

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

REGULAR MEETING, WEDNESDAY, MARCH 20, 2013

Part I - OPERATIONS

GWTIDA as agent for NJSEA

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

Salute to flag.

The Open Public Meetings Act was read by Mr. Byrne.

Roll Call:

Mr. Byrne	Present	Mr. Patterson	Present
Mr. DelMonte	Present	Mr. Barnabei	Present
Mr. Reidenbach	Absent	Ms. Murphy	Present
Mr. Morey	Present	Mr. Greenland	Absent
Mr. Montello	Absent	Ms. Hanlon	Absent

Also present were Mr. Siciliano, Mr. McNicholas, Ms. Trapp, Ms. Kane, Mr. Federici, Ms. Feketics and Mr. April.

A. Approval of Minutes

The minutes of November 15, 2012 could not be approved due to absences of board members present at that meeting.

The minutes of December 20, 2012 could not be approved due to absences of board members present at that meeting.

The minutes of January 17, 2013 could not be approved due to absences of board members present at that meeting.

The minutes of February 21, 2013 could not be approved due to absences of board members present at that meeting.

B. Executive Director's Report

Included in the board packet were:

- Administration Update – March 2013
- Finance Update – March 2013
- Housing Update – March 2013
- Marketing/Public Relations Update – March 2013
- Sales Update – March 2013
- SMG Update – March 2013
- Delaware North Update – March 2013

Mr. Siciliano reported that we will have our 2012 Tourism year-end numbers

available next month. Our 2012 Operations are included in the packet. Operations revenues exceeded operations expenses. After Capital, \$2,500. Mr. Siciliano explained that after Capital, we are \$2,000 to the good. We do not have the money to make the PILOT payment or mortgage payment. \$2,000 will stay in house.

Mr. Patterson has questions about the DRBA meeting, which were answered by Mr. Siciliano. They will be back on April 10th to further discuss opportunities in the Wildwoods.

Mr. Siciliano reported that Mr. Lynch and Mr. Rose are currently in Atlantic City attending the NJ Conference on Tourism. Mr. Siciliano discussed the travel writers game being played at the conference.

Mr. Patterson commented on the letter from the Episcopal Diocese. Great job done by the convention center staff.

Correspondence/Communication: Nothing.

Motions:

None.

C. Chairperson's Report

Mr. Byrne stated that he would like to spend a little bit more time discussing committee reports so that board members are more knowledgeable about the material, for their own knowledge, as well as for when they are asked questions by members of the public.

Mr. Byrne discussed his report. We will follow up on meeting with the City of Wildwood regarding beach plan and shared services, and will try to continue to progress those talks.

Discussion on FEMA maps was held. Mr. Byrne reported that there is remapping and changes on the table.

Discussion on v-zone was held. Will meet with City of Wildwood officials and revive talks.

Committee Reports:

- **Buildings and Grounds** – Mr. Byrne discussed the front entrance soffit project. Also discussed was a possible new strategy for Capital Project Funding. We currently ask NJSEA for funding and they sign off and approve the request. However, we have to live within our Operations budget. Mr. Siciliano explained the Capital Budget submission process.
- **Entertainment & Sales** – Mr. Byrne reiterated that board members need to be able to answer questions asked of them in public, and one question that seems to be asked often is why we do not hold concerts at our facility. There are events that we are good at, such as athletic events. We cannot be a promoter of concerts. If a promoter wants to bring an entertainment act here, that's great, however, we are not able to bring and pay for acts to

perform. Mr. Siciliano further explained the process and discussed Cheerleading and the possibility of putting together a package for them. This was another question asked by the public. Mr. Siciliano explained that the hotel gets \$90. Room rate \$120. Promoter gets a rebate. Mr. Siciliano informed the board that a promoter of any event in the building sets the rate that the public pays to enter an event. We do not set any entrance fee pricing.

Ms. Trapp added that business owners use the information we send out to fashion to their businesses. They have the ability and do reach out to the individual promoters.

Mr. Byrne stated that the committee works hard to come up with ideas, but we are not going to carry out those ideas on our own. The only musical niche that we have not yet tried is the 80's. Mr. Lynch is working on an 80's Dance Party concert with Lisa Lisa. It is important to know the committees strategy on events. Ms. Murphy has been asked to attend the next Entertainment & Sales Committee Meeting.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

D. **Executive Session**
Nothing.

E. **Any matter of immediate attention** - Nothing.

F. **Motion to go into the GWTIDA/Advertising portion of the meeting.**
Mr. Patterson made a motion to go into the GWTIDA portion of the meeting, second by Mr. DelMonte.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Absent	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Absent
Mr. Montello	Absent	Ms. Hanlon	Absent

Motion was moved and approved.

Respectfully,



Fran Feketics
Board Secretary

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, WEDNESDAY, MARCH 20, 2013

Part II – GWTIDA/Advertising and Promotions

A. **Approval of Minutes**

The minutes from the November 15, 2012 meeting could not be approved.
The minutes from the December 20, 2012 meeting could not be approved.
The minutes from the January 17, 2013 meeting could not be approved.
The minutes from the February 21, 2013 meeting could not be approved.

B. **Executive Director's Report**

Department Updates – Included in the board packet was an Events Department Update and a Finance Department Update for March 2013.

Mr. Siciliano reported that we are waiting to hear from our auditor, Ford, Scott and Associates, to schedule our annual audit.

Mr. Siciliano also reported that we came into the year \$2.3m on the working capital fund.

There were no questions on the department updates.

Correspondence/Communication – Nothing.

Motions:

Mr. DelMonte made a motion to approve the bill list in the amount of \$99,787.87, second by Mr. Barnabei.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Absent	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Absent
Mr. Montello	Absent	Ms. Hanlon	Absent

Motion was moved and approved.

C. **Chairperson's Report**

Committee Reports:

- **Advertising:** Ms. Murphy discussed the TripAdvisor report and the mini-campaign/billboards. We are happy with their ad value. Mr. Byrne stated that we are hearing some negative comments on the timing of the campaign, with it perhaps being launched late. It was reiterated that we are

not advertising here. We are instead advertising in North Jersey. Mr. Siciliano has also conducted several interviews to get the word out that we are open for business. We believe the campaign will be successful and also includes 3 weeks of cable and radio. It may bring people to the area who have never been here before. Cost of pre-campaign is \$70,000, and the regular campaign will begin 1 week after the mini-campaign ends. With the mini-campaign, we are trying to get the message out to those not in our normal market. Our vacation guide DVD's should be up shortly online, and they will also be distributed via mail.

- **Finance:** Mr. Byrne stated that there is nothing to add at this time.
- **Special Events:** Mr. DelMonte gave an update and distributed a funding spreadsheet to the board. Mr. Siciliano reported that a funding request was received from Ann Conville of Reality Dance. Last year, funding was given, and additional funding was requested this year. There are some issues that were discussed and checked on, such as payments, etc. The committee decided that we will not fund the event this year and a letter of decline will be written. The reason is that the event was not the event we thought it would be.

Mr. Siciliano discussed the status of the Monster Truck building. The committee decided to fund the event and have the Greater Wildwood Hotel Motel Association do the event. There were 2 options on the table, which were to fund the event, or enter into a multi-lease agreement for the Monster Truck building. We will not be entering into a lease agreement regarding the building. The City of Wildwood is not sure what they want to do with the building. The events will happen, however they will not happen in the Monster Truck building. Again, the committee decided to just fund the events instead of entering into any kind of lease agreement for the building.

- **Strategic Planning:** Mr. Byrne reported that the County has closed on the purchase of John's Tire & Auto. A meeting was held with the businesses and residents of Rio Grande Avenue, from Hudson to Susquehanna Avenues. The turnout was phenomenal 90% of business owners attended the meeting, and a great job was done by the staff. County Engineer Dale Foster and Freeholder Will Morey were a pleasure to work with and very knowledgeable. Mr. Jack Morey will hold a meeting to further discuss, and the anticipated project completion date is the start of the 2014 season. GWTIDA is playing a very appropriate role, and the entrance into and out of the Wildwoods can be much different. The county also hopes to rectify the flooding issues and improve traffic flow around the area.

Mr. Byrne discussed the Host Hotel. We are getting calls inquiring as to when we will be bidding the project. We are letting people know and need to continue to let them know that there is a process. We cannot do anything, unless the area is removed from the V-zone. When that happens, we will then be able to discuss incentives, etc. We will work with both NJSEA and the City of Wildwood on possible incentives such as tax and land, however again, that will not be done until the area comes out of the v-zone. So we will not entertain meeting with any developers until the v-zone is removed. After the v-zone is removed, we will begin to discuss

incentives, etc. and then put out an RFP for the project.

Mr. Morey discussed possible agenda items for the next Strategic Planning Committee meeting such as possible incentive discussions with NJSEA, downtown parking BSID and PR support by Suasion. Mr. Morey reiterated that this potential project is part of our 2015 plan, which we are in support of. Mr. Byrne added that GWTIDA has been involved with many projects throughout the island. We also may want to find a way to get an objective count as to how the summer is going, i.e. parking revenue, weather, tolls, etc. Also discussed was the possibility of a newsletter for the public. We now meet with municipalities twice a year and have made great progress, however maybe we should let people know what the funding does.

Mr. Siciliano discussed the potential City of Wildwood Beach Bar that could be behind our back deck this summer. As part of the beach fees being rescinded, there was a need to get people to support the City of Wildwood beach plan. We sent a letter supporting that plan. Mr. Siciliano received a call from Ryan Troiano, which resulted in a meeting with Ryan, and Chris Fox regarding the possibility of placing their beach bar behind the convention center and utilizing our power, water and sewer. Mr. Siciliano stated that we have a 60 amp, 3 phase 208 service and that the city can tap into our electric, which we will meter. It was determined that sewer will not work, and they can also utilize our water supply. The City of Wildwood will be responsible for paying for any utilities used. The bids for this beach bar project come in on March 22nd, and the design is part of the RFP. We met again with the city regarding details of location moving the bar to south side of boardwalk extension. Additional discussion took place on liquor license.

Old Business – Nothing.

New Business – Mr. Siciliano discussed an article that was in the Press of Atlantic City, which showed tax numbers collected by the State from the room occupancy tax. The occupancy tax collected in 2012 in Cape May County was \$8.2M - that equates to \$117,142,857 in rental income. The Wildwoods 1.85% room assessment was \$1.73M, which equates to \$93,695,081 in rental income or 80% of the total amount collected in Cape May County.

Mr. Siciliano was asked to send board members an email on the information in the article and included spreadsheet.

Policies/Procedures – Nothing.

Correspondence/Communication – Nothing.

D. **Public Comment** – Nothing.

E. **Executive Session**
None.

F. **Any matter of immediate attention**
The next GWTIDA Board Meeting will be held on Thursday, April 18, 2013.

G. **Motion to Adjourn**
Mr. DeMonte made a motion to adjourn, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DeMonte	Yea	Mr. Barnabei	Yea
Mr. Reidenbach	Absent	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Absent
Mr. Montello	Absent	Ms. Hanlon	Absent

Motion was moved and approved.

Respectfully Submitted,



Fran Feketics
Board Secretary