

**THE WILDWOOD TOURISM DEVELOPMENT COMMISSION  
REGULAR MEETING MINUTES**

**TUESDAY, JUNE 04, 2013**

**CALL TO ORDER:** The Mayor called the meeting to order at 01:01 p.m.

**ROLL CALL:** Burns - Here, Gannon - Absent, Montello - Here, Richardson - Absent  
Roach - Here, Trivelis - Here, Troiano - Here

**OTHERS ATTENDING:** Tracey DuFault, Greater Wildwoods Chamber of Commerce  
Susan Maxwell, Administrative Secretary

**MINUTES APPROVAL:** Tuesday, May 07, 2013 Regular Meeting

Motion: Trivelis                      Second: Roach

All members present voted in the affirmative; there were no nays or abstentions.

**A. General**

1. Wildwood International Kite Festival – Mr. Trivelis reached out to Ms. Pelton before the event to offer a 50% discount, up to \$20.00, to the participants to be used in his restaurant, but he received no business from them.
2. Discussion was held regarding the Spring Car Show and it was noted that the group went to Menz Restaurant in Middle Township. The car show receives TDC and GWTIDA funding. A motion was made by Mr. Trivelis and seconded by Mr. Montello that any event we fund stays on the island and supports the local businesses.

**B. Event Funding**

1. Wildwood Talent Showcase - A funding request was made in the amount of \$2,000.00. In the past, the TDC approved funding to pay for DJ support. A motion was made by Mr. Burns to fund the Wildwood Talent Showcase in the amount of \$2,000.00 and was seconded by Mr. Montello.

Burns - Yes, Gannon - Absent, Montello - Yes  
Richardson - Absent, Roach - Yes, Trivelis - Yes, Troiano - Yes

2. Wildwood Lifeguard Reunion - A funding request was made in the amount of \$2,500.00. This is a new event designed to reunite the friends and family of former lifeguards. The board said this is a nice event but doesn't fit into the

funding criteria. A motion as made by Mr. Roach to NOT fund the Wildwood Lifeguard Reunion and was seconded by Mr. Burns.

Burns - Yes, Gannon - Absent, Montello - Yes  
Richardson - Absent, Roach - Yes, Trivelis - Yes, Troiano - Yes

3. DOO WW Campaign - A funding request was made in the amount of \$3,000.00 to help with the purchase of additional magnets. After an initial order of 10,000 magnets, there are only 1,000 left. The WBID is hopeful to order another batch of 10,000-20,000 of the colorful logo magnets. The cost of the first order was covered by the WBID and SID. This promotion is an effort to promote the Wildwoods as a whole. A motion was made by Mr. Montello to fund the DOO WW Campaign in the amount of \$3,000.00 and was seconded by Mr. Burns.

Burns - Yes, Gannon - Absent, Montello - Yes  
Richardson - Absent, Roach - Yes, Trivelis - Yes, Troiano - Yes

4. Olde Time Italian Festival - A funding request was made in the amount of \$5,000.00 to help offset the cost of rising City services, such as vendor fees, trash and security. This event brings a lot of people to town. A motion was made by Mr. Burns to fund the Olde Time Italian Festival in the amount of \$3,000.00 and was seconded by Mr. Roach.

Burns - Yes, Gannon - Absent, Montello - Abstain  
Richardson - Absent, Roach - Yes, Trivelis - Yes, Troiano - Yes

5. Wildwood Motor Events:
- a. Spring Car Show - \$2,500.00
  - b. Fall Car Show - \$2,500.00
  - c. Monster Mash - \$2,500.00

The funding requests for the above listed events are tabled to the next meeting.

d. Sunday Night Cruises - A funding request was made in the amount of \$1,500.00 from the Greater Wildwood Hotel and Motel Association, who is coordinating the cruise. The cruise night will be held in conjunction with the Sunday night Fox Park Concerts. The Mayor is working with Rick Rock of WIBG radio to advertise the cruise and the concerts and he has suggested that the amount of funding be increased to \$2,500.00. A motion was made by Mr. Montello to fund the Sunday Night Cruises in the amount of \$2,500.00 and was seconded by Mr. Roach.

Burns - Yes, Gannon - Absent, Montello - Yes  
Richardson - Absent, Roach - Yes, Trivelis - Yes, Troiano - Yes

6. Fox Park Concerts & Block Party Advertising – Discussion was held on having double advertising for the Concerts and Block Party to save on printing costs. A motion was made by Mr. Montello to fund the Fox Park Concerts & Block Party Advertising in the amount of \$2,500.00 and was seconded by Mr. Trivelis.

Burns - Yes, Gannon - Absent, Montello - Yes  
Richardson - Absent, Roach - Yes, Trivelis - Yes, Troiano - Yes

ADJOURNED: There being no further business to discuss, this meeting was adjourned at 01:39 p.m. Minutes are not verbatim as to subject matter or in the order they were discussed.

Motion: Montello                      Second: Trivelis

All members present voted in the affirmative; there were no nays or abstentions.

**THE NEXT MEETING DATE IS TUESDAY, JUNE 18, 2013 AT 01:00 P.M.**