

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

**(Minutes from 7/18/24 Regular Board Meeting)**

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

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

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

A. Approval of Minutes

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

Roll Call:

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

**Motion moved and approved.**

**Mr. Barnabei made a motion to approve the regular meeting Operations minutes of May 16, 2024, second by Mr. Clunn.**

Roll Call:

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

**Motion moved and approved.**

B. **Public Comment – None.**

**C. Executive Director's Report**

Included in the board packet were:

- Administrative Update – June/July 2024
- ASM Update – June/July 2024
- DE North Update – June/July 2024
- Finance Update – June/July 2024
- Housing Update – June/July 2024
- Sales Update – June/July 2024

Ms. LaBounty stated that we have received tax collection numbers for May in the amount of \$625,000. This is 10% ahead of 2023 through March and 49% ahead of plan (5-year average). Mr. Greenland added that our parking lots are doing great. We are ahead of last year, taking in 346,000 last year and 431,000 this year, to date, which is a 31.5% increase over last year.

Mr. Greenland stated that the Nj State Elks convention committee complimented the convention center staff, ASM, food and beverage, Megan Dougherty's assistance with their parades, and they were very appreciative of Lou's welcome speech at the start of their convention.

Mr. Belasco stated that the Madison Resort and Vibes formerly Binns and Bonito are nice additions to our island. Also the United Methodists, who meet in May, generated 1,012 room nights, which is great for the Wildwoods.

Mr. Lynch stated that June and July were very busy. Thank you to all the staff – ASM and DE North. Also, congratulations to Lou, now having been with us for 1 year. Mr. Sattler had questions on entertainment which were answered by Mr. Lynch. Mr. Lynch discussed entertainment bookings in the building and stated that the only pieces of entertainment that have made money in the building are WWE and Globetrotters. Mr. Lynch reported that 2025 Spirit Brands Cheer has signed on for 8 weekends.

**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:**

- **Buildings and Grounds Committee:** Mr. Greenland stated that minutes of the Buildings & Grounds Committee meeting were included in the packet. Mr. Greenland discussed the timetable of the Rutgers landscaping project. It was also reported that the wildflowers are doing much better with our groundskeepers' efforts and are looking great. Mr. Belasco will reach out to Ruth Carll.

**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. Murray.**

**Roll Call:**

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

**Motion moved and approved.**

Respectfully,



Frances Feketics  
Board Secretary

**PART II**  
**GWTIDA**  
**ADVERTISING/PROMOTIONS**  
(Minutes from 7/18/24 Regular Board Meeting)

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

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

**A. Approval of Minutes**

**Mr. Clunn made a motion to approve the regular meeting Tourism minutes of April 18, 2024, second by Mr. Sattler.**

**Roll Call:**

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

**Motion moved and approved.**

**Mr. Barnabei made a motion to approve the regular meeting Tourism minutes of May 16, 2024, second by Mr. Clunn.**

**Roll Call:**

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

**Motion moved and approved.**

**B. Public Comment – None.**

**C. Executive Director's Report**

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

- Administrative Update – June/July 2024
- Events Department Update – June/July 2024
- Finance Department Update – June/July 2024
- Marketing/Public Relations Update – June/July 2024

Mr. Belasco stated that the Curley's Celebrations was cancelled due to inclement weather and we are awaiting a new date.

Mr. Greenland complimented the GWTIDA staff on attending various grand openings of new businesses on the island. It is important that GWTIDA be involved in attending, and he appreciates the support we are providing.

Ms. LaBounty stated that we have received tax collection numbers for May. The 1.85% tax collections were \$255,000. This was 23% ahead of 2023 and 87% ahead of plan. We are in a great place.

**Correspondence/Communication:** Included in the packet was a thank you letter from John Siciliano, a thank you letter from the Marbles Tournament for GWTIDA's contributions, and a thank you letter from the Marbles Tournament for Megan Dougherty's assistance with the tournament.

Ms. Dougherty stated that the Baby Parade is coming up on July 31st, and registration is free for kids 12 and under.

Mr. Sattler complimented Mr. Lynch on including the National Marbles Tournament winners at the Barefoot Country Music Fest.

Mr. Greenland discussed Memorial Day Weekend and safety on the boardwalk. Meetings were held and it was decided by the City of Wildwood that the boardwalk would be shut down. Upon review of the weekend, the City of Wildwood decided to take a pro-active approach for next year, and it will be publicized that legal action may be taken if kids are found unsupervised. Curfew may be implemented in the future, as well as publicized enforcement actions.

**Motions:**

**Mr. Sattler made a motion to approve the Bill List in the amount of \$379,794.59, second by Mr. Murray.**

**Roll Call:**

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

**Motion moved and approved.**

Mr. Belasco stated that our contract with A, B and C will be expiring, and we will need to renew a contract for Advertising and Media Services for GWTIDA. They are doing a good job; however, we need to go out to RFP.

**Mr. Clunn made a motion to authorize the Finance Manager to go out to bid for RFP for Advertising and Media Services for the Greater Wildwoods Tourism Improvement and Development Authority, second by Mr. Murray.**

**Roll Call:**

Mr. Greenland	Yes	Mr. Morey	Absent
Mr. Bumbernick	Absent	Mr. Sattler	Yes
Mr. Barnabei	Yes	Mr. Montello	Yes
Mr. Hamlin	Absent	Mr. Clunn	Yes
Mr. Murray	Yes	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:**

- **Advertising:** Mr. Hamlin stated that Advertising Committee meeting was postponed until July 25<sup>th</sup>.
- **Special Events:** Ms. Dougherty reported that the committee met and reviewed post event reports and funding applications, and funding total to date is \$535,000.
- **Strategic Planning:** Mr. Greenland stated that the committee met in May. Discussions were had with the City of Wildwood (COW), and it was determined that the COW would paint the pump station and we would sandblast and paint the COW beachballs at Cresse Avenue. Also, icon walls will be discussed after Labor Day. Mr. Greenland also reported that a new roof was installed on the Monster Truck building. There is no time schedule for replacing the siding yet.

**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 stated that our next Board Meeting is scheduled for Thursday, August 15, 2024, at 6 p.m. and is our annual Re-Organization meeting, immediately followed by our Regular Board Meeting. Please make every attempt possible to attend.

Mr. Greenland also stated that we will revisit our 2025 GWTIDA Board Meeting schedule in November.

G. **Motion to Adjourn**

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

**Roll Call:**

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

**Motion moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary