

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

**(Minutes from 12/19/24 Regular Board Meeting)**

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, DECEMBER 19, 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	Present
Mr. Bumberrick	Absent	Mr. Sattler	Present
Mr. Barnabei	Present	Mr. Montello	Present
Mr. Hamlin	Present	Mr. Clunn	Present
Mr. Murray	Present	Mr. Vasser	Present

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

**A. Approval of Minutes**

**Mr. Sattler made a motion to approve the regular meeting Operations minutes of November 21, 2024, second by Mr. Morey.**

**Roll Call:**

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

**Motion moved and approved.**

**B. Public Comment** – Mr. Greenland welcomed Mr. Tom Byrne and Mr. John Siciliano to the meeting.

**C. Executive Director's Report**

Included in the board packet were:

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

Mr. Belasco thanked the convention center elves/staff who prepared the building for the holidays. A great job was done by all and everything looked spectacular. Mr. Greenland thanked the crew for the additional lighting at the Wildwoods sign.

Mr. Greenland stated that a meeting was held with the Army Corps of Engineers, where the 95% plan for the island-wide dune project was reviewed. Mr. Belasco added that the timeline for the project contract is fall of 2026, with construction done in 2027.

Mr. Sattler had questions on the non-compete clause with Atlantic City for events, which were answered by Mr. Lynch.

**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 the meeting was cancelled this month, and the committee will meet again in January.

**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. Clunn made a motion to go into the GWTIDA portion of the meeting, 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	Yea	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 12/19/24 Regular Board Meeting)

**GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER  
REGULAR MEETING, THURSDAY, DECEMBER 19, 2024**

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

**A. Approval of Minutes**

**Mr. Clunn made a motion to approve the regular meeting Tourism minutes of October 17, 2024, 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	Yea	Mr. Clunn	Yea
Mr. Murray	Yea	Mr. Vasser	Yea

**Motion moved and approved.**

**Mr. Morey made a motion to approve the regular meeting Tourism minutes of November 21, 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	Yea	Mr. Clunn	Yea
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:

Events Department Update – December 2024

Finance Department Update – December 2024

Marketing/Public Relations Update – December 2024

Mr. Belasco thanked the staff for the great job done on our parade float.

Ms. Dougherty stated that our 2025 calendar is in progress. CTM, PA on Display, and Getaways on Display plans have been finalized, and we are waiting on TAC, who has recently acquired a spot in Southern New Jersey Wawa's and Acme's.

Mr. Rose stated that we won an award for Innovation in Marketing & Tourism Excellence and was accepted at the NJ Conference on Tourism on December 11<sup>th</sup>. Mr. Sattler had questions on marketing, which were answered by Mr. Rose.

**Correspondence/Communication:** None.

**Motions:**

**Mr. Sattler made a motion to approve the Bill List in the amount of \$381,316.43, 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	Yea	Mr. Clunn	Yea
Mr. Murray	Yea	Mr. Vasser	Yea

**Motion moved and approved.**

Ms. LaBounty stated that the board previously voted in October to approve the 2025 GWTIDA budget, and now it needs to be adopted. There were no changes, and the resolution was included in the board packet as follows:

**WHEREAS**, the Annual Budget and Capital Budget/Program for the Greater Wildwoods Tourism Improvement and Development Authority for the fiscal year beginning January 1, 2025, and ending, December 31, 2025 has been presented for adoption before the governing body of the Greater Wildwoods Tourism Improvement and Development Authority at its open public meeting of December 19, 2024; and

**WHEREAS**, the Annual Budget and Capital Budget as presented for adoption reflects each item of revenue and appropriation in the same amount and title as set forth in the introduced and approved budget, including all amendments thereto, if any, which have been approved by the Director of the Division of Local Government Services; and

**WHEREAS**, the Annual Budget as presented for adoption reflects Total Revenues of \$4,550,114.00, Total Appropriations, including any Accumulated Deficit, if any, of \$4,499,109.00 and Total Unrestricted Net Position utilized of \$0.00; and

**WHEREAS**, the Capital Budget as presented for adoption reflects Total Capital Appropriations of \$0.00 and Total Unrestricted Net Position planned to be utilized of \$0.00; and

**NOW, THEREFORE BE IT RESOLVED**, by the governing body of Greater Wildwoods Tourism Improvement and Development Authority, at an open public meeting held on December 19, 2024, that the Annual Budget and Capital Budget/Program of the Greater Wildwoods Tourism Improvement and Development Authority for the fiscal year beginning, January 1, 2025 and, ending December 31, 2025 is hereby adopted and shall constitute appropriations for the purposes stated; and

**BE IT FURTHER RESOLVED** that the Annual Budget and Capital Budget/Program as presented for adoption reflects each item of revenue and appropriation in the same amount and title as set forth in the introduced and approved budget, including all amendments thereto, if any, which have been approved by the Director of the Division of Local Government Services.

**Mr. Clunn made a motion to adopt the 2025 GWTIDA Budget, as presented, second by Mr. Murray.**

**Roll Call:**

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

**Motion moved and approved.**

Mr. Greenland stated that the 2025 GWTIDA Board Meeting Schedule needs to be approved. A proposed schedule was distributed to all board members for review, which includes the 2<sup>nd</sup> Thursday of each month instead of the 3<sup>rd</sup> Thursday and is as follows. The change in September is due to the NJ State Firemen's Convention.

January 9, 2025	July 10, 2025
February 13, 2025	August 14, 2025
March 13, 2025	September 10, 2025 (Wed.)
April 10, 2025	October 9, 2025
May 8, 2025	November 13, 2025
June 12, 2025	December 11, 2025

**Mr. Vasser made a motion to approve the 2025 GWTIDA Board Meeting Schedule, as presented, second by Mr. Murray.**

**Roll Call:**

Mr. Greenland	Yea	Mr. Morey	Yea
Mr. Bumberrick	Absent	Mr. Sattler	Yea
Mr. Barnabei	Yea	Mr. Montello	Yea
Mr. Hamlin	Yea	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. Hamlin stated that the committee met and a presentation was made by Tempest/SEO to discuss a detailed analysis. The committee also discussed and end of season recap. The presentation and discussions all showed very positive numbers on everything. Nice job all.

- **Finance:** Mr. Greenland stated that the committee met and discussed a request made by Mayor Cabrera to review our current special events sponsorship procedures, particularly regarding municipal sponsored events. The committee communicated to the mayor that the procedure in place is working and maintains GWTIDA's fiduciary responsibilities.
- The committee also reviewed a request to adopt a policy on our Strategic Reserve. Discussion resulted in the committee deciding not to adopt a new policy, but to recognize the growing surplus and recommend, that in line with GWTIDA's stated mission, we seek to utilize our surplus to attract large events with a national footprint, i.e., Barefoot Country Music Fest.
- **Special Events:** Ms. Dougherty stated that the committee met and reviewed several post-event reports, which were all funded. In addition, a few funding applications for 2025 were reviewed.
- Fireworks funding request was reviewed and the committee agreed to an increase in funding in 2025 for 1 year. Mr. Hamlin had questions on TROG, and Ms. Dougherty is waiting for additional information.
- Mr. Greenland complimented the staff for all their work on the Family Holiday Celebration, as well as our 5 weeks of island-wide holiday fun. It has really taken off and it was a great holiday season for the island.

**Old Business** – None.

**New Business** – Mr. Vasser provided the board with a NJ Division of Tourism update. Mr. Vasser made a presentation at the NJ Conference on Tourism, and distributed the presentation to the board, highlighting the following items: 1) 120 million visitors to the state, which was a 5% increase over the prior year. \$49 billion in spending, a 4% increase, and most spent their money on food & beverage. Tourism represents 501,000 jobs, 5<sup>th</sup> largest industry in the State of NJ. 2) Summer recap including occupancy tax, lodging volume, 3) International arrivals. NJ ranked 9<sup>th</sup> in the country. Our visitation was up 18% last year, up 77% prior year. Our marketing is making some impact with our guests. 4) discussed creative samples – Domestic-WOW campaign, and International - Greetings from NJ, 6) Sales missions internationally, 7) social media stats, 8) website stats – goal is to keep people on our site longer. We were successful, with a 20% increase in the amount of time people spend on the site. Mr. Morey had questions regarding Canadian tourism which were answered by Mr. Vasser. 70% Canadian visitors, with Ireland being our biggest growth.

**Policies/Procedures** – None.

**Correspondence/Communication** – None.

**E. Executive Session** – None.

**F. Any matter of immediate attention**

Mr. Greenland thanked the board and staff for all the work and effort put in over the last year and invited all to stay for a holiday celebration. Our next Board Meeting is scheduled for Thursday, January 9, 2025 at 6 p.m.



**G. Motion to Adjourn**

**Mr. Sattler made a motion to adjourn, 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	Yea	Mr. Clunn	Yea
Mr. Murray	Yea	Mr. Vasser	Yea

**Motion moved and approved.**

Respectfully Submitted,



Frances Feketics  
Board Secretary