

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

(Minutes from 9/19/24 Regular Board Meeting)

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

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

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

A. Approval of Minutes

Mr. Sattler made a motion to approve the Re-Organization meeting minutes of August 15, 2024, second by Mr. Morey.

Roll Call:

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

Motion moved and approved.

Mr. Barnabei made a motion to approve the regular meeting minutes (operations) of August 15, 2024, second by Mr. Murray.

Roll Call:

Mr. Greenland	Yea	Mr. Morey	Yea
Mr. Bumberrick	Absent	Mr. Sattler	Yea
Mr. Barnabei	Yea	Mr. Montello	Absent
Mr. Hamlin	Yea	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 – September 2024

ASM Update – September 2024

DE North Update – September 2024

Finance Update – September 2024

Housing Update – September 2024

Sales Update – September 2024

Mr. Belasco provided the board with an update on the Ocean Avenue Garden Beautification Project and Rutgers University. Mr. Greenland, Mr. Belasco and Ms. LaBounty met with Ruth Carll, Headmaster Gardener, and stated they are having trouble with grants. Ruth Carll asked if we could make some grant applications. Michaela LaBounty is looking into this. There is a plan to introduce the students at Rutgers in January, and they will present to the committee a few months after that. Mr. Greenland added that a walk-through of the gardens was also conducted through our grounds and plant areas/flower beds. One suggestion made by Rutgers was to kill all the plants. We will look at several options.

Mr. Belasco stated that ASM did a fantastic job of getting the LED lighting project underway. It is moving along quickly and is being done in-house by our Engineering Team. Montgomery Avenue done, and Hand Avenue and Leaming Avenues left to complete. We had 120 days from signature to complete the project and will get it done in half that time.

Additional discussion ensued on the Atlantic City Electric (ACE) rate increases. It was noted that our rates will decrease with the approved rebates we received from ACE.

Ms. LaBounty stated that we have received 2% tax collection numbers for July in the amount of \$1,875,064.71. We are 8% ahead of 2023 and 17% ahead of our plan, or 5-year average. The surplus of this tax is used to operate the building, and 90% of the 2% goes back to the State of NJ.

Mr. Greenland noted that our parking revenue is up 33%. This is due to an increase in price, as well as the number of cars parking in our lots.

Mr. Federici reported that the NJ State Firemen's Convention did very well this year.

Mr. Greenland mentioned the fall RV show listed in the Sales Department Update, and the possibility of bringing an additional show here in March or April.

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 there was no meeting this month. The next meeting will be held at its regularly scheduled time in October.

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. Sattler.**

Roll Call:

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

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 9/19/24 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, SEPTEMBER 19, 2024

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

Mr. Sattler made a motion to approve the regular meeting Tourism minutes of August 15, 2024, second by Mr. Murray.

Roll Call:

Mr. Greenland	Yea	Mr. Morey	Yea
Mr. Bumbnick	Absent	Mr. Sattler	Yea
Mr. Barnabei	Yea	Mr. Montello	Absent
Mr. Hamlin	Yea	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 – September 2024

Events Department Update – September 2024

Finance Department Update – September 2024

Marketing/Public Relations Update – September 2024

Mr. Belasco stated that he attended the International Student Luncheon, hosted by Morey's Piers, where the importance of J-1 student internships was discussed.

Ms. Dougherty discussed a potential Air Show that would like to come to the Wildwoods. Megan was provided with a phone number and will follow up with the promoter to have further discussions regarding the event.

Mr. Greenland discussed Flags of Liberty. GWTIDA is partnering with the Elks, and we wanted to have a webpage. Megan Dougherty and Lauren Suit reached out to get quotes and they were all high. So, Megan created our own page at no cost to us. Great job Megan! Mr. Greenland also stated that this event will be in conjunction with our Unlocking of the Ocean. We want to help the Elks grow this event, while focusing on the point of the weekend. There will also be a veteran's casket flag unveiling. In the past, this was held on the North Wildwood Seawall, however it will now be moved to the Wildwoods Convention Center, and the flag will be stretched across the boardwalk. We anticipate it being a very patriotic and moving ceremony.

Mr. Greenland discussed the peer leadership social media takeover that will happen during the Family Holiday Celebration on Saturday, December 14th. This is an initiative that Megan Dougherty and Lauren Suit are working on in an effort to get the peer leadership students, who already assist us with the event, more involved. Lauren has coordinated a similar program in the past, with CMC Technical High

School students. A call has been set up with the peer leadership supervisor on Tuesday.

Ms. LaBounty stated that we have received 1.85% tax collection numbers for July in the amount of \$837,565. This is slightly up 8% over last year, and 20% ahead of plan or our 5-year average. This is good news, and we are in a great place.

Correspondence/Communication: Included in the board packet was a letter of support to the National Park Service for rehabilitation of the Cape May Allen Church. They are applying for a grant and asked if we could send a letter of support. The Wildwoods have the only currently active AME Church.

Motions:

Mr. Morey made a motion to approve the Bill List in the amount of \$126,591.77, second by Mr. Barnabei.

Roll Call:

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

Motion moved and approved.

Mr. Belasco discussed the previous contract for advertising services for GWTIDA. The contract will be expiring, and we were required to go out to bid. All bids were vetted and scored and there was a very clear consensus by the Advertising Committee to award a contract to A, B & C. A, B & C gave the committee a great presentation and the focus was on visuals.

Mr. Morey made a motion to award the contract for Advertising & Media Services for GWTIDA to Aloysius, Butler & Clark. This is a 3-year contract, beginning on January 1, 2025 and ending on December 31, 2027, with two one-year options to renew and a 60-day out clause, with the 3-year term totaling \$3,625,375.00, based on availability of funds, or \$1,150,000 for year one, \$1,207,500.00 for year two, and \$1,267,875.00 for year three, second by Mr. Murray.

Roll Call:

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

Committee Reports:

- o **Advertising:** Mr. Hamlin discussed the T2T.org event two weeks ago. Samantha and Bruce spoke and discussed hotel packages on 3 dates, and through the discussion process, it was narrowed down to 1 date, Memorial Weekend Monday. They are looking for 30 hotel owners to each give away one room. This is a great organization, and Wildwood could be a good partner with Tunnels 2 Towers. Additional discussions will be scheduled with the promoters of T2T.
- o **Special Events:** Ms. Dougherty reported that the committee met and reviewed 2 post event reports, one for Jeep Invasion and one for Bronco Invasion. Neon Night Tour was discussed, as well as the 2025 special events budget. We are now moving into event application season. Mr. Morey discussed a Trog-like event that may be happening in May.

Old Business – None.

New Business – None.

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, October 17, 2024, at 6 p.m.

G. Motion to Adjourn

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary