

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

**(Minutes from 1/18/24 Regular Board Meeting)**

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

**REGULAR MEETING, THURSDAY, JANUARY 18, 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 Peter Sattler to the board meeting.

Mr. Scott DeWeese administered the Oath of Office to Mr. Sattler.

**Roll Call:**

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

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

**A. Approval of Minutes**

**Mr. Murray made a motion to approve the regular meeting Operations minutes of December 21, 2023, second by Mr. Vasser.**

**Roll Call:**

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

**Motion moved and approved.**

**B. Public Comment – None.**

**C. Executive Director's Report**

Included in the board packet were:

- Administrative Update – January 2024
- ASM Update – January 2024
- DE North Update – January 2024
- Finance Update – January 2024
- Housing Update – January 2024
- Sales Update – January 2024

Mr. Belasco discussed the letters above the main entrance to the building. Letters were removed on January 15<sup>th</sup>, as they posed a danger of falling due to rust. We are currently obtaining quotes for a new frame, which is also rusted out. The letters will be touched up and refurbished in-house in the coming weeks and will return.

Ms. LaBounty stated that we have received tax collection numbers for November in the amount of \$100,574.21. This is just under 17,000 behind, and overall 5% ahead of last year, and 30% ahead of plan through November 2023. Mr. Greenland had questions which were answered by Ms. LaBounty.

Mr. Federici stated that the Polar Plunge went very well. In addition, WildCon, which is in its second year, saw 1/3 of last year's revenues. This could be due to the front doors not being opened during the event as a safety precaution, because of the letters above the door not being taken down yet. This caused the plungers to not have to walk past the portable in the main lobby.

Mr. Lynch added that this year was the 15<sup>th</sup> year we have hosted the Polar Plunge, with over 1,000 plungers raising \$350,000. Due to flooding in our parking lot and on the beach from excessive rain, spectators were diverted to watch the event from our back deck. It was a fun afternoon and WildCon was a good fit for the weekend. In addition, we have events booked in the building through the 3<sup>rd</sup> week of October. Mr. Lynch added that we will be at or exceed pre-covid numbers this year.

**Motions:** None.

**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. 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. Also, we are looking into the Monster Truck building to see if we can get the Greater Wildwood Hotel Motel Association to fix some of the issues the building is having. GWHMA is responsible under the sub-lease of the building, and we are responsible to the City of Wildwood under the maintenance portion.

**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. Murray.

Roll Call:

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

**Motion moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

**PART II**  
**GWTIDA**  
**ADVERTISING/PROMOTIONS**  
(Minutes from 1/18/24 Regular Board Meeting)

**GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER  
REGULAR MEETING, THURSDAY, JANUARY 18, 2024**

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

**A. Approval of Minutes**

**Mr. Murray made a motion to approve the regular meeting Tourism minutes of December 21, 2023, second by Mr. Barnabei.**

**Roll Call:**

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

**Motion moved and approved.**

**B. Public Comment – None.**

**C. Executive Director’s Report**

Mr. Belasco welcomed Mr. Sattler to the board. We are happy to have him here and look forward to working with him.

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

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

Ms. Dougherty stated that Wildwood Crest previously submitted a funding application for a 5K and 10-mile run. Wildwood Crest will no longer be producing this event. It will possibly be promoted by another entity, and Ms. Dougherty will keep the board updated.

Ms. LaBounty stated that we have received tax collection numbers for November. The 1.85% tax collections were \$21,630.00. This was behind November 2022 by \$13,000 however, overall, we are ahead of 2022 by 7%. Mr. Vasser voiced his concerns with being behind 3 months in a row. Mr. Belasco replied that we were washed out in September, while November and December are more of a mystery. Mr. Hamlin added that the majority of hotels were open in fall over the last 3 years, however the demand is not there like we had before off-season. We do use a 5-year average.

Mr. Belasco highlighted the huge increase in tik tok followers. October and November showed pretty impressive figures. Thank you to Mr. Rose and Meghan Bakey in our Marketing Department, who is showing good progress.

**Correspondence/Communication:** None.

**Motions:**

**Mr. Hamlin made a motion to approve the Bill List in the amount of \$98,719.34, second by Mr. Barnabei.**

**Roll Call:**

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

**Motion moved and approved.**

Mr. Belasco discussed the Booking Engine project. Over the last few months, the Marketing, Finance and Housing Departments, as well as the GWTIDA Advertising Committee have been researching and working to choose a booking engine for our website. We will hopefully also be able to sell Morey's tickets, etc. on our site. The plan is to turn a guest's checklist into itinerary numbers. We have whittled down the companies to two. The Advertising Committee has chosen Ripe, Inc. and would like to recommend to the board that we move forward with them. This would be a 1-year contract and would be a nice partnership with the Greater Wildwood Hotel Motel Association. Mr. Hamlin added that this would be the beginning of a good synergy between GWTIDA and GWHMA. There will be an insignia that properties have been approved by the GWHMA. Mr. Belasco stated that this will give the Marketing Department a way to measure endeavors and see what develops into a closed sale. This would also save the consumer 25% for Expedia and Bookings.com.

**Mr. Hamlin made a motion to award a contract to Ripe, Inc. to provide lodging booking software and services for our website, Wildwoods nj.com, in an amount not to exceed \$36,000 for a period of one year, contingent upon Ripe, Inc. providing all necessary documentation, second by Mr. Murray.**

Mr. Vasser had questions which were answered by Mr. Belasco regarding other companies being looked at. Mr. Sattler asked about reference checks, to which Mr. Belasco replied that checks were conducted with several individuals and DMO's utilizing Ripe such as the Florida Keys and San Diego. We ran test runs and spoke with leaders in the industry and technology sector. Mr. Bruce thanked all of the staff and committee members who worked on this project. Nice work done by all.

**Roll Call:**

Mr. Greenland	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Yea	Mr. Morey	Absent
Mr. Hamlin	Yea	Mr. Sattler	Yea
Mr. Bumbernick	Absent	Mr. Vasser	Yea
Mr. Murray	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 discussed the results of the 2023 PR campaign and the upcoming 2024 campaign. The campaign includes more of the same, as well as expanding into influencers, bloggers and Fam Tours. An impressive presentation was given by Suasion Communications, who did an amazing job. Mr. Rose added that we received a lot of national exposure. Mr. Rose also discussed Partnership NJ – state tourism will expand into the European and Canadian market, including England and Germany. Great effort by Suasion Communications.
- **Special Events:** Ms. Dougherty stated that the committee met and reviewed post-event reports for 2023, and reviewed funding applications for 2024. New this year is the Shamrock Shuttle on March 9<sup>th</sup> and is free. North Wildwood Bar Owners Association submitted the application and will include bars and retail establishments. The shuttle will run from 2pm-10pm. The committee approved funding for this application. Total funding awarded to date is \$461,000, with an additional \$340,000 in event support, bringing our total to \$801,000.

**Old Business – None.**

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

- The American Bus Association marketplace was discussed. The state attended and the response to NJ from the bus and group travel companies was tremendous.
- In addition, the division is preparing for consumer show season, with its schedule bringing them to Chicago, Pittsburg, NYC, and the Philadelphia Flower Show.
- The state is meeting with DMO's coming up to start to plan the World Cup. The bid is currently between Dallas and Met Life Stadium. The event is set to take place in June and July of 2026. That will also be the 250<sup>th</sup> anniversary of the American Revolution, so we are looking forward to big push for NJ.

**Policies/Procedures – None.**

**Correspondence/Communication – None.**

**E. Executive Session – None.**

**F. Any matter of immediate attention**

Mr. Greenland stated that we are down one board member. Once the City of Wildwood appoints a new member, we can revisit committees.

Mr. Greenland stated that it is ironic that we swore in Mr. Sattler, who is filling the Wildwood Crest resident position left open by Bob Patterson. Please keep Bob and his family in your prayers, as today would have been his 86<sup>th</sup> Birthday.



Our next Board Meeting is scheduled for Thursday, February 15, 2024, at 6 p.m.

**G. Motion to Adjourn**

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

**Roll Call:**

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

**Motion moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary