

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

(Minutes from 4/18/24 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, APRIL 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.

Roll Call:

Mr. Greenland	Present	Mr. Morey	Present
Mr. Bumbernick	Absent	Mr. Sattler	Present
Mr. Barnabei	Present	Mr. Montello	Present
Mr. Hamlin	Present	Mr. Clunn	Present
Mr. Murray	Present	Mr. Vasser	Present

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

A. Approval of Minutes

Mr. Murray made a motion to approve the regular meeting Operations minutes of March 21, 2024, second by Mr. Morey.

Roll Call:

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

Motion moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

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

Mr. Frey stated that R.G Lee will start to seal the lots on Monday.

Ms. LaBounty stated that we have received tax collection numbers for February in the amount of \$168,598. This is 4% ahead of 2023 and 59% ahead of our plan. Mr.

Sattler had questions regarding inflation, which were answered by Ms. LaBounty and Mr. Belasco. Mr. Greenland added that February totals jumped 4% ahead of last year, and these are great numbers. Thank you to Ms. LaBounty.

Mr. Federici stated that Spirit Brands was 40% down in revenue, however this year was 39% up from plan. Casino Night went very well, and we were pleased with the bar revenue generated. The Business Expo also went well, was well attended, and we received high praise from the promoter.

Mr. Belasco stated that there were no updates to the Housing Department update. Mr. Greenland voiced his concerns regarding the Madison Resort not being open, and that we had to send 60 rooms to Cape May. Hopefully, the Madison Resort will be open and ready by next month.

Mr. Belasco stated that Mr. Lynch could not be at the meeting. It was noted that the NAACP has reached out for 2025, and they were thoroughly impressed with the Wildwoods Convention Center during their event this year. They highly complimented the staff and board. Mr. Greenland also mentioned that Cheerleading has expanded through 2029. This is great for the Wildwoods Convention Center and our island. In addition, wrestling has brought 5,000 people to the Wildwoods for their tournament. Ms. Springer stated that we are back to and exceeding pre-Covid numbers.

Motions: None.

Correspondence/Communication: Included in the packet was a thank you card from Joan Smith. Mr. Belasco stated that Joan is making progress in her recovery, and we look forward to having her back with us.

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:

- **Buildings and Grounds Committee:** Mr. Greenland stated that minutes of the Buildings & Grounds Committee meeting were included in the packet. A few items that Mr. Greenland highlighted include: 1) The committee toured certain sections of the building and will do so at each meeting moving forward. 2) Parking lot LED light samples will be installed at the wooden steps leading up to the boardwalk. 3) Ocean Avenue flower bed project – Rutgers is on board and excited about the project. Ruth Carll asked if she can apply for the grants and work on the budget for the project. Anticipated start date is 2025. 4) It was noted that 380 cubic yards of dirt and mulch was removed from the flower beds. 5) Irrigation pipes have been installed from Burk to Rio Grande Avenues. 6) Steiger sprayed the wildflowers as

discussed, which should have little to no maintenance. Mr. Greenland thanked Mr. Belasco for all his efforts on the flowerbed beautification project. Mr. Hamlin had questions that were answered by Mr. Belasco. As part of Rutgers landscaping curriculum, students will present plans, and have a real-world opportunity to work with us as their client, which is something they do not usually have the opportunity to do.

Old Business: None.

New Business: None.

Policies/Procedures: None.

Correspondence/Communication: None.

E. Executive Session – None.

F. Any matter of immediate attention – Mr. Greenland stated that now that we have a full board again, he hopes to reactivate some dormant committees. The Strategic Planning Committee will hopefully meet next week.

G. Motion to go into the GWTIDA/Advertising portion of the meeting.
Mr. Clunn made a motion to go into the GWTIDA portion of the meeting, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 4/18/24 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, APRIL 18, 2024

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

Mr. Sattler made a motion to approve the regular meeting Tourism minutes of March 21, 2024, second by Mr. Morey.

Roll Call:

Mr. Greenland	Yea	Mr. Morey	Yea
Mr. Bumberrick	Absent	Mr. Sattler	Yea
Mr. Barnabei	Yea	Mr. Montello	Yea
Mr. Hamlin	Abstain	Mr. Clunn	Yea
Mr. Murray	Yea	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 – April 2024
Events Department Update – April 2024
Finance Department Update – April 2024
Marketing/Public Relations Update – April 2024

Mr. Belasco stated that Ms. Dougherty organized an Elks meeting to discuss the Flags of Liberty event, which is scheduled for June 9th at 9am at the North Wildwood Sea Wall.

Mr. Dougherty stated that she attended the Business at the Beach Expo, and it was a great networking opportunity.

Ms. LaBounty stated that we have received tax collection numbers for February. The 1.85% tax collections were \$64,287.00. This was 7% ahead of January 2023 and 134% ahead of plan.

Mr. Greenland had questions regarding Ripe which were answered by Mr. Rose. We have 87 signed properties to date. The preliminary report shows that 5 reservations have been made, which have generated \$2,500 in revenue. Reports will be put into the Marketing Department updates, and we are excited about the metrics we are receiving.

Correspondence/Communication: None.

Motions:

Mr. Vasser made a motion to approve the Bill List in the amount of \$346,730.08, second by Mr. Clunn.

Roll Call:

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

Motion moved and approved.

Mr. Belasco stated that we would like to continue last year's Jitney service on the island. We went to bid, and AC Jitney Service won the bid. Resolutions were received from North Wildwood, Wildwood and Wildwood Crest, as the cost will be split 4 ways among GWTIDA and the 3 municipalities. The jitney route will remain the same. There was a request for a route extension, however we need to establish the current route for at least 3 years.

Mr. Clunn made a motion to award a contract for transportation services in the Wildwoods to AC Jitney Association in the amount of \$64,000.00 for a period of one year commencing on May 1, 2024 and ending on September 15, 2024, with two one-year options, based on the availability of funds, second by Mr. Murray.

Roll Call:

Mr. Greenland	Yea	Mr. Morey	Yea
Mr. Bumberrick	Absent	Mr. Sattler	Yea
Mr. Barnabei	Yea	Mr. Montello	Yea
Mr. Hamlin	Yea	Mr. Clunn	Yea
Mr. Murray	Yea	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:

- o **Advertising:** Mr. Hamlin stated that two companies will be bidding on the SEO contract, and there is a meeting scheduled for May 9th at 9am for the committee to hear presentations from the companies.
- o Mr. Greenland stated that there were questions regarding our event sign and a request by a local organization to have a charitable event added. The committee unanimously decided to not allow the charitable event to be added to the sign, and we will be continuing to follow the current sign policy we have in place, which includes events funded or sponsored by GWTIDA, or held in the Wildwoods Convention Center.

- **Special Events:** Ms. Dougherty stated that the committee did not meet this month, however a meeting was held with Flags of Liberty committee and Elks Lodge #1896, as stated earlier. The committee is on track with post-event reports. \$504,500 in special events funding has been awarded to date, and \$340,000 has been awarded for boardwalk police and restroom funding.

Old Business – None.

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

- The spring/summer state-wide ad campaign has been launched. We will have a takeover of NY/Penn Station from April 1st to May 5th. This will be great exposure, with over 61,000 people going through the facility.
- We have purchased a mobile NJ tourism bus, and will be attending a variety of festivals, including a sponsorship with the Baltimore Orioles and Nationals in Washington. Please look for the bus along the parkway, as we are excited about it. A suggestion was made to have the bus at our Unlocking of the Ocean on May 24th.

Policies/Procedures – None.

Correspondence/Communication – None.

E. Executive Session – None.

F. Any matter of immediate attention

Mr. Hamlin asked about the location of the Trump campaign rally on May 11th. The rally will take place at the same location at the Barefoot Country Music Fest, on the beach between Schellenger and Spicer Avenues.

Our next Board Meeting is scheduled for Thursday, May 16, 2024, at 6 p.m.

G. Motion to Adjourn

Mr. Barnabei made a motion to adjourn, second by Mr. Hamlin.

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary