

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

(Minutes from 3/21/24 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, MARCH 21, 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 Frank Clunn to the board and staff. Mr. Clunn fills the City of Wildwood business appointment opening previously held by Mr. Sciarra.

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

Roll Call:

Mr. Greenland	Present	Mr. Morey	Present
Mr. Bumbernick	Absent	Mr. Sattler	Present
Mr. Barnabei	Present	Mr. Montello	Present
Mr. Hamlin	Absent	Mr. Clunn	Present
Mr. Murray	Present	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 February 15, 2024, second by Mr. Vasser.

Roll Call:

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

Motion moved and approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

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

Mr. Belasco informed the board that Joan Smith, ASM security desk, fell and broke her arm. We wish her a speedy recovery and return to work soon.

Mr. Belasco stated that he and Mr. Greenland met with Joe Lomax, environmental consultant on the hotel project. Joe supplied us with documents, we spoke with President Juliano and Chief of Staff and sent information to them for review. NJSEA hopes to have a reply to us prior to our next board meeting. Joe Lomax will make an application to NJDEP for a CAFRA permit, and we will submit our vision to the DEP.

Mr. Frey stated that the marquee at Rio Grande and Ocean Avenues has been removed and a new sign has been installed. The Earthcam will be up and running tomorrow, and our W logo will be added at the top of the pole.

Ms. LaBounty stated that we have received tax collection numbers for January in the amount of \$135,933. This is slightly down by 22,000 however ahead of plan. Mr. Sattler and Mr. Vasser had questions, which were answered by Ms. LaBounty and Mr. Belasco. Our plan was to receive \$107,965, and we received \$135,933. This is 26% ahead of plan.

Mr. Greenland had questions regarding Varsity Cheer, which were answered by Mr. Federici. The bid will be coming back next year, so we anticipate increased numbers as in the past.

Mr. Lynch stated that Special Olympics Basketball Tournament will be held this weekend and invited the board to stop and see the event. Mr. Clunn added that he has been a referee for 15 years and this is really a great event. The teams play at various locations throughout the island.

Motions:

Discussion on landscaping services at the Wildwoods Convention Center. We obtained three quotes. Our current landscaper being the lowest and we are happy with his services.

Mr. Morey made a motion to award a contract for landscaping services at the Wildwoods Convention Center for a period of one year to Steiger's Lawncare, LLC in the amount of \$36,700, with a 60-day out-clause, commencing on January 1, 2024 and ending on December 31, 2024, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

Discussion on Wildwoods Convention Center truss above our main entrance doors. Two bids were received. Engineers are working in-house to repair the lights in the letters, sand and paint. Lighting is being switched out to LED lights. Mr. Sattler had questions which were answered by Mr. Greenland. We will see a savings of approximately \$14,000.

Mr. Barnabei made a motion to award a contract to Accent Fence in the amount of \$169,000 for a period of one year, for fabrication and installation of a truss above the main entrance doors of the Wildwoods Convention Center, 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	Absent	Mr. Clunn	Yea
Mr. Murray	Yea	Mr. Vasser	Yea

Motion moved and approved.

Discussion on QPA purchases and bid threshold. The proposed motion would allow Ms. Carlino, Finance Manager and QPA to award contracts below the bid threshold, which is currently \$44,000.

Mr. Murray made a motion to authorize the Qualified Purchasing Agent (QPA) to make awards for purchases, contracts, and/or agreements when such are below the bid threshold pursuant to Local Public Contracts Law, second by Mr. Vasser.

Roll Call:

Mr. Greenland	Yea	Mr. Morey	Yea
Mr. Bumbernick	Absent	Mr. Sattler	Yea
Mr. Barnabei	Yea	Mr. Montello	Yea
Mr. Hamlin	Absent	Mr. Clunn	Yea
Mr. Murray	Yea	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. 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. A few items that Mr. Greenland highlighted include: 1) We are trying to install additional electric in the area of the Wildwoods sign so we can increase our decorations for Christmas. 2) Mr. Belasco suggested spraying wildflower seed in our flowerbeds along Ocean Avenue, to which the Buildings & Grounds Committee agreed, at a cost of \$2,900. Mr. Frey is looking into adding additional sprinkler lines. 3) We are obtaining new pricing on solar panels and we hope to see a nice reduction in our electric bill in the future. Our current solar company has been non-responsive.

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, committees will be reviewed. Mr. Greenland will be contacting board members to further discuss.

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. Murray.

Roll Call:

Mr. Greenland	Yea	Mr. Morey	Yea
Mr. Bumbernick	Absent	Mr. Sattler	Yea
Mr. Barnabei	Yea	Mr. Montello	Yea
Mr. Hamlin	Absent	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 3/21/24 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, MARCH 21, 2024

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

Mr. Sattler made a motion to approve the regular meeting Tourism minutes of February 15, 2024, second by Mr. Montello.

Roll Call:

Mr. Greenland	Yea	Mr. Morey	Abstain
Mr. Bumbernick	Yea via email	Mr. Sattler	Yea
Mr. Barnabei	Yea	Mr. Montello	Yea
Mr. Hamlin	Absent	Mr. Clunn	Abstain
Mr. Murray	Abstain	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 – March 2024
Events Department Update – March 2024
Finance Department Update – March 2024
Marketing/Public Relations Update – March 2024

Mr. Belasco stated that the booking engine project is on schedule for a launch date of April 1st. RIPE is building pages and sending them out to all hoteliers. It is coming along well and we are waiting for the website developer to add widgets to all the pages. We will also be sharing the widgets with partners. Mr. Sattler had questions that were answered by Mr. Rose. We can send the link. In addition, attractions will also be able to be booked on the widget in the future as well. Mr. Belasco thanked the marketing staff, the Greater Wildwood Chamber of Commerce and the Greater Wildwood Hotel Motel Association for their support. Mr. Greenland added that he attended a North Wildwood TDC Meeting where this was discussed, and we are hoping that hotels will keep their rates down this year. There is some excitement surrounding this program. Mr. Rose added that this is a service that we are offering to hotels free of charge.

Ms. Dougherty provided two updates to the board: 1) the Calendar of Events has been printed and is in circulation. It was distributed to the board, and the laminated calendar is available to take. New this year is a panel for a free family vacation with a QR code to enter.

Ms. LaBounty stated that we have received tax collection numbers for January. The 1.85% tax collections were \$66,964.00. This was \$3,500 ahead of January 2023 and our plan was to receive \$30,981. The numbers came in 116% ahead of plan and 6% ahead of 2023. Mr. Clunn had questions which were answered by Ms. LaBounty. The 1.85% tax is for all hotel and motel rentals, including short-term rentals. Mr. Vasser added that food and beverage has been the weakest state-wide.

Mr. Rose discussed affordable vacations in the Wildwoods. Mr. Sattler had questions which were answered by Mr. Rose. Mr. Clunn commented on having businesses working together, which would help the whole island. Having one place where people could book several aspects of their vacations, not just room rentals. Mr. Belasco stated that our goal with the booking engine is to turn one's itinerary into a call-to-action purchase. We are starting with hotels, however that is only phase one. Eventually, our end goal is to create an all-inclusive feel. Mr. Rose also reported that Ripe will be meeting with Barefoot Country Music Fest tomorrow to try to allow guests to book concert tickets. Mr. Morey had questions on BCMF ticket sales, to which Mr. Rose replied that sales are well ahead of last years numbers.

Correspondence/Communication: Included in the board packet was a thank you letter from the City of North Wildwood for our support for North Wildwood's application for Boardwalk Preservation Fund. North Wildwood will receive \$10.2 million in funding for their boardwalk, and work will begin in late September or early October. Wildwood boardwalk construction is moving along nicely and is ahead of schedule. Mr. Sattler had questions regarding beach erosion in North Wildwood and its impact on tourism, which were answered by Mr. Rose.

Motions:

Mr. Murray made a motion to approve the Bill List in the amount of \$304,177.73, 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	Absent	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. Rose stated that the committee did not meet this month. The next meeting is scheduled for Thursday, April 18th.

- **Special Events:** Ms. Dougherty stated that the committee met and reviewed post event reports and approved returning event applications and one new event application for the Hereford Inlet Lighthouse 150th Birthday Celebration on May 11th. The Hereford Inlet Lighthouse is also the oldest building on the island. In addition, the City of Wildwood has changed an ordinance which will result in lower fees for event permit applications and event permits.

Old Business – None.

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

- The Division of Travel & Tourism will be moving back to their previous location, 225 West State Street, 3rd Floor. The board member contact sheet will be updated and distributed.
- We are working through the budget process. Thanks to the World Cup, we will be given extra money to be able to spread out more broadly.
- The division is happy with international success.

Policies/Procedures – None.

Correspondence/Communication – None.

E. Executive Session – None.

F. Any matter of immediate attention

Mr. Greenland stated that he will be contacting board members to discuss committees.

Our next Board Meeting is scheduled for Thursday, April 18, 2024, at 6 p.m.

G. Motion to Adjourn

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary