

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

(Minutes from 2/13/25 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, FEBRUARY 13, 2025

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	Present	Mr. Sattler	Absent
Mr. Barnabei	Present	Mr. Montello	Present
Mr. Hamlin	Absent	Mr. Clunn	Absent
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 and Mr. John Amenhauser.

A. Approval of Minutes

Mr. Vasser made a motion to approve the regular meeting Operations minutes of January 9, 2025, second by Mr. Morey.

Roll Call:

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

Administration Update – February 2025
ASM Update – February 2025
DE North Update – February 2025
Finance Update – February 2025
Housing Update – February 2025
Sales Update – February 2025

Mr. Belasco discussed hearing businesses reviewing our event schedule, which is a great reflection on our staff making an impact on our community.

Mr. Greenland stated that NJSEA has a new president and congratulates Nick Mammano on behalf of GWTIDA.

Mr. Greenland mentioned that we have seen a decrease in our load factor with the addition of the new LED lighting throughout the building.

Ms. LaBounty stated that we have received our 2% tax collection numbers for December in the amount of \$153,000, which is \$16,000 behind December 2023. We are currently 3% ahead of 2023, and 2024 is our best year ever.

Mr. Belasco stated that Joy Samaniego, our Housing Manager, is working diligently to get our cheerleaders housed.

Mr. Lynch reiterated the booking pace included in his report. 53 definite, 7 tentative and 35 proposals. It is nice to see the attendance numbers of events, and we are positioned to have another great year.

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 the committee met and discussed several items. Our flowerbeds along Ocean Avenue will be covered in plastic for the summer, and signs stating that we are under construction will be installed.

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. Murray made a motion to go into the GWTIDA portion of the meeting, second by Mr. Morey.

Roll Call:

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

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 2/13/25 Regular Board Meeting)

**GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER
REGULAR MEETING, THURSDAY, FEBRUARY 13, 2025**

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

Mr. Morey made a motion to approve the regular meeting Tourism minutes of January 9, 2025, second by Mr. Murray.

Roll Call:

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

Events Department Update – February 2025
Finance Department Update – February 2025
Marketing/Public Relations Update – February 2025

Mr. Belasco stated that yesterday we were informed by DEP of some regulation changes. Comments close on Friday. One item is that they are looking to expand the closure area for endangered nesting. The proposal would expand the area to one whole block. We were asked to submit a comment to DEP on how it will affect tourism. The hope is to continue as is and not expand. We will submit our comment tomorrow.

Mr. Belasco stated that the Special Events Committee met and will be recommending to the board to go out to bid for sponsorship coordination services for the air show.

Ms. Dougherty provided an update to the board on the Greater Wildwood Chamber of Commerce Food & Music Fest, taking place on the Saturday of the air show. The GWCOG will be keeping the original date, however the time of the food & music fest will be changed, and will now take place from 2pm to 10pm, instead of the originally scheduled time of 11am to 7pm, and will be presented as an after-party for the air show.

Ms. LaBounty stated that we received the 1.85% tax collection numbers for December in the amount of \$31,453,000. This amount is just behind 2023 collections, yet 1% ahead in 2024, year-over-year. We are in a good place.

Correspondence/Communication: Included in the board packet were letters of support from the municipalities for the Wildwoods Air Show. The FAA wants to see that our local towns are supportive of the event. Also included was a letter of support for the City of Wildwood, which is looking to enhance the Boardwalk-Pacific Avenue Connector Project, which has been in the works for a few years now.

Motions:

Mr. Montello made a motion to approve the Bill List in the amount of \$182,022.84, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

Mr. Greenland stated that the Special Events Committee met and discussed the Air Show. It is the recommendation of the committee that the GWTIDA Board make a motion to go out to bid for sponsorship coordination services for the Wildwood Air Show.

Mr. Vasser and Mr. Morey had questions which were answered by Mr. Belasco. Our goal is to raise a minimum of \$500,000 for the air show, and we are waiting for the fully executed contract at this time.

Mr. Morey made a motion to authorize the Finance Manager to go out to bid for sponsorship coordination services for the Wildwood Air Show, second by Mr. Montello.

Roll Call:

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

Committee Reports:

- o **Advertising:** The committee meeting was cancelled, and the next meeting will be held on March 13th.

- **Special Events:** Mr. Bumbernick discussed the air show and sponsorships, and what a great opportunity this is. We really have the unique ability to make this a great event. The staff is instrumental and has been doing an amazing job. In addition, the committee reviewed post-event reports for 5 events, which were approved. Seven new funding apps were also reviewed, of which 6 were approved, and 1 was tabled. Mr. Vasser added that Atlantic City is planning to bring their air show back in 2026.

Old Business – None.

New Business – Mr. Vasser provided the board with a NJ Division of Tourism update. There is some concern regarding the impact of new tariffs on visitation from Canada. We have a reputable firm in Canada asking them to poll their consumers, media, etc. The next consumer show in Toronto will be a tell-tale sign of what is to come. We will be gauging people’s reactions. Mr. Rose added that he received two emails from Canadian visitors that they will not be returning to the United States.

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, March 13, 2025 at 6 p.m.

Mr. Greenland asked the board to keep board member Peter Sattler in our prayers.

G. Motion to Adjourn

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary