

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

(Minutes from 10/17/24 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, OCTOBER 17, 2024

Part I - OPERATIONS

GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by Mr. Greenland at 6:06 p.m.

Salute to flag.

The Open Public Meetings Act was read by Mr. Greenland.

Roll Call:

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

Also present were Mr. Belasco, 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 September 19, 2024, second by Mr. Murray.

Roll Call:

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

Administration Update – October 2024
ASM Update – October 2024
DE North Update – October 2024
Finance Update – October 2024
Housing Update – October 2024
Sales Update – October 2024

Mr. Belasco discussed the NJDEP has submitted to the NJSEA for an easement for our dune. It has no impact on our operations. During the course of the beach replenishment project, they may have some equipment on the property, however they will work with us to make sure they do not interfere with our operations. We are a small

part of the overall project. The new dune will tie into our dune system. Mr. Sattler had some questions on the project, which were answered by Mr. Belasco. The municipalities are responsible for the project. This is an Army Corps of Engineering project. Tourism is not much of a concern of theirs. At this juncture, there is not much of a comment that we can make to them. Mr. Amenhauser stated that this is a State of NJ project. The NJDEP have been working for several years with municipalities and private property owners. Mr. Hamlin provided a history of the process to date with regards to working with NJDEP over the last 9 years. The City of Wildwood has already approved their portion. Mr. Greenland stated that the beach will still be viewable from the boardwalk. The City of Wildwood has already signed off on the project.

Ms. Springer stated that Courtney Colletti was offered the position of Events Manager of ASM, and she will be starting on Tuesday, October 22, 2024. We are excited to have her on board and have a full staff.

Ms. LaBounty stated that we have received the 2% tax collection numbers for August in the amount of \$1,821,316.00. Although we are slightly behind August for 2023, we are still ahead overall through August, so that is great. We are 3% ahead of 2023 through August and 13% ahead of our plan.

Mr. Greenland mentioned positive sales bookings for the upcoming year, including wrestling in January and February bringing in 8,000 people, as well as April, bringing in 7,000 for War at the Shore. All good events to build the off season. There is not much of a dead season in the Wildwoods.

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. Sattler mentioned concerns regarding our trashcans and his desire to keep blue cans for recycling. Mr. Frey stated that the blue cans have been returned to the city. Mr. Sattler spoke with Mayor Cabrera regarding Wildwood Crest. Mr. Belasco stated that we now have Homeland Security approved trashcans and we were able to obtain an increased number than what we had in the past. 59 total.

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

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 10/17/24 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, OCTOBER 17, 2024

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

Mr. Sattler made a motion to approve the regular meeting Tourism minutes of September 19, 2024, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

B. **Public Comment** – None.

C. Executive Director's Report

Mr. Belasco highlighted that the past month has been a great month for GWTIDA, with some recognition to a lot of our employees. We had Meghan Bakey and Lauren Suit awarded the Best Social Marketing Team in the Wildwoods award, and Megan Dougherty was awarded the Young Professionals Award. Congratulations on their well-deserved awards. Mr. Greenland commented that people enjoy working with our employees and Megan is well-respected for the work that she does. Great job.

Department Updates – Included in the board packet were:

Events Department Update – October 2024

Finance Department Update – October 2024

Marketing/Public Relations Update – October 2024

Ms. Dougherty stated that the Elks are moving to online payment processing. This is huge for the organization and will be great for Flags of Liberty event. We are hoping that this will make event registration easier across the board. In addition, DelMo Sports, which is a GWTIDA funded event series, announced that Tri the Wildwoods Triathlon will no longer take place.

Ms. LaBounty stated that we have received 1.85% tax collection numbers for August in the amount of \$772,794.00. We are also behind on the 1.85 % tax through August, by approximately \$96,000 compared to August 2023, however overall, 2024 is ahead of 2023 by 2%. Mr. Hamlin added that this range is in the ballpark from what he has seen in hotels.

Mr. Belasco stated that Mr. Rose has arranged for news correspondent Brian Entin of News Nation to do a stand-up in front of the Wildwoods sign for the opening of a segment on News Nation's show, "The Hill" to air nationally on Sunday, October 20th at 10am. The segment opens with Brian driving into the Wildwoods asking a series of

trivia questions about the Wildwoods to have the viewing audience try to guess where Brian will be broadcasting from, with the payoff arriving at the Wildwoods sign to reveal the location. This should give us good national exposure.

Correspondence/Communication: None.

Motions:

Mr. Hamlin made a motion to approve the Bill List in the amount of \$139,353.33, second by Mr. Sattler.

Roll Call:

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

Motion moved and approved.

Ms. LaBounty provided a summary of the 2023 GWTIDA Audit and suggested that they read and review the section of the audit entitled Management Discussion and Analysis, on pages 4 through 16. This section of the audit explains the formation of GWTIDA, our revenue sources and structure, 10-year collection history, the dollars that we give to the three municipalities over the last three years for beach offset payments, as well as, dollars given to each municipality for boardwalk and event support.

Ms. LaBounty reviewed the Condensed Statement of Revenues, Expenses and Changes in Net Position, from page 13 of the audit. This report is broken down by two funds:

- 1) The General Fund reflects revenues from the Tourism Tax and Tourism Assessment, and expenses relating to our Administrative, Advertising and Promotions mission and capital expenses.
 - Based on collections in 2023, our Tourism Tax Revenues, 10% of the 2% tax was \$747,564 and the 1.85% tax was \$2,994,806 for a total tax collection of \$3,742,370.
 - Our Operating Expenses totaled \$2,792,864 and Non-Operating Revenue and Expenses netted out to \$51,527.
 - Leaving GWTIDA with a positive change in Net Position of \$1,117,699.

- 2) The TDF Fund reflects revenues from the Tourism Development Fee and expenses relating to Events and Event Support.
 - The TDF collections for 2023 were \$1,207,441 with Interest income of \$37,978 for total revenues of \$1,245,419.
 - Expenses related to our Event Support, including the printing and distribution of our calendar of events and municipal administration fee was \$1,113,900.
 - Leaving GWTIDA with a positive change in Net Position of \$131,519.

Ms. LaBounty also noted that on page 32 of the audit, there is a section titled Findings and Recommendations. The auditors found no material weaknesses or deficiencies in our controls and no non-compliance with State laws or General Accounting Standards.

Ms. LaBounty stated that part of our requirement tonight is to accept the audit as presented and sign off on the affidavit that indicates that all board members have reviewed the section entitled Findings and Recommendations.

Mr. Amenhauser stated that as Ms. LaBounty mentioned, each board member is now required to sign a certification pursuant to state statute indicating that within 45 days of receiving the audit, board members have reviewed it, particularly the sections entitled General Comments and Recommendations, which Ms. LaBounty just went over, that they received and understand it, sign the certification, and send it to the Local Finance Board.

Mr. Amenhauser read the following audit resolution into the minutes:

WHEREAS, N.J.S.A. 40A:5-4 requires the governing body of each local authority to cause an annual audit of its accounts to be made, and

WHEREAS, the annual audit report for the fiscal year ended December 31, 2023 has been completed and filed with Ford Scott & Associates, LLC pursuant to N.J.S.A. 40A:5-6, and

WHEREAS, N.J.S.A. 40A:5A- 17, requires the governing body of each authority to, within 45 days of receipt of the annual audit, certify by resolution to the Local Finance Board that each member thereof has personally reviewed the annual audit report, and specifically the sections of the audit report entitled "General Comments" and "Recommendations," and has evidenced same by group affidavit in the form prescribed by the Local Finance Board, and

WHEREAS, the members of the governing body have received the annual audit and have personally reviewed the annual audit, and have specifically reviewed the sections of the annual audit report entitled "General Comments" and "Recommendations," in accordance with N.J.S.A. 40A:5A-17,

NOW, THEREFORE BE IT RESOLVED, that the governing body of the Greater Wildwoods Tourism Improvement and Development Authority hereby certifies to the Local Finance Board of the State of New Jersey that each governing body member has personally reviewed the annual audit report for the fiscal year ended December 31, 2023, and specifically has reviewed the sections of the audit report entitled "General Comments" and "Recommendations," and has evidenced same by group affidavit in the form prescribed by the Local Finance Board.

BE IT FURTHER RESOLVED that the secretary of the authority is hereby directed to promptly submit to the Local Finance Board the aforesaid group affidavit, accompanied by a certified true copy of this resolution.

Mr. Murray made a motion to accept the 2023 GWTIDA audit, as read into the minutes by Mr. Amenhauser, second by Mr. Hamlin.

Roll Call:

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

Motion moved and approved.

The group affidavit was distributed and signed by all board members present.

Mr. Amenhauser stated that the resolution was provided in the board packet. As long as everyone has reviewed it and is ok with it, we can adopt.

Ms. LaBounty discussed the 2025 GWTIDA Budget with the members of the board, highlighting some changes in both the General Fund and the TDF Fund, all of which were previously reviewed by the Finance Committee. The committee agreed to all of the proposed changes to the budget, they agreed that the budget is balanced and they would like to move forward with approving the budget as proposed.

Mr. Sattler had questions regarding what our plan is to spend the current surplus. Ms. LaBounty replied that currently we do not have a particular plan to spend the surplus, which is the tourism surplus; we instead plan to hold onto it in case we have a bad tax year.

Mr. Sattler suggested the board adopt a "reserve policy" for the GWTIDA surplus. No formal action was taken by the board on the matter.

Mr. Greenland added that we can discuss additional projects such as the bocce ball court in the next Strategic Planning Committee meeting, which will be scheduled.

Additional discussion ensued regarding our exhibit hall roof, however that is an Operations matter and if that were ever replaced, the funding would come from the Operations budget, and not the tourism budget.

The board reviewed the following resolution:

WHEREAS, the Annual Budget for Greater Wildwoods Tourism Improvement and Development Authority for the fiscal year beginning January 01, 2025 and ending December 31, 2025 has been presented before the governing body of the Greater Wildwoods Tourism Improvement and Development Authority at its open public meeting of October 17, 2024; and

WHEREAS, the Annual Budget as introduced reflects Total Revenues of \$4,550,114.07, Total Appropriations including any Accumulated Deficit, if any, of \$4,499,109.00, and Total Unrestricted Net Position planned to be utilized as funding thereof, of \$0.00; and

WHEREAS, the Capital Budget as introduced reflects Total Capital Appropriations of \$0.00 and Total Unrestricted Net Position planned to be utilized as funding thereof, of \$0.00; and

WHEREAS, the schedule of rents, fees and other charges in effect will produce sufficient revenues, together with all other anticipated revenues to satisfy all obligations to the holders of bonds of the Authority, to meet operating expenses, capital outlays, debt service requirements, and to provide for such reserves, all as may be required by law, regulation or terms of contracts and agreements; and

WHEREAS, the Capital Budget/Program, pursuant to N.J.A.C. 5:31-2, does not confer any authorization to raise or expend funds; rather it is a document to be used as part of the said Authority's planning and management objectives. Specific authorization to expend funds for the purposes described in this section of the budget must be granted elsewhere; by bond resolution, by a project financing agreement, by resolution appropriating funds from the Renewal and Replacement Reserve or other means provided by law.

NOW, THEREFORE BE IT RESOLVED, by the governing body of the Greater Wildwoods Tourism Improvement and Development Authority, at an open public meeting held on October 17, 2024 that the Annual Budget, including all related schedules, and the Capital Budget/Program of the Greater Wildwoods Tourism Improvement and Development Authority for the fiscal year beginning January 01, 2025 and ending December 31, 2025, is hereby approved; and

BE IT FURTHER RESOLVED, that the anticipated revenues as reflected in the Annual Budget are of sufficient amount to meet all proposed expenditures/expenses and all covenants, terms and provisions as stipulated in the said Authority's outstanding debt obligations, capital lease arrangements, service contracts, and other pledged agreements; and

BE IT FURTHER RESOLVED, that the governing body of the Greater Wildwoods Tourism Improvement and Development Authority will consider the Annual Budget and Capital Budget/Program for Adoption on December 19, 2024.

Mr. Hamlin made a motion to approve the 2025 GWTIDA Tourism Budget as reviewed by the GWTIDA Board, second by Mr. Montello.

Roll Call:

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

Motion moved and approved.

D. Chairperson's Report

Mr. Greenland discussed meetings attended throughout the month, and there were no questions.

Mr. Greenland provided the board with a Christmas meeting update. We had representatives from all three towns. Holidays in the Wildwoods budget was reviewed at that meeting.

Committee Reports:

- **Advertising:** Mr. Hamlin stated that A, B, & C went through the summer of 2024 and had a few conversations about what 2025 has in store for our campaign. It was quite an extensive and good meeting.
- **Finance:** Mr. Greenland stated that the committee met and discussed both the GWTIDA Audit and Budget and has been previously covered during tonight's meeting. We spent \$2.5-\$3m on advertising and marketing the Wildwoods.
- **Special Events:** Mr. Bumberrick stated that the committee met and reviewed 6 post-event reports. Baseball on the Beach, First MudRun, Christmas in July Dog Parade, End of Summer Block Party, Byrne Plaza Events, Doo Wop Back to the 50's Neon Nights Tour. We reviewed one funding application for Christmas in North Wildwood, events from Thanksgiving weekend up to Christmas, voted on and approved for funding. Also, DelMo Sports will not continue Tri-Do the Wildwoods. We are in great shape.

Old Business – None.

New Business – None.

Policies/Procedures – None.

Correspondence/Communication – None.

E. **Executive Session** – None.

F. **Any matter of immediate attention**

Our next Board Meeting is scheduled for Thursday, November 21, 2024 at 6 p.m.

G. **Motion to Adjourn**

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary