

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

**(Minutes from 5/18/23 Regular Board Meeting)**

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

**REGULAR MEETING, THURSDAY, MAY 18, 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. Greenland.

**Roll Call:**

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

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

Mr. Byrne introduced our new Executive Director, Louis Belasco, to the board. We welcome Lou and look forward to working together in the future. Mr. Belasco thanked the board members and committee and looks forward to working with everyone as well.

**A. Approval of Minutes**

**Mr. Bumbernick made a motion to approve the regular meeting Operations minutes of April 20, 2023, second by Mr. Greenland.**

**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	Absent
Mr. Barnabei	Yea via email	Mr. Vasser	Abstain

**Motion moved and approved.**

**B. Public Comment – None.**

**C. Executive Director's Report**

Included in the board packet were:

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

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

Mr. Belasco announced to the board that NJSEA President Vince Prieto will be retiring on August 1<sup>st</sup>. Paul Juliano will serve as Executive Vice Director until August 1<sup>st</sup>, when he will take over the role of Executive Director.

Mr. Belasco also reported that he reached out to the City of Wildwood to see if there was any response to the Green Acres correspondence. There was not, so Mr. Belasco also reached out to Jessica Patterson of Green Acres. To date, there has been no response back from Ms. Patterson.

Ms. Carlino stated that we received the 2% tax collection numbers for March, in the amount of \$160,137.00. March plan was \$95,763, and in 2022 we received \$105,000. We are ahead of plan by 76%, and ahead of 2022 by 43%. Mr. Hamlin and Mr. Bumbernick had questions, which were answered by Ms. Carlino. The Finance Committee can further discuss and decide on the best plan moving forward. Mr. Siciliano added that our plan is our 5-year average and does not include 2020. Budget revenue surplus was explained Mr. Byrne added that this can be looked at for next budget. It will be put on the agenda for the next Finance Committee Meeting. Mr. Vasser added that the authority has more leeway, and usually leans towards the conservative side and puts more into reserves.

Mr. Federici provided the board with an update. The Cape May County Technical High School Prom went very well, being slightly ahead of plan. The CMC Prosecutors office event was a nice revenue which was not in the plan. Spirit Cheerleading brought in half of the plan and was down to a 1-day event.

Mr. Federici also announced that we have a new catering manager, Dana DeBolt. She is working out well and has a good amount of restaurant experience. The Methodist convention and Knights of Columbus was a good start for her to learn.

Mr. Siciliano stated that a Housing Department update was included in the board packet. We have a few new properties working with us including Seaport Suites and Hotel Cabana, which are year-round. Also, the Lu Fran has become the Beach House, and they all want to work with us. Our numbers are slowly coming back.

**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. There were no questions.

**Committee Reports:**

- o **Buildings and Grounds Committee:** Mr. Greenland stated that minutes of the Buildings & Grounds Committee meeting were included in the packet. There were no questions. Thank you to our staff for all they are doing to fill in while we are short-staffed.

**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. Vasser 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	Yea	Mr. Murray, Jr.	Absent
Mr. Patterson	Absent	Mr. Sciarra	Absent
Mr. Barnabei	Absent	Mr. Vasser	Yea

**Motion moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

**PART II**  
**GWTIDA**  
**ADVERTISING/PROMOTIONS**  
(Minutes from 5/18/23 Regular Board Meeting)

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

**REGULAR MEETING, THURSDAY, MAY 18, 2023**

**Part II – GWTIDA/Advertising and Promotions**

**A. Approval of Minutes**

**Mr. Bumbernick made a motion to approve the regular meeting Tourism minutes of April 20, 2023, second by Mr. Morey.**

**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	Absent
Mr. Barnabei	Yea via email	Mr. Vasser	Abstain

**Motion moved and approved.**

**B. Public Comment – None.**

**C. Executive Director's Report**

Mr. Amenhauser provided an update on the 4101 Boardwalk lease of the Monster Truck building with the City of Wildwood. The Greater Wildwood Hotel Motel Association (GWHMA) sub-lets with GWTIDA. All repairs fell on GWTIDA, and the GWHMA was not commercially responsible. The lease was red-lined and sent to the City of Wildwood for review. They are looking at extending agreements with new terms. The current lease expires in one year. Mr. Morey asked whether 5 years would be enough, to which Mr. Amenhauser replied that we cannot go beyond 7 years but can extend 5 years. Mr. Siciliano further explained. The condition of the building was discussed as being sub-par. It was agreed that the building could use a facelift. We used to get 5 events out of the building, however currently, we get 3 events.

Mr. Siciliano reviewed the Tourism Economics study. He discussed \$1.9 billion direct visitor spending, Cape May County was \$7.4 billion, and the Wildwoods were responsible for 26% economic impact for the county. There were 6,717 jobs direct against 30,352 direct jobs. The Wildwoods generated \$167 million in state and local taxes to the State of NJ. We are responsible for ¼ of jobs generated, economic impact and tax generated to state. The numbers do not reflect any lodging revenue in Diamond Beach area. Mr. Vasser asked what we spent, and that number is \$8,000. We should be able to get the same study at the state level. Encourage to pay to drill down numbers specifically and provide co-op opportunities at state level which could pay 50%, so it would only cost us \$4,000 to do the study. We could do it every year or every other year. Tourism Economics could be the indicator for the state, and hopefully next year the state can pay half. Mr. Byrne added that this is very powerful data for us.

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

Events Department Update – May 2023

Finance Department Update – May 2023

Marketing/Public Relations Update – May 2023

Ms. Dougherty stated that she attended a GWHMA Board Meeting, and got an update on the Spring Car Show, with 51 cars registered. Also, the Monster Truck Show on the beach is on track.

Ms. Carlino stated that we received the 1.85% tax collection numbers for March. We received \$27,000.00 in 2022. We are 207% ahead of plan (our 5-year average), and 130% ahead of 2022. Additional discussion on tax comparative, and rooms vs food, with the majority being on food and beverage. Are more hotels open year-round? Or earlier? Mr. Hamlin stated that more hotels are opening earlier. Mr. Morey also stated that booking procedures are changing. Mr. Vasser added that it is driven by rates across the state. Rates throughout are so much higher. State hotel taxes are up, and occupied rooms are down. Mr. Siciliano added that the trend is that food and beverage is adding percentage to overall number.

**Correspondence/Communication:** None.

**Motions:**

**Mr. Bumbernick made a motion to approve the Bill List in the amount of \$310,664.90, 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	Absent
Mr. Barnabei	Absent	Mr. Vasser	Yea

**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 Economic Impact report. Also discussed was the 75<sup>th</sup> Anniversary of the Tram Car and the Unlocking of the Ocean. Epsilon program with competitive conquering was discussed by Ben Rose. Individuals who visit Ocean City, MD will be served digital ads. This is a pilot program that will run for 3 months, end on June 30<sup>th</sup>, and has received over 3 million impressions.
- **Special Events:** Ms. Dougherty stated that the committee met and reviewed post event report for the Elks Easter Egg Hunt. This was approved and will return. Funding applications were also reviewed for: GWCOG Food & Music Festival, Run to Remember 5K (Memorial Day Weekend), Anglesea Pickleball Tournament, a new event in the first week of June, and Cape Express Beach Blast, which we will fund. Multi-year contracts for municipal support were discussed (police, boardwalk restrooms and Crest Bike Path were also discussed, and the committee will entertain a 3-year contract. An application for Irish Amateur Boxing is anticipated to be received in June. Total funding to date is \$804,250.00, with \$464,250.00 in event support. Ms. Dougherty stated that to date, TROG and Monster Truck

Weekend will be held on the same weekend – September 30<sup>th</sup> and October 1<sup>st</sup>. Update on bleachers was provided – Per the NJDEP, nothing can be stored on the beach starting this fall. The concept of collapsible bleachers was approved but is being researched. Mr. Belasco stated that all temporary structures need to be removed from the beach by October 31<sup>st</sup> in every municipality. There will be a storage problem for potential bleachers. Mr. Hamlin suggested storing bleachers on lots of hotels that are closed for the winter.

**Old Business – None.**

**New Business –** Mr. Vasser provided the board with a State of NJ update: 1) Thank you to all who attended TIA Tourism Advocacy Day in Trenton, the Wildwoods were well represented. 2) The state's Tourism Economics numbers were released last week. In 2022 we hit 98% of visitors from 2019. We had 114 million visitors in 2022 vs 116 million in 2019. Spending – we were at \$45 billion total state spend, which is 99% of 2019 levels. We are on a good path, and we hope that 2023 will show us that it exceeds those numbers. 3) International initiative-We hosted a Canadian group last week; a German group is here this week. Next week we will host a travel writer, Kathi Toogood, providing a lot of good publicity in the international market. 4) NJ was ranked 3<sup>rd</sup> in total growth last year for international arrivals. We have never been in the Top 10 so that's great news. 5) The division got approval to hire 6 new people this calendar year. We will hire a new Deputy Executive Director, as Anthony Minick is retiring, and we will also fill other open positions. Additional discussion ensued on reporting of number of visitors in the Wildwoods. We will follow up and report back to the board.

**Policies/Procedures – None.**

**Correspondence/Communication – None.**

**E. Executive Session – None.**

**F. Any matter of immediate attention**

Our next Board Meeting is scheduled for Wednesday, June 14, 2023 at 6 p.m. due to the Barefoot Country Music Fest being in town.

**G. Motion to Adjourn**

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

**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	Absent
Mr. Barnabei	Absent	Mr. Vasser	Yea

**Motion moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary