

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

**(Minutes from 2/15/24 Regular Board Meeting)**

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

**REGULAR MEETING, THURSDAY, FEBRUARY 15, 2024**

**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.

Mr. Greenland introduced and welcomed new board member Joseph Montello to the board and staff. Mr. Montello is a previous GWTIDA Board member, serving from October 2008 through February 2020. Mr. Montello fills the City of Wildwood business appointment opening previously held by Mr. Byrne.

Mr. Amenhauser administered the Oath of Office to Mr. Montello.

**Roll Call:**

Mr. Greenland	Present	Mr. Sciarra	Present
Mr. Bumberrick	Present	Mr. Morey	Absent
Mr. Barnabei	Present	Mr. Sattler	Present
Mr. Hamlin	Present	Mr. Montello	Present
Mr. Murray	Absent	Mr. Vasser	Present

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

**A. Approval of Minutes**

**Mr. Sattler made a motion to approve the regular meeting Operations minutes of January 18, 2024, second by Mr. Hamlin.**

**Roll Call:**

Mr. Greenland	Yea	Mr. Sciarra	Yea
Mr. Bumberrick	Abstain	Mr. Morey	Absent
Mr. Barnabei	Yea	Mr. Sattler	Yea
Mr. Hamlin	Yea	Mr. Montello	Abstain
Mr. Murray	Yea via email	Mr. Vasser	Yea

**Motion moved and approved.**

**B. Public Comment – None.**

**C. Executive Director's Report**

Included in the board packet were:

Administrative Update – February 2024  
ASM Update – February 2024  
DE North Update – February 2024  
Finance Update – February 2024

Housing Update – February 2024  
Sales Update – February 2024

Mr. Belasco discussed the meeting that was held with Rutgers. Attendees included Holly Nelson, Ruth Carll, Jen Sawyer, and the meeting was to discuss the beautification project of the flower beds/gardens along Ocean Avenue. Rutgers was very receptive and enthusiastic about the project, and they would like to be involved. Information was emailed and the attendees will share the idea with their superiors and get back to us. Mr. Greenland added that he is appreciative of the work done by Mr. Belasco on the project thus far. Mr. Sattler had questions on the project, which were answered by Mr. Belasco. We are hoping to start the project in 2025.

Mr. Greenland stated that he and Mr. Belasco met with NJSEA to inform them that the Montgomery Avenue lot has been removed from the City if Wildwood ROSI list. Since NJSEA President Paul Juliano and Chief of Staff Nick Mammano are new to the organization, they wanted additional documentation to review and familiarize themselves with the project. We are awaiting their response.

Ms. Springer stated that Lauren Pozzuolo has been hired as our new ASM Event Coordinator and started yesterday. Mr. Greenland complimented ASM on their continued effort to fill in open positions.

Mr. Greenland discussed the letters that were removed above the main entrance to the building. They were removed due to being a safety precaution, as the letters and frame were rusted out. We are obtaining estimates to replace the frame, and the letters are being refurbished and repainted in-house by our engineering and carpenter staff.

Ms. LaBounty stated that we have received tax collection numbers for December in the amount of \$168,775.02. The numbers came in 6% ahead of last year, and 31% ahead of the 5-year average. Mr. Belasco added that the December numbers were up from last year, ending the 3-month backslide.

Mr. Federici stated that Food & Beverage had a great start to February. Wrestling was 31% over 2023, and 20% over plan. This was the best wrestling event we have had since 2019. In addition, Volunteers in Medicine saw a huge increase, with a 50% jump in revenue over last year. The Dancing with the Local Celebrities event revenue was in line with 2022 revenue. Mr. Lynch added that Mr. Rose did an excellent job representing GWTIDA as a contestant.

Mr. Lynch reported that Wrestling Duals event is back to pre-Covid numbers. Also, our next open weekend is the last weekend in August. Over the next 7 weeks, with cheerleading, wrestling, AAU and Special Olympics, we expect to welcome 25,000 guests through the building, bringing an economic impact of \$3-\$4 million into the community. Mr. Greenland added Special Olympics to 2028. Also, wrestling has a 3-year hold in their contract.

**Motions:**

Discussion on Wildwoods Convention Center main entrance archway. Mr. Belasco stated that we are waiting for quotes to come back from iron works companies. If the quotes come in over the bid threshold, we would like to already have authorization to go out to bid if necessary so we can begin the bid process in a timely manner.

**Mr. Sciarra made a motion to authorize the Finance Manager to go out to bid to replace the Wildwoods Convention Center main entrance archway, second by Mr. Hamlin.**

**Roll Call:**

Mr. Greenland	Yea	Mr. Sciarra	Yea
Mr. Bumberrick	Yea	Mr. Morey	Absent
Mr. Barnabei	Yea	Mr. Sattler	Yea
Mr. Hamlin	Yea	Mr. Montello	Yea
Mr. Murray	Absent	Mr. Vasser	Yea

**Motion moved and approved.**

Discussion on Search Engine Optimization (SEO) services for the Wildwoods Convention Center. Mr. Belasco stated that we had an issue with our current contractor not completing certain tasks at all or in a timely manner. This caused us to look toward a new website maintenance and SEO provider. They came in above the bid threshold, so we now have to go out for RFP.

**Mr. Barnabei made a Motion to authorize the Finance Manager to go out for RFP for Search Engine Optimization (SEO) services for the Wildwoods Convention Center, second by Mr. Sattler.**

**Roll Call:**

Mr. Greenland	Yea	Mr. Sciarra	Yea
Mr. Bumberrick	Yea	Mr. Morey	Absent
Mr. Barnabei	Yea	Mr. Sattler	Yea
Mr. Hamlin	Yea	Mr. Montello	Yea
Mr. Murray	Absent	Mr. Vasser	Yea

**Motion moved and approved.**

**Correspondence/Communication: None.**

**D. Chairperson's Report**

Mr. Greenland reiterated meetings and conference calls held and attended throughout the month, as well as discussions with Mr. Belasco regarding ongoing items. Mr. Sattler had questions on the hotel project that were answered by Mr.

Greenland. Mr. Greenland and Mr. Belasco met with NJSEA via conference call last week. They seemed excited and asked for additional information and photos and will review the project to date. We will await their reply to move forward on the project and will keep the board apprised.

**Committee Reports:**

- o **Buildings and Grounds Committee:** Mr. Greenland stated that minutes of the Buildings & Grounds Committee meeting were included in the packet. Also, Mr. Greenland discussed the 5-year capital plan and study of our building. A quote was received from Czar engineering in the amount of \$9,500 and the committee decided to move forward with them for a structural analysis of the building. Other items discussed include roof panels, Wildwoods sign at front entrance, landscaping, and Exhibit Hall lights. We can save a great deal of money to replace our lights with LED. We will do the same for our parking lot lights. The new LED lights will be at least as bright as we have now. Ms. LaBounty added that our electric bill is currently approximately \$35,000 per month, and we would cut that bill in half by switching to LED lighting.

**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. Sattler.**

**Roll Call:**

Mr. Greenland	Yea	Mr. Sciarra	Yea
Mr. Bumbnick	Yea	Mr. Morey	Absent
Mr. Barnabei	Yea	Mr. Sattler	Yea
Mr. Hamlin	Yea	Mr. Montello	Yea
Mr. Murray	Absent	Mr. Vasser	Yea

**Motion moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

**PART II**  
**GWTIDA**  
**ADVERTISING/PROMOTIONS**  
(Minutes from 2/15/24 Regular Board Meeting)

**GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER  
REGULAR MEETING, THURSDAY, FEBRUARY 15, 2024**

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

**A. Approval of Minutes**

**Mr. Vasser made a motion to approve the regular meeting Tourism minutes of January 18, 2024, second by Mr. Hamlin.**

**Roll Call:**

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

**Motion moved and approved.**

**B. Public Comment – None.**

**C. Executive Director's Report**

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

Administrative Update – February 2024  
Events Department Update – February 2024  
Finance Department Update – February 2024  
Marketing/Public Relations Update – February 2024

Mr. Belasco stated that he and Mr. Rose are monitoring Bill S159. They were made aware of this through NJTIA and will allow for counties to apply for excess revenue/hotel motel occupancy tax. We would like to see GWTIDA eligible to apply for excess monies. Mr. Rose arranged a meeting with Senator Vince Polistina (sponsor of the bill) on Tuesday.

Mr. Belasco provided an update on the booking engine project. It is currently going well, meeting all goals, and we have a launch date in March. RIPE is in the process of contacting our hoteliers. We reminded all hotelier attendees who attended the GWHMA luncheon that they would be getting calls from RIPE in Salt Lake City, Utah. In addition, this project received the blessing of both the GWHMA and the GWCOG. Mr. Sattler had questions regarding the exclusion of VRBO's, which were answered by Mr. Belasco. Mr. Belasco stated that for the first round, we will be sticking with the definition of a hotel through front desk contact. However eventually, the VRBO's will be brought in.

Ms. Dougherty provided two updates to the board: 1) application for Crest event was received and reviewed, and 2) Within our GWTIDA funding contract for Special

Events, new language was added for our event promoters to use in tourism authority official handles on social media and postings.

Ms. LaBounty stated that we have received tax collection numbers for December. The 1.85% tax collections were \$32,573.99. This was 8% ahead of 2022 and 33% ahead of our plan. We are up in December, ending the 3-month down-streak for the year.

Mr. Rose stated that all creative assets will be ready for launch in 1 week. All other assets will launch in March. Also, we are working on a quarterly newsletter and editing articles, in hopes of sending out the newsletter in the next two weeks. It will be distributed to all board members prior to being distributed to the public. Mr. Sattler had questions on marketing allocation that were answered by Mr. Rose.

**Correspondence/Communication: None.**

**Motions:**

**Mr. Hamlin made a motion to approve the Bill List in the amount of \$63,614.07, second by Mr. Barnabei.**

**Roll Call:**

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

**Motion moved and approved.**

**Mr. Sattler made a motion to authorize the Finance Department to go out to bid for transportation services for the Wildwoods, May through September, second by Mr. Barnabei.**

**Roll Call:**

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

**Motion moved and approved.**

**D. Chairperson's Report**

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



### **Committee Reports:**

- **Advertising:** Mr. Hamlin stated that the committee met and reviewed options for enhancements of reservation process SEO/advertising/marketing. Two proposals were reviewed, we are off to a good start. Mr. Greenland added that the siding on the building where the Bobby Rydell Icon Wall is located, has blown off. The City of Wildwood and the Greater Wildwood Hotel Motel Association (GWHMA) are getting together to install a new roof and siding on the building. The City of Wildwood leases the building to us, and we lease it to GWHMA. Mr. Montello added that the lot next to the Chubby Checker Icon Wall has been sold, and the icon wall may be blocked in the future.
- **Special Events:** Mr. Bumbernick stated that the committee met and reviewed two applications: 1) Boots at the Beach will be held on Firemen's weekend, moved to Seapointe Pier, and now has moved onto the North Wildwood boardwalk. Funding was approved. 2) Crest Best was an event by DelMo Sports will not be happening this year. Another promoter will be replacing this one-day event on October 5<sup>th</sup>, and funding has been approved. There will be approximately 500 participants.

**Old Business** – None.

**New Business** – Mr. Vasser provided the board with a state update.

- New Jersey has won the bid for the World Cup Final. The economic impact for all of New Jersey will be tremendous. Due to events happening in Philadelphia, New York and New Jersey, people may be encouraged to stay awhile. There has been a lot of international interest in this event and outreaching to tour operators and groups, leading to a lot of additional publicity. Also, there was a top UK TV show, which featured Doo Wop architecture. It was a great piece showing what NJ is, and the UK office was thrilled.
- North to Shore Festival – 3 weekends of music, arts and technology, with locations in Newark, Asbury Park and Atlantic City. Spoke to promoter of Barefoot Country Music Fest (BCMF) regarding approaching the Governor's Office, to try to convince them that BCMF should be a part of the festival, with the benefit being additional marketing. We were successful in getting that done and are now waiting for a deal to be made. We were thrilled to help with that.
- A new resource tool - Zartico – which tracks where people are coming from and what they are doing. A report was conducted on Wildwood to see where our visitors come from, where they are going, what they are spending money on, and what attractions they are visiting. Mr. Belasco inquired whether or not the report can pinpoint specific events. It can and will include Barefoot Country Music Fest.

**Policies/Procedures** – None.

**Correspondence/Communication** – None.

- E. **Executive Session** – None.
- F. **Any matter of immediate attention**

Our next Board Meeting is scheduled for Thursday, March 21, 2024, at 6 p.m.

- G. **Motion to Adjourn**  
**Mr. Barnabei made a motion to adjourn, second by Mr. Montello.**

**Roll Call:**

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

**Motion moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary