

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

(Minutes from 1/9/25 Regular Board Meeting)

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

REGULAR MEETING, THURSDAY, JANUARY 9, 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. Bumbernick	Absent	Mr. Sattler	Present
Mr. Barnabei	Present	Mr. Montello	Present
Mr. Hamlin	Present	Mr. Clunn	Absent
Mr. Murray	Present	Mr. Vasser	Present

Also present were Mr. Belasco, Ms. LaBounty, Ms. Dougherty, Mr. Rose, Mr. Lynch, Mr. Federici, Ms. Springer, Mr. Frey, Ms. Feketics and Mr. Scott DeWeese.

A. Approval of Minutes

Mr. Sattler made a motion to approve the regular meeting Operations minutes of December 19, 2024, second by Mr. Vasser.

Roll Call:

Mr. Greenland	Yea	Mr. Morey	Yea
Mr. Bumbernick	Absent	Mr. Sattler	Yea
Mr. Barnabei	Yea	Mr. Montello	Yea
Mr. Hamlin	Yea	Mr. Clunn	Absent
Mr. Murray	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 – January 2025
ASM Update – January 2025
DE North Update – January 2025
Finance Update – January 2025
Housing Update – January 2025
Sales Update – January 2025

Ms. LaBounty distributed the Statement of Operations to the board for review, as it was not available at the time the board packet was compiled. There were no questions.

Motions:

Mr. Greenland stated that the Buildings & Grounds Committee met and discussed the dock levelers, and the need to replace them. The committee recommends to the board to go out to bid to replace three dock levelers at the Wildwoods Convention Center.

Mr. Barnabei made a motion to authorize the Finance Manager to go out to bid to replace three dock levelers on the loading dock at the Wildwoods Convention Center, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

Mr. Greenland stated that the Buildings & Grounds Committee met and discussed the cooling tower, and the need to replace it. The committee recommends to the board to go out to bid to replace the cooling tower at the Wildwoods Convention Center.

Mr. Sattler made a motion to authorize the Finance Manager to go out to bid to replace the cooling tower at the Wildwoods Convention Center, second by Mr. Hamlin.

Roll Call:

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

Motion moved and approved.

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 committee met and discussed the New Orleans incident. We would like to install a few

beach ball bollards on our main stairs to the building and are obtaining quotes. Mr. Lynch added that he met with Police Chief Murphy of the City of Wildwood to discuss additional measures that would be taken at the NJ Special Olympics Polar Plunge, scheduled for January 18th including cautionary set-ups and barriers at the boardwalk entrances at Cresse Avenue, midtown, and 26th Street, as well as having a police car parked at the top of the boardwalk extension that runs along the south side of our building.

Old Business: None.

New Business: None.

Policies/Procedures: None.

Correspondence/Communication: None.

E. Executive Session – None.

F. Any matter of immediate attention – Mr. Greenland reminded the board of Tom Byrne's father's viewing, which will be held on Friday from 10am-Noon, followed by funeral services. Please keep the Byrne family in your prayers.

G. Motion to go into the GWTIDA/Advertising portion of the meeting.
Mr. Vasser made a motion to go into the GWTIDA portion of the meeting, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

Respectfully,



Frances Feketics
Board Secretary

PART II
GWTIDA
ADVERTISING/PROMOTIONS
(Minutes from 1/9/25 Regular Board Meeting)

**GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER
REGULAR MEETING, THURSDAY, JANUARY 9, 2025**

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

Mr. Vasser made a motion to approve the regular meeting Tourism minutes of December 19, 2024, second by Mr. Murray.

Roll Call:

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

Finance Department Update – January 2025

Marketing/Public Relations Update – January 2025

Mr. Belasco stated that he and Mr. Rose met with our booking engine, RIPE, and with some changes we will be able to increase our properties from 9 to 13. Also, discussions with Site Minder are continuing, which will give us the ability to add even more properties.

Mr. Greenland stated that we would like to find an event to fill in for Biker Weekend. Mr. Belasco added that the AC Airshow has been cancelled for the last two years, and the promoter has reached out to us wanting information on the Wildwoods. Mr. Belasco and Mr. Rose met with the promoter over the holidays, discussions are in the very early stages, and we will keep the board updated. Mr. Sattler had questions which were answered by Mr. Belasco. The promoter is in fact looking for a long-term contract. This could be a major event for the Wildwoods as well as the entire region of South Jersey.

Ms. LaBounty distributed the cash flow statement. Mr. Sattler had questions regarding the municipal split which were answered by Ms. LaBounty. We cannot pay the municipalities until we receive the municipal checks from them.

Correspondence/Communication: None.

Motions:

Mr. Sattler made a motion to approve the Bill List in the amount of \$1,268,182.89, second by Mr. Hamlin.

Roll Call:

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

Motion moved and approved.

Mr. Belasco stated that in December, the Advertising Committee met and discussed the need for us to revitalize our website. The committee is recommending to the board to go out for Request for Proposals (RFP) for a new website and app development.

Mr. Sattler commented on the revitalization of the website and what could be done, as well as discussed the need for an app or not. Mr. Hamlin stated that we need to move forward with website revitalization and will discuss it with a few vendors. Mr. Greenland added that bids will be reviewed and discussed.

Mr. Vasser made a motion to authorize the Finance Manager to go out for Request for Proposal (RFP) for a new website and app development for the Wildwoods Convention Center, second by Mr. Murray.

Roll Call:

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

Motion moved and approved.

D. Chairperson's Report

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

Committee Reports:

- o **Advertising:** Mr. Hamlin stated that the committee met and a presentation was made by Suasion to review the numbers. \$17 billion. Excellent job, it was a very good meeting.
- o **Special Events:** Ms. Dougherty stated that the committee met and reviewed two post-event reports, and 8 funding applications for 2025. It was a productive meeting and approximately \$25,000 in event funding remains.

Old Business – None.

New Business – Mr. Vasser provided the board with a NJ Division of Tourism update.

1) The American Bus Association (ABA) will hold their convention in Philadelphia on February 2nd. Camden Aquarium will host the opening reception. This will be a great opportunity to meet with tour operators, as well as a great opportunity to showcase New Jersey.

2) HSMAI – The annual Adrian Awards were held for top campaigns, and the WOW campaign for NJ won three bronze awards. There will be a banquet held in February in New York.

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 13, 2025 at 6 p.m.

G. Motion to Adjourn

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary