roll Call:

Mr. Byrne	Present	Mr. Murray	Absent
Mr. Greenland	Present	Mr. Sciarra	Present
Mr. Barnabei	Absent	Mr. Morey	Present
Mr. Hamlin	Present	Mr. Vasser	Absent
Mr. Bumbernick	Absent		

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

A. Approval of Minutes

Mr. Morey made a motion to approve the regular meeting Operations minutes of July 20, 2023, second by Mr. Byrne.

Roll Call:

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

Motion moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

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

Mr. Belasco congratulated Mr. Greenland on his appointment as GWTIDA Chairperson.

Mr. Belasco stated that he received a call from the City of Wildwood to get approval from NJSEA and sign a CAFRA permit for boardwalk rehab needed at Montgomery Avenue. A call was placed to NJSEA where we found that Frank Leanza has retired. NJSEA's new VP of Regulatory Affairs is Robert Davidow. Mr. Amenhauser and Mr. Belasco spoke with NJSEA and Mr. Juliano, the new President, would like to set up a meeting/visit at the Wildwoods Convention Center.

Ms. Carlino stated that we have received tax collection numbers for June in the amount of \$1,387,000. Last June we received \$1,208,000. We are ahead \$178,000 compared to last year, and 17% ahead of 2022. This is great news! It was also noted that although parking was down, this past weekend was very good, and we are closing the gap in revenue.

As Mr. Federici stated that the Tattoo Convention surpassed last year's revenues, increasing over 4.5%. It was a very good weekend. The dance competition, however, saw decreased attendance compared to the previous year.

Mr. Lynch noted a correction on his booking pace, which was actually at 111 events total. We are back on pace with pre-covid numbers. Kudos to all – July and August were great months.

Motions: None.

Correspondence/Communication: Included in the packet was a resolution from the American Legion Ladies Auxiliary, which was read into the minutes by Mr. Belasco.

D. Chairperson's Report

Mr. Byrne reiterated meetings and conference calls held and attended throughout the month and discussions with Mr. Belasco and Mr. Greenland regarding ongoing items. There were no questions.

Committee Reports:

- **Buildings and Grounds Committee:** Mr. Greenland stated that minutes of the Buildings & Grounds Committee meeting were included in the packet. We received a price for a larger or second generator to give us the ability to run air-conditioning and heating, should we experience another major power outage, in the amount of \$2.1 million. This will be put into the Capital Budget. Mr. Byrne added that we should ask NJSEA, the owners of the building. We also ask for a new roof and add that to the capital plan as well. It is time to reinvest in the building, and we will be getting proposals for a new plan. Also, Mr. Frey will talk with Mr. Lynch to see what other convention centers do in similar situations with generators and power outages. In addition, Mr. Greenland added that the Welcome to the Wildwoods sign has been repaired

and Mr. Belasco and Anzelone Electric are working on adding a photocell. We will also be adding additional solar LED Christmas lights at the Wildwoods sign. After the new year, we may add white lights year-round. Discussion on City of Wildwood complaint regarding our parking lot dumpster. We have switched to a smaller dumpster and will have it emptied more often, once a week.

- o **Finance Committee:** Mr. Byrne stated that the committee met to discuss Green Acres and how we get this resolved to get the hotel project moving again. The committee decided to meet with the City of Wildwood to get back on track. We cannot build on land that we do not have a clear title for. Mr. Amenhauser has spoken to Lou DeLollis of the City of Wildwood, and he has agreed to meet on a date and time to be determined.

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

Roll Call:

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

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 8/17/23 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, AUGUST 17, 2023

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

Mr. Byrne made a motion to approve the regular meeting Tourism minutes of July 20, 2023, second by Mr. Morey.

Roll Call:

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

Motion moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Mr. Belasco stated that it has been both a busy month and a busy summer. We are seeing a lot of interest in the open Marketing Administrator position and have narrowed the candidates down to 2. We hope to have a decision made by the end of the week.

Mr. Belasco also announced that GWTIDA will be resurrecting their tourism update with the Greater Wildwood Chamber of Commerce, to be presented at their March membership meeting.

Department Updates – Included in the board packet were:

Events Department Update – August 2023

Finance Department Update – August 2023

Marketing/Public Relations Update – August 2023

Ms. Dougherty stated that she, along with Mr. Belasco and Mr. Rose, met with Blinker Fluid Productions, current promoter of the Jeep Invasion. New events they will handle that have been approved by the City of Wildwood include Oversands Expo, which will take place May 3 & 4, in the same locations as the jeeps, but is camping in cars. A second event is Broncos on the Beach, to be held July 19-21. Mr. Hamlin shared his concerns with traffic on the island, and Mr. Belasco reiterated that these are events that have been approved by the City of Wildwood. Mr. Belasco stated that we could bring concerns to the attention of the City of Wildwood and suggest that these events are spread out and perhaps Fall would be a better time to schedule these events.

Ms. Carlino stated that we have received tax collection numbers for June in the amount of \$587,435.00, which is \$139,000.00 higher than 2022, and 31% ahead of last year. We are in a good position and hope to keep this trend going.

Mr. Rose stated that we are holding the Marketing Department together and hope to have a new member by the end of the week. Mr. Greenland had questions on impressions mentioned in the update, which were answered by Mr. Rose. We get our numbers officially from our clipping service. It is essentially the number of eyes on a story. Mr. Rose also stated that our website numbers are not included in the report. Google changed to GA-4 and analytics had to be changed. As a result, we lost all data for July 2023. We are working to recapture the data and will be up and running for August. In addition, we are looking into other vendors other than Sparkable.

Correspondence/Communication: Mr. Byrne stated that a letter to Secretary Buttigieg was included in the board packet. The City of North Wildwood is seeking federal funds for boardwalk repairs and asked us to provide a letter to them. They are hoping to get federal funding to help in the replacement of the boardwalk.

Motions:

Mr. Sciarra made a motion to approve the Bill List in the amount of \$200,447.78, second by Mr. Byrne.

Roll Call:

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

Motion moved and approved.

D. Chairperson's Report

Mr. Byrne discussed meetings attended throughout the month, and there were no questions.

Committee Reports:

- **Advertising:** Mr. Hamlin stated that the committee did not meet this month.
- **Special Events:** Ms. Dougherty stated that the committee met and reviewed post-event reports from 4 events and reviewed an application for the 2023 City of Wildwood Block Party, for which a 3-year funding contract was awarded. Quotes were also reviewed for the printing of the Calendar of Events. Discussion on Blinker Fluid Productions also took place.
- Mr. Greenland added that the loss of Mr. Bob Patterson, long-time board member and Chairperson of the Special Events Committee, was a big loss to

our organization and to our community. Bob was a great man and enjoyed Special Events and our island. Mr. Greenland asked that we keep Bob and his family in our prayers.

- Ms. Dougherty stated that our Special Events Funding is at \$494,225.00, and we have commitments for an additional \$340,000 for municipal support, including boardwalk police, boardwalk bathrooms and crest bike path, for a total of \$834,225.49.
- Ms. Dougherty stated that we will be looking into getting an economic impact study done on some of our larger events. May be able to get grant money from the state.
- Mr. Byrne discussed the Epsilon project and hopes that we will accomplish our goals. We are excited to start this project.

Old Business – None.

New Business

- Mr. Greenland stated that the board will need to think about committees moving forward. We will revisit in the upcoming month.

Policies/Procedures – None.

Correspondence/Communication – None.

E. Executive Session – None.

F. Any matter of immediate attention

Our next Board Meeting is scheduled for Thursday, September 21, 2023 at 6 p.m.

G. Motion to Adjourn

Mr. Sciarra made a motion to adjourn, second by Mr. Byrne.

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary