

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

(Minutes from 7/20/23 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, JULY 20, 2023

**Part I - OPERATIONS
GWTIDA as agent for NJSEA**

Call to Order: The Meeting was called to order by Mr. Byrne at 6:00 p.m.

Salute to flag.

The Open Public Meetings Act was read by Mr. Byrne.

Roll Call:

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

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. Hamlin made a motion to approve the regular meeting Operations minutes of May 18, 2023, second by Mr. Vasser.

Roll Call:

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

Motion moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

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

Mr. Belasco provided the board with an update on NJDEP. The NJDEP confirmed that they did not reply to the letter from the City of Wildwood, however we have not received a response to date. Mr. Amenhauser and Mr. Belasco will reach out again to formulate a plan. Mr. Byrne asked if we could file a title claim, and we can, per Mr. Amenhauser. A Finance Committee meeting will be set up to further discuss.

Ms. Carlino stated that we have received tax collection numbers for May in the amount of \$528,650, over \$26,000 higher than 2022.

As Mr. Federici is working the Sophisticated Productions dinner, Mr. Belasco provided the board with an update on the food and beverage. Dance Xplosion produced a 20.4% increase in concessions sales compared to their highest grossing event week in the last five years (2019). Despite not having their Dinner Event again this year, the concession sales and light catering sales during the event more than surpassed our expectations.

Mr. Lynch stated Dance Xplosion was an incredible event. Also, events are coming back strong and working towards pre-covid numbers. BBQ and Blues did extremely well, perhaps not spending as much money as in the past, but the crowds are here.

Discussion on power outage took place. Luckily, the building was empty except for a load in for the dance competition. The ASM staff worked in the un-air-conditioned building to get the event set up. The electricity came back on at 3:17am on Sunday, and the event started on Monday as planned.

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. Belasco and Mr. Greenland regarding ongoing items. There were no questions.

Mr. Byrne discussed Mr. Siciliano's retirement dinner and thanked Ms. Feketics and Ms. Carlino and staff for planning and putting on such a nice and deserving event for John.

Committee Reports:

- o **Buildings and Grounds Committee:** Mr. Greenland stated that minutes of the Buildings & Grounds Committee meeting were included in the packet. We purchased a new boom lift, which is in use and working out well. Also, it was amazing what our Operations staff was able to do to get the dance competition to happen as planned, despite the power outage during load-in and set-up days. We would like to get 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 addition, bulbs will be replaced on the Welcome to the Wildwoods sign at the foot of the bridge.

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

Roll Call:

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

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 7/20/23 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, JULY 20, 2023

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

Mr. Greenland made a motion to approve the regular meeting Tourism minutes of June 14, 2023, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

B. Public Comment – None.

C. Executive Director’s Report

Mr. Belasco stated that he was invited to interview with Bob Kelley of Fox 29 at the BBQ & Blues Festival at 5am, and thanked Ms. Feketics, Ms. Dougherty and Ms. Suit of GWTIDA for joining him. We were able to get some good social media content and sunrise photos, and the interview went well.

Mr. Belasco also reported that we were able to host the swearing-in of new City of Wildwood Police Chief Joe Murphy. He is excited to begin this next chapter and doing good things for the Wildwoods.

Department Updates – Included in the board packet were:

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

Ms. Dougherty discussed the location of the Fall Car Show, which will be on the Boardwalk from 26th Street to Schellenger Avenue. Cars will be displayed in front of the Wildwoods Convention Center, in our circle and on 2 blocks of Ocean Avenue.

Ms. Carlino stated that we have received tax collection numbers for May in the amount of \$202,953, which is \$920 higher than 2022., and 30% ahead of last year. We are in a good position.

Mr. Rose discussed the Epsilon program, digital ads to Ocean City, MD visitors. We received 6.2 million impressions and brought 8,400 people to our website. The program is proving to be successful so far.

Mr. Byrne discussed the Mayor's and Clerk's meeting to discuss the purpose and funding of GWTIDA and suggested that we should repeat that meeting every 3 years. It gives municipal leaders an understanding and reminder of what GWTIDA does.

Discussion on our accounts, cash flow, NJSEA funding and when we make payments to the municipalities, usually in November or December.

Correspondence/Communication: Mr. Byrne stated that a thank you letter from the National Marbles Tournament was included in the board packet with a thank you to Ms. Megan Dougherty for all of her work and efforts with the 100th Anniversary of the tournament this year. There were some challenges with wind and Ms. Dougherty was able to get 6 rings set up in an area of our Exhibit Hall, even with the Basketball Floors being set up in the hall, and the tournament was able to continue. GWTIDA, ASM and the City of Wildwood will discuss a contingency plan moving forward. Mr. Lynch thanked Betty Harshaw for her work in making the Wildwood marbles team a competitive one.

Motions:

Mr. Barnabei made a motion to approve the Bill List in the amount of \$160,314.95, second by Mr. Hamlin.

Roll Call:

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

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 met with a company named RIPE, who gave a presentation on a website booking engine. Currently, we do not know how many of our website visitors actually make a reservation to stay in the Wildwoods. The committee was impressed with the capabilities of the program and will do more research. Mr. Hamlin emphasized that our Housing Manager, Joy Samaniego, should be in attendance at any other meeting discussing this topic moving forward. Mr. Belasco added that this would also be a way to measure our own advertising campaign and track website traffic.

- **Special Events:** Ms. Dougherty stated that the committee met and listened to a presentation from Joe Montello, promoter for the Olde Time Italian Festival. A request was made for funding for one year only.
- The committee reviewed post-event reports on Captain Kid Pirate Day, Run to Remember and Anglesea Irish Society Open Pickleball Tournament.
- Wildwoods Spring Fling Festival, scheduled for May 13th was cancelled due to inclement weather. The committee reviewed a funding application for the Inaugural El Festival Hispanic Heritage Celebration to be held at Byrne Plaza on September 16th, the Saturday of Firemen's Weekend. Funding was approved for one year.
- Other events discussed included the Red Bull Beach Scramble Series (car show), which will be held on Mother's Day Weekend. Also, the City of Wildwood is entertaining two new events: Broncos on the Beach, and a vehicle camping weekend on the beach, brought to us by the promoter of Jeep Invasion. In addition, the Major League Cornhole tournament is halted, as the league has folded.
- Ms. Dougherty stated that our Special Events Funding is at \$484,225.49, and we have commitments for an additional \$340,000 for municipal support, including boardwalk police, boardwalk bathrooms and crest bike path. Additional discussion took place on TDF's and Property Guard.

Old Business – None.

New Business

- Mr. Vasser provided the board with a State of NJ update. 1) The tourism budget passed last week, in the amount of \$17.6 million, not including federal grants. 2) The Secretary of State was invited to be a judge for the BBQ & Blues Festival and did a great job. 3) Our international initiative is growing. It is important that all DMO's understand how to work with international tour operators. A training session will be held on August 1st at Resorts Casino in Atlantic City. Representatives from several markets will be participating and we are hoping that the Wildwoods will be represented. Biggest growth to tourism in New Jersey is United Kingdom and Ireland, then Germany. Pre-Covid, it was China and India.

Policies/Procedures – None.

Correspondence/Communication – None.

E. Executive Session – None.

F. Any matter of immediate attention

Our next Board Meeting is our Re-Organization Meeting and is scheduled for Thursday, August 17, 2023 at 6 p.m. The Regular Board Meeting will immediately follow.

Mr. Byrne added that our Solicitor will open the Re-Organization meeting and run all elections and agenda items. The new Chairperson will run the meeting afterwards. Mr. Byrne nominates Mr. Greenland for the position of GWTIDA Chairperson, in advance. Mr. Byrne announced that he will not be accepting a nomination for Chairperson, however, will remain on the GWTIDA Board until his term expires in December 2023.

G. Motion to Adjourn

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary