

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

(Minutes from 4/10/25 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, APRIL 10, 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. Bumbernack	Absent	Mr. Sattler	Absent
Mr. Barnabei	Present	Mr. Montello	Present
Mr. Hamlin	Present	Mr. Clunn	Present
Mr. Murray	Present		

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

Mr. Greenland thanked Jeff Vasser for his service and dedication to the Wildwoods from 2018 through 2025 and congratulated him on his new position with Discover Lancaster. Mr. Vasser played a large part in increasing the tourism budget for NJ and assisted with grants through the years and will be missed. A presentation from GWTIDA Board and Staff was made to Jeff as well.

A. Approval of Minutes

Mr. Clunn made a motion to approve the regular meeting Operations minutes of March 13, 2025, second by Mr. Hamlin.

Roll Call:

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

Motion moved and approved.

- B. Public Comment** – Mr. Vasser thanked the Board and staff for their kind words, presentation, and gift, and enjoyed working with us during his time in office with the NJ Division of Travel & Tourism.

C. Executive Director's Report

Included in the board packet were:

Administration Update – April 2025

ASM Update – April 2025

DE North Update – April 2025
Finance Update – April 2025
Housing Update – April 2025
Sales Update – April 2025

Mr. Belasco stated that R. G Lee will be resurfacing some of our Montgomery and Leaming Avenue parking lots.

Mr. Belasco stated that the boardwalk construction area will be opened back up on Thursday.

Mr. Greenland had questions regarding parking and the 2% tourism tax, which were answered by Ms. LaBounty.

Mr. Lynch stated the Special Olympics just celebrated their 20th year in the building. In addition, from January 4th through August 16th, we are booked for 32 weekends, 67 groups, 600 meetings, and 116,000 people through our doors.

Mr. Lynch also reported that the Globetrotters will be returning to our facility this summer. (July 22nd – 25th)

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 students from Rutgers presented their mid-term designs for the Garden Project and did a wonderful job. Mr. Belasco added that we got to get a sneak peak of their ideas, and comments and feedback were given to the students. We were very impressed – the students met and exceeded our expectations. We will get electronic copies, and their final designs will be presented at the end of May.

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. Montello.

Roll Call:

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

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 4/10/25 Regular Board Meeting)

**GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER
REGULAR MEETING, THURSDAY, APRIL 10, 2025**

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

Mr. Morey made a motion to approve the regular meeting Tourism minutes of March 13, 2025, second by Mr. Clunn.

Roll Call:

Mr. Greenland	Yea	Mr. Morey	Yea
Mr. Bumbernick	Absent	Mr. Sattler	Absent
Mr. Barnabei	Yea	Mr. Montello	Yea
Mr. Hamlin	Yea	Mr. Clunn	Yea
Mr. Murray	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 – April 2025

Finance Department Update – April 2025

Marketing/Public Relations Update – April 2025

Mr. Belasco stated that Joy Samaniego, our Housing Manager, has been working diligently to secure hotel rooms for the Wildwoods Air Show. Joy has been coordinating with Bob Sahasaylo from the Greater Wildwood Hotel Motel Association and has been able to secure 90% of the rooms needed. Joy was able to complete this within days. Mr. Hamlin added that he has been working with Ms. Samaniego for 16-17 years, and she is amazing at what she does, and has a great relationship with our hotel owners as well.

Mr. Belasco presented the logo for the Wildwoods Air Show that the Marketing Department has been working on. Thunder Over the Waves will take place on September 5th (practice) and September 6th (show). A, B and C will not be billing us for their work on the Air Show logo, and the website for the show is wildwoodsairshow.com. Mr. Rose added that the sponsorship deck for the show is almost complete.

Mr. Greenland had questions about the parking meeting, which were answered by Mr. Belasco. Spaces throughout town are being lost throughout town as they relate to boardwalk redevelopment. This topic is being discussed with the City of Wildwood, as it is an integral part of the tourism district. Center city areas such as Schellenger and Cedar Avenues are being reviewed.

Ms. Dougherty discussed our convention parades for the upcoming year. VFW, Elks and American Legion parades will be moved from Atlantic Avenue to the boardwalk. In addition, great progress is being made with the Flage of Liberty event, scheduled for May 23rd. Invitations to the event will be sent out shortly.

Ms. LaBounty stated that we have secured dates for the auditors on April 22nd and 24th to complete their fieldwork. We are hoping to have a preliminary audit report at the June board meeting.

Mr. Rose discussed our website report. March vs. March, we saw a 42% increase in number of site visitors. Also, we are currently #3 in the Best Boardwalk in the country contest. In addition, SEO was discussed. Hiring Tempest has increased and improved our SEO dramatically.

Correspondence/Communication: Included in the board packet was a letter of support to the City of Wildwood and a letter to Senator Testa regarding the Wildwoods Air Show.

Motions:

Mr. Clunn made a motion to approve the Bill List in the amount of \$371,144.68, second by Mr. Morey.

Roll Call:

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

Motion moved and approved.

Mr. Greenland stated that we need to amend tourism resolution 25-04 that was passed at the last board meeting to reflect the correct vendor's name of the jitney company, which is Atlantic City Jitney Association.

Mr. Clunn made a motion to amend tourism resolution #25-04, to reflect the correct vendor's name for jitney services in the Wildwoods, as Atlantic City Jitney Association, second by Mr. Morey.

Roll Call:

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

Motion moved and approved.

Mr. Greenland stated that the Special Events Committee discussed the Wildwoods Air Show at today's meeting. We went out to bid for a second time and received no responsive/responsible bids. It is the recommendation of the Special Events Committee to reject all bids for sponsorship coordination services for the Wildwoods Air Show.

Mr. Hamlin made a motion to reject the bids for sponsorship coordination services for the Wildwoods Air Show, second by Mr. Barnabei.

Roll Call:

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

Motion moved and approved.

Mr. Greenland stated that the Special Events Committee received and reviewed two proposals for director services for the Wildwoods Air Show – one from Joe Kelly and one from Michael McCabe, who was not interested in the contract. It is the recommendation of the Special Events Committee to award a contract to J. Kelly Enterprises, LLC for Wildwoods Air Show director services, in an amount not to exceed \$24,000. Mr. Belasco added that Joe Kelly retired from the Atlantic City Chamber of Commerce and organized the AC Air Show and ran it for over 20 years before his retirement. He brings a lot of experience and will be a great asset to us.

Mr. Clunn made a motion to award a contract to J. Kelly Enterprises, LLC for Wildwoods Air Show director services, in an amount not to exceed \$24,000, second by Mr. Morey.

Roll Call:

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

Motion moved and approved.

D. Chairperson's Report

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

Committee Reports:

- **Advertising:** Mr. Hamlin stated that the committee met and discussed the Wildwoods Air Show, reviewed the logo that was presented for the air show, and discussed website performance.

- o **Special Events:** Ms. Dougherty stated that the committee met and discussed the Wildwoods Air Show director, and also reviewed funding applications for 2025 Crest Porch Fest will be held the same weekend as the Italian Festival, Pig Dog Beach Volleyball, and the Hispanic Celebration has moved to Fox Park.

Old Business – None.

New Business: None.

Policies/Procedures – None.

Correspondence/Communication – None.

E. Executive Session – None.

F. Any matter of immediate attention

Mr. Greenland asked the board and staff to keep Mr. Sattler in our prayers. Happy Easter to all, and thanked Mr. Vasser again. In addition, our next Board Meeting is scheduled for Thursday, May 8, 2025 at 6 p.m.

G. Motion to Adjourn

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary