

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

REGULAR MEETING, THURSDAY, JANUARY 19, 2012

**Part I - OPERATIONS
GWTIDA as agent for NJSEA**

Call to Order: The Meeting was called to order by Solicitor, Mr. April at 6:00 p.m.

Salute to flag.

The Open Public Meetings Act was read by our Solicitor, Mr. April.

Mr. April gave Oath of Office to new Board Member Grace Hanlon, who is also the Executive Director of the NJ Division of Travel & Tourism. Mr. Siciliano welcomed Ms. Hanlon to the GWTIDA Board and the meeting.

Mr. April stated that there was an individual present at the meeting with a video camera, and informed the board that members of the public have the right to record an open board meeting.

Roll Call:

Mrs. Franco	Absent	Mr. Montello	Present
Mr. Morey	Present	Mr. Patterson	Present
Mr. Reidenbach	Present	Mr. Byrne	Present
Mrs. Crossen	Present	Mr. Barnabei	Present
Mr. DelMonte	Present	Ms. Hanlon	Present

Also present were Mr. Siciliano, Ms. Feketics, Ms. Trapp, Mr. McNicholas, Mr. Rose, Ms. Kane, Mr. April and Mr. Barry Felice.

A. Approval of Minutes

Mr. Reidenbach made a motion to approve the minutes from December 15, 2011, second by Mr. Byrne.

Roll Call:

Mrs. Franco	Absent	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Byrne	Yea
Mrs. Crossen	Yea	Mr. Barnabei	Yea
Mr. DelMonte	Yea	Ms. Hanlon	Abstain

Motion was moved and approved.

B. Public Comment

Mr. Barry Felice introduced himself and stated that he resides at 104 Elliott Road in North Cape May. Owned and operated a taxi service, which he had to shut down in

April. Mr. Felice has concerns that our elected officials have a total picture of what is going on. Ferry was one of biggest customers. People are moving out of state in droves. Mr. Felice stated that he read about increasing TDF fees, and has friends in taxi service business who are struggling with major financial issues trying to drum up business. Companies are doing what they can to hold onto their customers by lowering prices, not increasing them. It is cheaper to go to Cancun than to the Wildwoods. Conditions for cabs discussed. Mr. Siciliano thanked Mr. Felice for his comments, and we told him that we have been asked to reevaluate event support for the island, and one way to do that is to increase TDF. It has not been committed yet, but is being discussed. Mr. Felice stated that he had a North Wildwood taxi license. Some cabs are licensed in NW or WC, but not licensed in Wildwood. People are hailing cabs. Taxi companies pulling over in a town they are not licensed in will be fined. The cab driver cannot stop. Can an island-wide license be issued? North Wildwood charges \$175 plus TDF, Wildwood \$267 plus TDF, WC \$75 plus TDF. Missing the boat picking up from campgrounds and dropping off in Wildwood, but then not be able to pick that customer back up to take them home. We need to fix the cab problem. Limos were discussed. Mr. Siciliano again thanked Mr. Felice.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – January 2012
- Finance Update – January 2012
- Housing Update – January 2012
- Marketing/Public Relations Update – January 2012
- Sales Update – January 2012
- SMG Update – January 2012
- WellBread Update – January 2012

There were no questions on the Executive Director's Report.

Correspondence/Communication: Nothing.

Motions: None.

D. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. Reidenbach discussed his update and announced that Tioga Energy has secured financing for the Solar Project. Mrs. Crossen congratulated the staff for their efforts. Mr. Siciliano added that the roof work will start end of March to mid-April, and we hope that the project will be completed by mid-June. Tioga Energy has a public relations firm that will work with our PR firm to spread the word about the project. East wall leaked has been repaired.
- **Finance** – Mr. Patterson stated that he had nothing further to add.
- **Housing** – Mrs. Crossen stated that she had nothing further to add.
- **Staffing** – Mr. DelMonte stated that he had nothing further to add.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

E. Final Public Comment – Nothing.

F. Executive Session – Nothing.

G. Any matter of immediate attention

Nothing.

H. Motion to go into the GWTIDA/Advertising portion of the meeting.

Mr. DeMonte made a motion to go into the GWTIDA portion of the meeting, second by Mrs. Crossen.

Roll Call:

Mrs. Franco	Absent	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Byrne	Yea
Mrs. Crossen	Yea	Mr. Barnabei	Yea
Mr. DeMonte	Yea	Ms. Hanlon	Yea

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

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WILDWOODS CONVENTION CENTER**

REGULAR MEETING, THURSDAY, JANUARY 19, 2012

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes from the December 15, 2011 meeting have been approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Department Updates – Included in the board packet was an Events Department Update and a Finance Department Update for January 2012.

Mr. Siciliano discussed the Celebration of Heroes event and distributed a preliminary plan to members of the board. At this time sponsorships are still up in the air. There is a need for us to know a final plan by the end of the month. Diane McGraw can move forward with what we have at that time, and can certainly grow the event in years to come. We will meet with our Greater Wildwood Chamber of Commerce and our Greater Wildwood Hotel Motel Association to discuss package information for the event. Mr. Morey had questions on entertainment which were answered by Mr. Siciliano. Although a live performance is up in the air at this time, we are looking for indoor entertainment. We need to get a major sponsor on board.

Mr. Lynch arrived at 6:25 p.m.

Correspondence/Communication – Nothing.

Motions:

Mrs. Crossen made a motion to approve the bill list in the amount of \$92,253.72, second by Mr. Reidenbach.

Roll Call:

Mrs. Franco	Absent	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Byrne	Yea
Mrs. Crossen	Yea	Mr. Barnabei	Yea
Mr. DelMonte	Yea	Ms. Hanlon	Abstain

Motion moved and approved.

D. Chairperson's Report

Committee Reports:

- **Advertising:** Mr. Siciliano reported that a meeting was held with Diane McGraw to get an update on the Celebration of Heroes event. There will be another meeting tomorrow held with a representative from both the Greater Wildwood Hotel Motel Association and the Greater Wildwood Chamber of Commerce. Mr. Rose gave a recap on the DVD project. It starts with a 3-4 minute video selling the Wildwoods. We are waiting for a few components to get the video produced and may make some revisions. The slide show is basically finished. GWHMA guide and GWCOG book will be converted to z-mag to give guests the ability to page through on screen. Family value coupon book will also be added, and the DVD will be interactive with live links. The DVD will be available online on our website. Timeline for completion of DVD is two weeks, then a live demonstration will be shown to the committee, then 15 days for production. Mr. Rose also reported that the "What Do You Love" campaign has been approved. Guests can post what they love about the Wildwoods, and will be up and running in 10 days.
- **Appropriations:** Mr. Byrne stated that members of the committee met. They were approached by the Mayors of the three communities to provide a little extra event support for certain things. A fruitful discussion was had with Mayors, funding sources were explained to them and they narrowed in on TDF's. The municipalities will be considering TDF's. We left with an agreement that Mayors would go back to the municipalities and discuss, however all three municipalities need to pass the same resolution, because of GWTIDA legislation. We are not in a position to increase event support unless they can increase fees. The TDF has not been changed since 2004. Mr. Siciliano gave an update to Ms. Hanlon on the transient rental inequity and tax differential. Mr. Siciliano gave a synopsis. People stay in condos do not pay tax for staying in hotel, but they also cook home. So it is a double edge sword. They do not collect sales tax or the tourism tax. Mr. April stated that GWHMA went to tax court. As a result, the State changed the law to specifically prohibit condos from being taxed. Mr. Siciliano stated that second home rental industry is 2.8 billion. The state is missing that figure times 7%.
- **Finance:** Mr. Siciliano stated that there is nothing further to report.
- **Staffing:** Mr. DelMonte stated that there is nothing further to report.
- **Strategic Planning:** Mr. Morey discussed consultant for hotel study. Results should be complete in late January. The committee will meet and a final report may be presented in February. V-Zone removal was discussed, and we are no closer. Mr. Siciliano has requested status from Mayor Troiano. We need to know whether or not it was passed though the Planning Board. Mr. Siciliano also explained the application process.
- **Housing:** Mrs. Crossen stated that there is nothing further to report.

- **Entertainment/Sales:** Mr. Lynch stated that the firemen's convention contract has been sent out. Coast Guard Base may be holding their graduation in the facility in March. NJ Clean Communities Council will be bringing 2,000 students. Hopefully we will eventually get the additional overnight booking. Live Nation was discussed. The message is that between the City of Wildwood and GWTIDA, we went to Live Nation to see if they would be interested in facilitating a major concert on the beach. They have accepted. We are working on numbers, information and infrastructure. It is really exciting and will hopefully help us book inside events in the arena as well. Mr. DeMonte stated that they were invited by Live Nation to Urban Plaza, a historic club. It was to promote Bamboozle Concert in Asbury Park, but wanted to announce and find out more about the Wildwoods. We will keep everyone abreast of any developments.
- **Special Events:** Ms. Trapp discussed healthy competition with Asbury Park and Wildwood with the beach event. It does good things for everyone. Polar Bear Plunge raised \$200,000. Several meetings are being held to get through funding requests and applications. Mr. DeMonte is doing a great job as chair, and we are making good progress.

Old Business – Nothing.

New Business – Mr. Siciliano announced that the New Jersey Conference on Tourism will be held from March 14th through 16th at the Golden Nugget in Atlantic City. Our March Board Meeting is scheduled for Thursday, March 15th, which is the same day as our board meeting.

Ms. Hanlon asked the Board to consider holding a few GWTIDA Board meetings in the winter months be moved to a time during the day, at either lunch time or afternoon. Ms. Hanlon will also make an effort to attend meeting or call in to meetings.

Ms. Hanlon stated that at the Governor's Conference, one of the sessions is going to be on "How to utilize the state website to market your business". Ms. Hanlon hopes that we can share with GWHMA that the state has a "deals" section on the front page, tested it last summer. A training webinar will be held at the conference so that when you have a deal, it is creative and experience oriented. If you are going to have 1 million unique visitors, it's got to be impressive. You have an opportunity to market yourself free through the states website, but we have to work on it being more creative. We also have the ability for people to list their events on the state website. We try to remind people to use it as your free marketing tool. Social Media – we went from 600 facebook likes to 15,000 following the state on our facebook page. Ms. Hanlon discussed the State's spring campaign, TV commercial, radio and billboards. Smart posters in New York City cabs were discussed, to get information to international guests. Ms. Hanlon is excited to be in Wildwood and what we are doing is great, it is very impressive.

Mr. Patterson made a motion for the Executive Director to discuss a change of date for the March GWTIDA Board Meeting, after consulting individual board members and their schedules, second by Mr. DeMonte.

Roll Call:

Mrs. Franco	Absent	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Byrne	Yea
Mrs. Crossen	Yea	Mr. Barnabei	Yea
Mr. DeMonte	Yea	Ms. Hanlon	Yea

Motion moved and approved.

Mr. McNicholas stated that in order to get notice in the proper timeframe, we need 7-10 days notice.

Policies/Procedures – Nothing.

Correspondence/Communication – Letters to new members of the board were included in the packet.

E. **Final Public Comment** – Nothing.

F. **Executive Session**
Nothing.

G. **Any matter of immediate attention**
The next GWTIDA Board Meeting will be held on Thursday, February 16, 2012.

H. **Motion to Adjourn**
Mr. Montello made a motion to adjourn, second by Mr. DeMonte.

Roll Call:

Mrs. Franco	Absent	Mr. Montello	Yea
Mr. Morey	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Byrne	Yea
Mrs. Crossen	Yea	Mr. Barnabei	Yea
Mr. DeMonte	Yea	Ms. Hanlon	Yea

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary