

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

TUESDAY, FEBRUARY 04, 2013

CALL TO ORDER: The meeting was called to order at 03:02 p.m.

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

OTHERS ATTENDING: Beverly Trapp, GWTIDA
Tracey Du Fault, GWCOG
Beatrix Pelton, Sky Festival Productions
Joe Murray, Sr., One Off Marketing
Susan Maxwell, Administrative Secretary

MINUTES APPROVAL: Tuesday, January 28, 2014 Meeting
Motion: Richardson Second: Trivelis

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

B. Event Funding

1. Wildwood International Kite Festival – A funding request was made in the amount of \$6,000, plus in-kind services. The board inquired as to how many people this event brings to the City. There are no hard numbers available as multiple events occur over the Memorial Day weekend. However, Ms. Pelton has seen an increase in registrations for those competing and those going on the field. They do enjoy 50 to 100 children on a daily basis. On the Friday of the event, a class is held inside the Convention Center for 200 to 300 children and they are given lunch. Everyone involved with the festival, be it competitor or vendor, are highly encouraged to stay and eat in Wildwood hotels and restaurants. Ms. Pelton will send a promotional package for the board to review. A motion was made by Mr. Gannon and seconded by Mr. Trivelis to fund the Wildwood International Kite Festival in the amount of \$6,000.00, plus in-kind services.

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

2. Roar to the Shore – Mr. Murray inquired into the status of the 2013 funding. Mayor Troiano explained that the City gave \$15,000.00 out of Special Event funding dollars into Police overtime to cover the \$29,000.00 that was incurred from the previous year. The Special Event funding money comes from TDF funds collected by the city, sent to GWTIDA for collection, then a portion

rolled back to the city in the form of support. A very detailed discussion ensued on TDF fees, the in-kind services provided by the City and what those services cost. It was noted that the group requesting funding was a for profit group, hired by Cape Classics to handle the marketing for the event. A suggestion was made that next year Cape Classics, a non-profit group who runs Roar to the Shore, submit the application for funding. Ultimately, the Mayor denied funding to RTTS Entertainment.

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

A. General

1. International Food Festival - Two dates are possible for this event, May 17th or May 31st. Extensive discussion was held on how to run the event. The Greater Wildwood Chamber of Commerce was asked if they would be interested in running the event. They would be interested, but they do not have the budget for it. If GWTIDA and the TDC would be willing to fund it, Ms. DuFault will discuss it with her board. She was asked to proceed with requesting permission from the GWCOB board to run the International Food Festival. Further discussion will take place at the next meeting.
2. VFW & American Legion Events – Ms. Richardson explained the activities and participation for these two groups are declining. She asked the board to think of ways that we can increase participation.

ADJOURNED: There being no further business to discuss, this meeting was adjourned at 04:01 p.m. Minutes are not verbatim as to subject matter or in the order they were discussed.

Motion: Montello Second: Richardson

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

THE NEXT MEETING DATE IS TUESDAY, FEBRUARY 11, 2013 AT 03:00 P.M.