

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

(Minutes from 1/8/26 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, JANUARY 8, 2026

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.

Mr. Greenland welcomed new board member Melissa Long to the meeting. Ms. Long will fill the unexpired GWTIDA Board seat left by Peter Sattler (Resident Appointment – Wildwood Crest) and we look forward to working with her.

Mr. Amenhauser administered the Oath of Office to Ms. Long.

Roll Call:

Mr. Greenland	Present	Mr. Morey	Absent
Mr. Bumbernick	Absent	Mr. Montello	Absent
Mr. Barnabei	Present	Mr. Clunn	Absent
Mr. Hamlin	Present	Ms. Long	Present
Murray	Present		

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

A. Approval of Minutes

The minutes of December 11, 2025 could not be approved.

B. Public Comment – None.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – January 2026
- ASM Update – January 2026
- DE North Update – January 2026
- Finance Update – January 2026
- Housing Update – January 2026
- Sales Update – January 2026

Mr. Belasco stated that the Boardwalk Basketball Classic went well and the Boat Show starts tomorrow at 1pm.

Ms. LaBounty distributed a Statement of Operations through December, which will be updated by March. We are in a good spot at the end of the year.

Mr. Belasco stated that we have a new event at the end of June – Catholics for Family & Life, which Joy is working on. This is a large event that will bring many to our island. Joy is looking forward to a busy season in housing.

Mr. Frey stated that the beachballs at the Wildwoods sign have been repainted. The legs of the Wildwoods sign have also been repainted. In addition, Carrier received the permits for the cooling tower project. They will be here on Monday to set a plan. When the project begins, a crane will operate out of the Montgomery Avenue lot. An email will be sent once the time is known.

Mr. Lynch stated the Catholics for Family & Life event will take place from Wednesday to Friday, and we were in competition with larger destinations, so we were happy to be able to book that event. Also, regarding our booking pace, we have 91 group bookings for the year so far. In addition, Mr. Lynch thanked the GWTIDA board for allowing him to conduct the Lunch with Lynch Toy Drive out of the convention center. The drive served over 300 families, including 1,400 children, with 5,000 toys.

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 did not meet this month, however, will do so again in February.

Motions: None.

Old Business: None.

New Business: Mr. Belasco stated that C.J. Scully dropped off and donated an old painting of the old convention hall from 1927. It does need some restoration work, but we hope to hang it somewhere in the building.

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. Barnabei.

Roll Call:

Mr. Greenland	Yea	Mr. Morey	Absent
Mr. Bumberrick	Absent	Mr. Montello	Absent
Mr. Barnabei	Yea	Mr. Clunn	Absent
Mr. Hamlin	Yea	Ms. Long	Yea
Murray	Yea		

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 1/8/26 Regular Board Meeting)

**GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER
REGULAR MEETING, THURSDAY, JANUARY 8, 2026**

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of December 11, 2025 could not be approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – January 2026

Finance Department Update – January 2026

Marketing/Public Relations Update – January 2026

Mr. Belasco discussed Placer.ai, which is a device capturing software. We will get a great deal of use out of it; however, we are still in the learning stages. It can change how we review events. We have a call scheduled with DEP and City of Wildwood Police Chief to see if they could benefit from it.

Mr. Belasco also stated that he attended a Hootsuite meeting to discuss what is essentially a giant phone that serves as an information center. Ad program was discussed and this will also be helpful to marketing. We would get 8 free devices as well. We will keep the board apprised.

Ms. Dougherty stated that she met with the City of Wildwood to discuss our 2027 event dates. It was a productive meeting. We have very few weekends open but there is a shared understanding that some events may need to be moved to alternative times.

Ms. LaBounty stated that we received tax numbers through October, and we are 3% down. We are, however, hopeful that we will make this up with our November and December numbers.

Mr. Rose discussed a Wildwoods music history tour. He will attend a meeting regarding this and grant money will be utilized. The Wildwoods are the birthplace of Rock and Roll music and we want this to continue. In addition, Mr. Rose met with Lt. Governor elect Caldwell, who is looking to revamp the NJ Division of Travel & Tourism. Mr. Rose also announced that we won the Tourism Excellence Award at the NJ Tourism Conference in Atlantic City for the best advertising campaign in the state. Finally, AB&C will be giving a virtual presentation on January 22nd, and we have 75 individuals signed up to date.

Correspondence/Communication: None.

Motions:

Mr. Murray made a motion to approve the Bill List in the amount of \$144,238.73, second by Mr. Hamlin.

Roll Call:

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

Motion moved and approved.

Mr. Belasco discussed the Wildwoods Airshow. We went out and sought proposals from various air bosses, and received two: one from Elevate, and one from David Schultz, who we utilized this past year. Elevate would elevate the event, and they also run the Pacific Airshow in California, which is a great event. Elevate also has national contacts throughout the country. Utilizing Elevate would also allow us to have expenses known, as well as spread some of the risk to them. GWTIDA would still be involved and have a say over the acts and setup, however it would be less on our plate. This would be a partnership with Elevate, where we would retain ownership. Elevate is also in good standing with ICAS. In addition, we were able to obtain a jet demo with viper. For these reasons, we would like to award a contract to Elevate Airshows for the 2026 Wildwoods Airshow. This would be for an amount not to exceed \$100,000, for the period 1/1/26 to 12/31/26, with two one-year options to renew.

Mr. Murray made a motion to award a contract to Elevate Airshows, in an amount not to exceed \$100,000, for the period starting 1/1/26 and ending on 12/31/26, with two one-year options to renew, second by Mr. Barnabei.

Roll Call:

Mr. Greenland	Yea	Mr. Morey	Absent
Mr. Bumbernick	Absent	Mr. Montello	Absent
Mr. Barnabei	Yea	Mr. Clunn	Absent
Mr. Hamlin	Yea	Ms. Long	Yea
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. Rose stated that Suasion Communications attended the committee meeting to give their yearly recap of the 2025 season and discuss the 2026 PR plan. We have the deck for any board member who is interested in having it emailed, please let Mr. Rose know. Feature articles were also shown, which received a lot of exposure for the Wildwoods in 2025.
- **Special Events:** Ms. Dougherty stated that the Special Events Committee met today and reviewed 2025 post event reports. All were approved. In addition, placer.ai was discussed and Megan explained how the software would be used by the events department. 2026 funding application requests were reviewed. Polar Plunge was awarded. The committee will meet again to finalize funding applications. Mr. Greenland added that we executed contracts with all 3 towns – WC for bike path, and NW and WW for summer police. These are all 3-year contracts.

Old Business – Mr. Greenland asked board members to review which committees they are currently on and inform him if they would like to make any changes.

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, February 12, 2026 at 6 p.m.

G. Motion to Adjourn

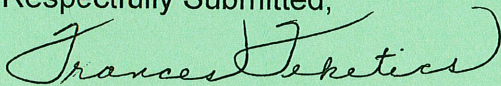
Mr. Murray made a motion to adjourn, second by Mr. Hamlin.

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary