

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

(Minutes from 5/16/24 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, MAY 16, 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 | Absent |
| Mr. Bumbernick | Present | Mr. Sattler | Present |
| Mr. Barnabei | Present | Mr. Montello | Absent |
| Mr. Hamlin | Present | Mr. Clunn | Present |
| Mr. Murray | Absent | Mr. Vasser | Absent |

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

A. Approval of Minutes

The regular meeting Operations minutes of April 18, 2024 could not be approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

Administrative Update – May 2024

ASM Update – May 2024

DE North Update – May 2024

Finance Update – May 2024

Housing Update – May 2024

Sales Update – May 2024

Mr. Belasco stated that there was discussion in the Buildings and Grounds Committee meeting regarding the dumpster that is placed in our lot during the summer season. Options were provided to the committee, and ASM will have an operations staff member dedicated to keeping the grounds in a satisfactory manner. They will be a licensed individual, who will operate the gator with a trailer. This is all within the budget and we will eliminate the dumpster and save on rental, in addition to gaining 2 parking spots back.

Ms. LaBounty stated that we have received tax collection numbers for March in the amount of \$218,019.83. This is 15% ahead of 2023 through March and \$58,000 over March 2023. This is a great start to our season. Parking is also ahead of last year.

Mr. Federici stated that the role of Concessions Manager has been filled by Daniella Claxton, who started on April 29th. An update was also provided on food & beverage events: Tournament of Bands went very well, with a 20% increase over last year's revenue. The CMC Technical High School prom saw a 60% increase in revenue over last year, as they added more food and beverage. Seashore Food Show was shortened this year and was 12% down in their numbers. Spirit Brands went very well and saw a 19% increase over last year. The CMC Prosecutors events generated a nice unplanned revenue.

Mr. Lynch stated that the Tournament of Bands participation and attendance numbers are back to pre-covid numbers. This event saw 4,700 students, staff and volunteers, and generated \$2.4 million in economic impact to our island. Great job to all staff. Mr. Lynch pointed out that the organizers were happy with the staff and Kaileigh Kita in particular. Mr. Lynch stated that the NJ Methodists convention will begin on Monday and last 3 days. This event generated a lot of food & beverage. This year, after the NJ event, the PA Methodists will hold their convention here.

Mr. Hamlin suggested that we send something out to motels stating the importance of the Tournament of Bands. Mr. Clunn suggested that we send to all business, and not just hotels. Mr. Belasco stated that we will certainly send an email to the business community.

Motions:

Mr. Belasco stated that the Finance Committee met and reviewed our parking lot operations. The committee recommends that the parking lot fees be increased from \$7 per day to \$10 per day, increasing when needed in increments of \$5, with a maximum of \$50 under certain circumstances, as decided by our parking manager.

Mr. Clunn made a motion to authorize an increase of minimum on parking lot fees at the Wildwoods Convention Center from \$7 per day to \$10 per day, increasing when needed in increments of \$5, with a maximum of fifty dollars (\$50) under certain circumstances as decided by our Parking Manager, second by Mr. Sattler.

Roll Call:

| | | | |
|----------------|--------|--------------|--------|
| Mr. Greenland | Yes | Mr. Morey | Absent |
| Mr. Bumbernick | Yes | Mr. Sattler | Yes |
| Mr. Barnabei | Yes | Mr. Montello | Absent |
| Mr. Hamlin | Yes | Mr. Clunn | Yes |
| Mr. Murray | Absent | Mr. Vasser | Absent |

Motion moved and approved.

Correspondence/Communication: Included in the packet was a thank you letter from the Tournament of Bands.

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. Mr. Greenland explained how the building is funded. Mr. Sattler had some questions on funding, which were answered by Ms. LaBounty.
- o **Finance Committee:** Mr. Greenland stated that minutes of the Finance Committee meeting were included in the packet. Items discussed included parking lot rates, Class II officers, status of audit, and Monster Truck building.

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. Sattler made a motion to go into the GWTIDA portion of the meeting, second by Mr. Hamlin.**

Roll Call:

| | | | |
|----------------|--------|--------------|--------|
| Mr. Greenland | Yes | Mr. Morey | Absent |
| Mr. Bumbernick | Yes | Mr. Sattler | Yes |
| Mr. Barnabei | Yes | Mr. Montello | Absent |
| Mr. Hamlin | Yes | Mr. Clunn | Yes |
| Mr. Murray | Absent | Mr. Vasser | Absent |

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 5/16/24 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, MAY 16, 2024

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The regular meeting Tourism minutes of April 18, 2024 could not be approved.

B. **Public Comment** – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

Administrative Update – May 2024

Events Department Update – May 2024

Finance Department Update – May 2024

Marketing/Public Relations Update – May 2024

Mr. Belasco stated that he and GWTIDA staff attended the Cape May County Tourism Conference, where a presentation was given by Diane Weiland. Mr. Rose attended Tourism Advocacy Day, which was held on the same day in Trenton.

Mr. Dougherty stated that she was scheduled to participate in a Lunch and Learn session on May 13th, where she was set to provide information for June parades. This interview was rescheduled for this upcoming week. In addition, the Unlocking of the Ocean will be held on Friday at Noon. Please RSVP if you have not already done so. We are looking forward to the event.

Ms. LaBounty stated that we have received tax collection numbers for March. The 1.85% tax collections were \$102,355.54. This was \$39,000 over last March, and 26% ahead of 2023.

Correspondence/Communication: Included in the packet was a thank you letter from the Cape May County Chamber of Commerce. We continue to have a great partnership with them. They were happy with a very well attended Business at the Beach event this year and intend to return next year.

Motions:

Mr. Clunn made a motion to approve the Bill List in the amount of \$292,438.10, second by Mr. Barnabei.

Roll Call:

| | | | |
|----------------|--------|--------------|--------|
| Mr. Greenland | Yes | Mr. Morey | Absent |
| Mr. Bumbernick | Yes | Mr. Sattler | Yes |
| Mr. Barnabei | Yes | Mr. Montello | Absent |
| Mr. Hamlin | Yes | Mr. Clunn | Yes |
| Mr. Murray | Absent | Mr. Vasser | Absent |

Motion moved and approved.

Mr. Belasco stated that we would like to go into Executive Session to discuss a contractual matter regarding AC Jitney Service.

Mr. Sattler made a motion to go into closed session for the reason of discussing possible litigation in connection with pending legislation and any matter the disclosure of which constitutes an unwarranted invasion of privacy, such as personnel matters, any matters involving the purchase lease or acquisition of real property with public funds, any pending litigation or contract negotiation other than covered by subsection (4) in which the body may become a party, any matter falling within Attorney/Client privilege, to the extent that confidentiality is required in order for the Attorney/Client to exercise his ethical duties as a lawyer and that after discussion are therefore no longer sensitive, the results of the discussions may be disclosed to the public following the adoption of a motion authorizing such disclosure by the Authority, second by Mr. Clunn.

Roll Call:

| | | | |
|----------------|--------|--------------|--------|
| Mr. Greenland | Yes | Mr. Morey | Absent |
| Mr. Bumbernick | Yes | Mr. Sattler | Yes |
| Mr. Barnabei | Yes | Mr. Montello | Absent |
| Mr. Hamlin | Yes | Mr. Clunn | Yes |
| Mr. Murray | Absent | Mr. Vasser | Absent |

Motion moved and approved.

Mr. DeWeese stated that in Executive Session, the Board discussed a procedural matter as it relates to the AC Jitney Association contract. Mr. DeWeese further stated that an actual in-person vote must be taken at this board meeting.

Mr. Bumbernick made a motion to award a contract for transportation services in the Wildwoods to AC Jitney Association in the amount of \$65,200.00 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. Sattler.

Roll Call:

| | | | |
|----------------|--------|--------------|--------|
| Mr. Greenland | Yes | Mr. Morey | Absent |
| Mr. Bumbernick | Yes | Mr. Sattler | Yes |
| Mr. Barnabei | Yes | Mr. Montello | Absent |
| Mr. Hamlin | Yes | Mr. Clunn | Yes |
| Mr. Murray | Absent | Mr. Vasser | Absent |

Motion moved and approved.

Mr. Belasco stated that we received RFP's from two companies – Tempest and Sparkable for Search Engine Optimization (SEO) services for GWTIDA. These were reviewed by the Advertising Committee, and it is the recommendation of the

Advertising committee to move forward with Tempest. Based on the results, Tempest was the winner of the contract. Further discussion ensued on the matter. Mr. Sattler had questions that were answered by Mr. Belasco, Mr. Hamlin and Mr. Rose. Performance will be closely measured.

Mr. Clunn made a motion to award a contract for Search Engine Optimization (SEO) services for the Greater Wildwoods Tourism Improvement and Development Authority and the Wildwoods Convention Center to Tempest, in the amount of \$144,000, for a 3-year period, beginning on June 1, 2024 and ending on June 1, 2027, with one two-year options, based on the availability of funds, second by Mr. Sattler.

Roll Call:

| | | | |
|----------------|--------|--------------|--------|
| Mr. Greenland | Yes | Mr. Morey | Absent |
| Mr. Bumbernick | Yes | Mr. Sattler | Yes |
| Mr. Barnabei | Yes | Mr. Montello | Absent |
| Mr. Hamlin | Yes | Mr. Clunn | Yes |
| Mr. Murray | Absent | Mr. Vasser | Absent |

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 the committee reviewed two companies that bid on the SEO contract and recommended an award of contract to Tempest. Thank you to the Marketing staff.
- o **Special Events:** Mr. Bumbernick stated that the committee met and reviewed 3 post event reports. One was for an event that did not occur – Oversand Expo. This is an image event and marketing was done. The event, however was cancelled due to lack of interest. The promoter did expend some marketing dollars prior to the event.
- o In addition, the committee will be reviewing their event funding document and guidelines.
- o It was reported that the Easter Egg hunts were a big success this year.
- o Funding applications were reviewed for several events including neon night tours, Wildwood Christmas Spectacular, First Mudrun and Family Holiday Bonfire on the Beach.
- o Mr. Hamlin inquired about changing the 50's weekend to an 80's weekend. It was reiterated that that event is run by the Greater Wildwood Chamber of Commerce (GWCOG), and we only rent the building space to them. GWCOG funding was further discussed. Ms. LaBounty explained that if they only had a concert in the building, they would not receive funding from us. They got funding because they have a day festival in Fox Park.
- o Mr. Sattler asked if this should be discussed in the Strategic Planning Committee. It was stated to Mr. Sattler that the above matters are Special Events Committee matters.

- Mr. Rose stated that there is a high level of interest from travel writers on Doo Wop Architecture.
- **Strategic Planning:** Mr. Greenland stated that the committee met in April. Mr. Belasco added that a discuss was had with the City of Wildwood (COW) regarding the COW painting the Leaming Avenue pumping station in exchange for our carpentry staff painting the beachballs at Cresse Avenue at the end of the boardwalk, which are owned and have been maintained by the COW. It was agreed that the COW would take over the pump station and we would sandblast and paint the COW beachballs at Cresse Avenue as stated above.

Old Business – None.

New Business – None.

Policies/Procedures – None.

Correspondence/Communication – None.

E. Executive Session – See above.

F. Any matter of immediate attention

Mr. Greenland asked that the board and staff keep John Siciliano and his family in your prayers, as John's Mother has passed. We did send flowers on behalf of the GWTIDA Board, Staff and Wildwoods Convention Center.

Mr. Greenland mentioned that the Wildwoods saw great exposure due to the Trump Rally held on the beach in Wildwood. It was a great weekend, and the event generated 195 news stories worldwide.

Our next Board Meeting is scheduled for Wednesday, June 19, 2024, at 6 p.m. due to the Barefoot Country Music Festival being in town.

G. Motion to Adjourn

Mr. Sattler made a motion to adjourn, second by Mr. Clunn.

Roll Call:

| | | | |
|----------------|--------|--------------|--------|
| Mr. Greenland | Yes | Mr. Morey | Absent |
| Mr. Bumbernick | Yes | Mr. Sattler | Yes |
| Mr. Barnabei | Yes | Mr. Montello | Absent |
| Mr. Hamlin | Yes | Mr. Clunn | Yes |
| Mr. Murray | Absent | Mr. Vasser | Absent |

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary