

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

(Minutes from 8/15/24 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, AUGUST 15, 2024

**Part I - OPERATIONS
GWTIDA as agent for NJSEA**

Call to Order: The Meeting was called to order by Mr. Greenland at 6:15 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	Present	Mr. Sattler	Present
Mr. Barnabei	Present	Mr. Montello	Present
Mr. Hamlin	Present	Mr. Clunn	Absent
Mr. Murray	Present	Mr. Vasser	Present

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

A. Approval of Minutes

Mr. Sattler made a motion to approve the regular meeting Operations minutes of July 18, 2024, second by Mr. Murray.

Roll Call:

Mr. Greenland	Yea	Mr. Morey	Yea
Mr. Bumbernick	Yea	Mr. Sattler	Yea
Mr. Barnabei	Yea	Mr. Montello	Yea
Mr. Hamlin	Yea	Mr. Clunn	Absent
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 – August 2024

ASM Update – August 2024

DE North Update – August 2024

Finance Update – August 2024

Housing Update – August 2024

Sales Update – August 2024

Mr. Belasco stated that we received rebate approval from Atlantic City Electric to replace the bulbs in our parking lot lights and inside the building. We will sign the necessary documents and submit them, and then work will begin in-house.

Ms. LaBounty stated that we have received 2% tax collection numbers for June in the amount of \$1,424,079.30. This is \$36,897.00 more than 2023, and 6% ahead of last year. It was noted that June's weather was much better than last year.

Mr. Federici reported that the Tattoo Show did very well this year, although revenues were slightly under plan. Last year was their highest grossing show.

Mr. Lynch stated that the bookings for next year are looking great!

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. It was noted that additional electrical connections have been set for Christmas lights around the Wildwoods Sign area.

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. Vasser.**

Roll Call:

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

Motion moved and approved.

Respectfully,

A handwritten signature in cursive script that reads "Frances Feketics". The signature is fluid and elegant, with the first name and last name clearly distinguishable.

Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 8/15/24 Regular Board Meeting)

**GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER
REGULAR MEETING, THURSDAY, AUGUST 15, 2024**

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

Mr. Sattler made a motion to approve the regular meeting Tourism minutes of July 18, 2024, second by Mr. Hamlin.

Roll Call:

Mr. Greenland	Yea	Mr. Morey	Yea
Mr. Bumbernick	Yea	Mr. Sattler	Yea
Mr. Barnabei	Yea	Mr. Montello	Yea
Mr. Hamlin	Yea	Mr. Clunn	Absent
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 – August 2024
- Events Department Update – August 2024
- Finance Department Update – August 2024
- Marketing/Public Relations Update – August 2024

Mr. Belasco stated that Curley's 50th Birthday celebration was postponed due to inclement weather until this Friday.

Ms. Dougherty stated that December Restaurant Weeks are 10 days, taking place from November 29th through December 8th. Also, the Greater Wildwood Chamber of Commerce will make it clear on their website which restaurants will be open 7 days per week vs. which restaurants will be open weekends only that week. Mr. Greenland added that there are a lot of great events coming up and the Holiday Steering Committee will begin to meet with organizations to start getting ready for the island-wide holiday events to make them bigger and better for this year.

Ms. LaBounty stated that we have received tax collection numbers for June in the amount of \$526,572.74. This is slightly lower than 2023, and just under \$61,000 behind last June, however we are still 4% ahead of 2023, and we are in a great place. Food and beverage is up, and hotels are down.

Mr. Rose stated that the advertising committee discussed the 2025 Advertising campaign. RFPs generated 3 responses, and presentations will be scheduled. Additional discussion ensued on RIPE, which we have 158 properties connected to at this time.

Correspondence/Communication: None.

Motions:

Mr. Vasser made a motion to approve the Bill List in the amount of \$200,098.86, second by Mr. Morey.

Roll Call:

Mr. Greenland	Yea	Mr. Morey	Yea
Mr. Bumbernick	Yea	Mr. Sattler	Yea
Mr. Barnabei	Yea	Mr. Montello	Yea
Mr. Hamlin	Yea	Mr. Clunn	Absent
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. Mr. Greenland stated that we lost two previous GWTIDA board members over the last month – Jack Morey and Al Brannen. Jack was a major influence on many projects on the island including the Rio Project and the beach balls and Wildwoods sign. He was a visionary, and we ask that you keep the Morey family in your prayers, as well as the Brannen family.

Committee Reports:

- **Advertising:** Mr. Hamlin stated that the Advertising Committee met yesterday to discuss our fall 2024 campaign. We are in the process of receiving ideas. How can we help the fall season? We will be retooling digital advertising. Guests are booking closer to their time of departure. Fall advertising will encompass the idea that summer never ends. Mr. Bumbernick stated that the Wildwoods are getting expensive and this is an issue that needs to be discussed.
- **Special Events:** Mr. Bumbernick reported that the committee met and reviewed 8 post event reports. Funding was approved for the Race of Gentlemen (TROG), and we are excited for the event to return. Additional discussion ensued, and Mr. Morey stated that the Morey Organization is doing all they can to work with TROG. Irish Boxing event was discussed, which is a great event in North Wildwood, with a lot of involvement from the community as well as Internationally, and a great organization. Christmas events still need to be reviewed. Thank you to Megan Dougherty for the great job she does. Ms. Dougherty added that the committee has \$195,000 committed for 2025 to date. Mr. Vasser mentioned the Dutch-Hoffman lifeguard event, which is a great event and gives people an experience beyond watching 3 races. It is a great event, which draws a huge crowd.
- **Strategic Planning:** Mr. Greenland stated that master plans from each municipality have been sent to the committee for review, and a meeting will be set up in the future.

Old Business – None.

New Business - Mr. Vasser provided a State of NJ update to the board and highlighted the following items:

- The division has hired a new grant person to manage the grant program. Two grants currently being operated include one for breweries/distilleries, and one for agri-tourism (farmers, wineries)
- Another new position starting next week will be a Digital Marketing Manager. This was previously outsourced, however needed to be brought in-house.
- We will be going out to bid for an ad agency this fall. The state went out with a new process master list of agencies we can include, one being A, B and C.
- Our website needs to be updated, so we will also be going out to bid for that as well.
- A few initiatives that are being worked on include:
 - The 250th Anniversary of America (in 2 years). We are gearing up and talking with the historical commission as well as neighboring states to put itineraries together for international guests.
 - World Cup – planning is overwhelming, as the event will also include partners in NYC and Philadelphia (which will impact South Jersey). There will be 8 games at Met Life Stadium and 6 games at Lincoln Financial Field. International Ireland event discussed as well as how do they get to the World Cup.
- We will be changing research firms from Zartico to Symphony. They work on the annual economic impact report. The synergy should be better and we will get quicker data.

Mr. Rose reported that the Deputy Executive Director of the NJ Division of Travel and Tourism, Alicia Quinn, will be visiting the Wildwoods on August 28th.

Policies/Procedures – None.

Correspondence/Communication – None.

E. Executive Session – None.

F. Any matter of immediate attention

Mr. Greenland stated that our next Board Meeting is scheduled for Thursday, September 19, 2024, at 6 p.m.

G. Motion to Adjourn

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Frances Feketics". The signature is fluid and connected, with a prominent initial 'F'.

Frances Feketics
Board Secretary