

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

(Minutes from 6/18/20 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JUNE 18, 2020

Part I - OPERATIONS

GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by 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. Hamlin	Present
Mr. Greenland	Present	Mr. Bumbernick	Absent
Mr. Morey	Present	Mr. Murray, Jr.	Present
Mr. Patterson	Present	Mr. Sciarra	Absent
Mr. Barnabei	Present	Mr. Vasser	Present

Also present were Mr. Siciliano, Ms. Harland-Bird, Ms. Carlino, Mr. Rose, Mr. Lynch, Mr. Federici, Mr. Frey, Mr. Cox, Mr. April, and Ms. Feketics. Proper notice was given under pandemic guidelines.

A. Approval of Minutes

Mr. Vasser made a motion to approve the regular meeting minutes of May 21, 2020, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Absent
Mr. Morey	Yea	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Absent
Mr. Barnabei	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 – June 2020

ASM Update – June 2020

DE North Update – June 2020

Finance Update – June 2020

Housing Update – June 2020

Sales Update – June 2020

Mr. Siciliano announced that staff has been meeting at several Planning Committee and Sr. Staff Meetings to look at re-opening the building. Input is being taken into consideration from ASM and DE North. We have made some basic

orders including plexiglass shields, masks, gloves and hand sanitizing stations. The last item to review is signage for the building. Mr. Siciliano, Mr. Cox and Mr. Frey met today to see presentations on two pieces of equipment – a mister that can be used in restrooms and other areas throughout the day, and a deep-clean sanitizer, which would be used to clean the facility, including bleachers, seats, restrooms, etc. overnight. Mr. Cox will be obtaining quotes from Hillyard, the company we currently use for many of our housekeeping items and equipment. Several machines may be needed. All signage ordered will be uniform throughout the building. We are keeping very busy and trying to stay ahead of the curve.

Mr. Morey asked where we stand in line with Governor's orders to reopen the building. Mr. Siciliano replied that we are listening to and following guidelines every day. There has been no specific mention of convention centers or arenas to date. Right now, we can only go by indoor gatherings, which is set at a capacity of 50 people. We need to figure out how to socially distance in the building for future events, and we will continue to wait to hear guidance. Mr. Vasser added that there seems to be a target date of July 4th for casinos to reopen at a limited capacity.

Mr. Sciarra arrived at 6:15 p.m.

Mr. Morey asked if there were any events booked or postponed filling in the first weekend in September, originally Roar to the Shore weekend. Mr. Siciliano replied that there is nothing planned to happen that weekend or Firemen's weekend.

Mr. Byrne had questions regarding Mr. Siciliano's call with Carl Groon regarding the convention center MOU, which were answered by Mr. Siciliano. In reviewing a copy of the MOU between Paramount and GWTIDA, Carl saw that it stated that NJSEA owns the Montgomery Avenue parking lot. Mr. Siciliano explained that the Montgomery Avenue lot is part of the parcel owned by NJSEA, and not part of the leased parking lots from the City of Wildwood.

Mr. Siciliano stated that we received an email today with updated 2% tourism tax collection numbers through April. Collections total \$26,868, which is \$121,000 under our budget for the month.

Mr. Siciliano stated that NJSEA asked us to put a Capital Reserve in place for the Wildwoods Convention Center. Of the three engineering firms we spoke to, one of them only bid on the loading dock project, which is put on hold until further notice. AEC and DeBlasio & Associates submitted 2 bids each – one for the loading dock project and one for the Capital Reserve. AEC bid came in at \$27,000, and DeBlasio & Associates came in at \$6,000. Mr. Siciliano and Mr. Frey spoke with each of the firms, and Marc DeBlasio understands what is needed. The Buildings & Grounds Committee reviewed and would like to move forward with Marc DeBlasio of DeBlasio & Associates in the amount of \$6,000.

Mr. Greenland made a motion to enter into an agreement with DeBlasio & Associates in the amount of \$6,000 to generate a Capital Reserve Plan for the Wildwoods Convention Center, second by Mr. Sciarra.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Absent

Mr. Morey	Yea	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Yea	Mr. Vasser	Yea

Motion moved and approved.

Correspondence/Communication: None.

Motions: None.

D. Chairperson's Report

Mr. Byrne reiterated meetings held and attended throughout the month.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland stated that the report was included in the packet and stated that capital projects have been put on hold at this point due to financial concerns regarding the Coronavirus, except those projects that are an emergency.
- We continue to have weed issues. A new product, Sedgehammer, will be tried. A price for concrete was obtained, however, that is not an option right now.
- Mr. Greenland also thanked Mr. Frey and his staff for the concrete repair project under the front windows of meeting rooms 4 through 10. It was looking bad and needed a lot of repair work done. One block was repaired and looks excellent and really improves the building. This will be continued along the front of all the meeting rooms and Administrative entrance and offices.
- Mr. Siciliano reported that we had the Welcome to the Wildwoods sign installed as part of the county project and are waiting for electric meter to be put in. There were 2 pine trees covering the view of the sign as you come over the bridge. The City of Wildwood has removed them so there is now a clear view. The idea was for us to now provide plantings for that area, including boxwoods, rose bushes, etc., and cost is under \$1,000. Mr. Siciliano will email a photo to the board. The City of Wildwood will be handling labor. This was all previously discussed with Mr. Greenland and Mr. Byrne of the Buildings and Grounds Committee and they agreed to move forward with the above.
- Mr. Siciliano reported that when the crane was installing the events sign at the county project, the jack was placed on the concrete and cracked a 4x4 section. Image One will pay for that repair when the concrete company comes back to do their punch list. We will approve a check for 90% of the cost of the sign and will release the remaining 10% when the signs are lit and working.

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

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Absent
Mr. Morey	Yea	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Yea	Mr. Vasser	Yea

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 6/18/20 Regular Board Meeting)

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JUNE 18, 2020

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Regular meeting minutes of May 21, 2020 have been approved.

B. Public Comment – None.

C. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – June 2020
Finance Department Update – June 2020
Marketing/Public Relations Update – June 2020

Mr. Siciliano stated that we are keeping track of postponed and cancelled events. Also, we received our 2% tourism tax collection numbers through April. We are at \$2,700 for this month. Mr. Rose is getting final ads out and working on digital markets. We have a lot going on.

Correspondence/Communication – None.

Motions:

Mr. Greenland made a motion to approve the Bill List in the amount of \$278,095.82, second by Mr. Morey.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Absent
Mr. Morey	Yea	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Yea	Mr. Vasser	Yea

Motion moved and approved.

Correspondence/Communication: None.

D. Chairperson's Report

Mr. Byrne reviewed the Chairperson's Update with the board and discussed meetings attended throughout the month, including several conference calls regarding the hotel project, and committee meetings.

Committee Reports:

- o Advertising: Mr. Rose stated that we received all creative which was launched on June 4th. They include families on the beach, bike riding, etc. Committee also discussed if and when all is open, how will we adjust creative and reflect the current situation?

- Looked at new billboard information, which Jamie McLaughlin has been working on. She has done a great job.
- Grand Entryway dedication was discussed. This will be a 2-part event on Wednesday, July 1st. There will be a media event, and then a Cape May County Press Conference, talking about county and GWTIDA contributions to the project. The event will include a motorcade travelling over the bridge onto the island, consisting of the tram car, monster trucks, classic cars, police with lights flashing, and then the general public. Bobby Rydell's song, "Wildwood Days" will be playing, and the tram car will cut the ribbon which will be across the roadway. At this time, the City of Wildwood will be revealing the new street name for Rio Grande Avenue.
- **Special Events:** Mr. Patterson stated that good news was reported that the meeting – 55% of TDF fees that were billed have been collected.
- Ms. Harland-Bird reported on status of events: VFW will be having a mini-convention in Fox Park and at the Vietnam Wall: BBQ & Blues has cancelled their event. All boardwalk parades have been cancelled, as were the Monster Truck races. Cape Express soccer has been postponed until August. The Governor has approved fireworks to take place again in the state, and we will be funding the 4th of July fireworks this year. Mr. Siciliano added that with 65% of prior year collected in TDF, we have also reduced the number of events. Also, although the ban has been lifted on fireworks, this does not lift requirements to social distance. This will be incumbent upon the Boardwalk Special Improvement District to make sure guests are maintaining proper social distancing.
- **Strategic Planning:** Mr. Morey stated that a new piece of art was sent out for the wall in front of the pumping station at the Rio Grande Avenue Project. This will go out to bid, however we do not have funding. Beach balls will be installed soon, with the last ball being installed on July 1st.
- Mr. Morey asked if there were any updates on the convention center hotel. Mr. Siciliano stated that there are no new updates. We are in our first 30-day period. On July 15th we will speak with Kevin Evans of Gibbons Law, attorney for NJSEA and Tony Peterman, and will begin conversations on the ground lease.
- Mr. Morey would like to open discussions again on Wayfinding, parking expansion, solar, pumping station, etc., however there is no funding at this time for any of these projects.

Old Business – None.

New Business – State of NJ Update. Mr. Vasser stated that last month, he informed the board of a three-phase marketing approach for the state. They have moved out of Phase 1 and are about to release their aspirational campaign. This is to keep New Jersey at the top of people's minds. The state's Welcome Back campaign is on hold, and they are also waiting for funding, as they are currently in a holding pattern.

Policies/Procedures – None.

Correspondence/Communication – Included in the board packet was a thank you note from Jennifer Siciliano for the plant and well wishes. Mr. Siciliano stated that Jennifer is recovering and coming along nicely.

D. **Public Comment** – None.

E. **Executive Session** – None.

F. **Any matter of immediate attention**

Our next Board Meeting will be held on Thursday, July 16, 2020 at 6:00 p.m.

G. **Motion to Adjourn**

Mr. Greenland made a motion to adjourn, second by Mr. Barnabei.

Roll Call:

Mr. Byrne	Yea	Mr. Hamlin	Yea
Mr. Greenland	Yea	Mr. Bumbernick	Absent
Mr. Morey	Yea	Mr. Murray, Jr.	Yea
Mr. Patterson	Yea	Mr. Sciarra	Yea
Mr. Barnabei	Yea	Mr. Vasser	Yea

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary