

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

TUESDAY, APRIL 29, 2014

CALL TO ORDER: The meeting was called to order by Mayor Troiano at 03:01 p.m.

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

OTHERS ATTENDING: Beverly Trapp, GWTIDA
Tracey Du Fault, GWCOG
Susan Maxwell, Administrative Secretary

MINUTES APPROVAL: Tuesday, March 11, 2014 Meeting
Motion: Burns Second: Roach

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

A. Event Funding

1. 94 at the Shore Promotion - 94 WIP submitted a proposal to the City to host a clam bake the week of July 14th at a cost of \$5,000.00. This is an advertising promotion and they have approached many businesses. GWTIDA had also looked into this and determined that they do not wish to pursue. The TDC has also decided not to pursue; we are in full season and do not need the advertising. This type of promotion might be more effective in late spring or early fall.
2. Restaurant Week - A funding request was made in the amount of \$5,000.00. Extensive discussion was held on the origin of this event, which began in Wildwood. In order to receive GWTIDA funding, the event opened to the island as a whole. However, Wildwood's TDC is the only TDC on the island that provides funding. The board requests that Valerie Trivelis of Schellenger's Restaurant, and Jamie Mancini, of Neil's Steak & Chowder House, attend the next meeting so we can discuss advertising with them. This funding request is tabled until the next meeting.
3. Olde Time Italian Festival - A funding request was made in the amount of \$5,000.00. A motion was made by Mr. Burns and seconded by Mr. Trivelis to fund the Olde Time Italian Festival in the amount of \$5,000.00.

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

4&5. Cape Classics Spring Rally and Roar to the Shore - Funding requests were made in the amounts of \$3,500.00 and \$6,000.00, respectively. Extensive discussion was held on both of these events. It was noted that of all of the businesses that profit from these two events, not one contributes anything to the running of it. Other issues discussed are Police and Fire Departments not getting paid from last year's expenses. The funding requests are tabled until the next meeting.

6. Wildwood Cornhole Tournament – A funding request was made in the amount of \$2,000.00. Last year they received \$1,500.00. A proposed was made to award \$1,000.00 as this is the 3rd year of funding. A motion was made by Mr. Montello and seconded by Mr. Trivelis to fund the Wildwood Cornhole Tournament in the amount of \$1,000.00.

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

7. Post Card Show and Open House - A funding request was made in the amount of \$1,500.00. The museum is getting a tram car display. Perhaps this could be a revenue generator by offering photographs and selling them. Discussion was held on the event in general and a suggestion was made to reduce the funding to \$1,000.00. Therefore a motion was made by Mr. Burns and seconded by Mr. Montello to fund the Post Card Show and Open House in the amount of \$1,000.00.

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

B. General

1. GWTIDA Funding - Discussion was held on event funding. GWTIDA feels that the TDC should not fund any event that is already being funded by them. In October, GWTIDA and the mayors of Wildwood, North Wildwood and Wildwood Crest will sit down and review the island events, to determine what events are worthwhile and what we might not be interested in hosting in the future. Events will be reviewed in terms of attendance, in-kind services and how much labor and resources are being used by the municipalities.

2. Wildwood Motor Events - Discussion was held on the Fall Show and the damage that was done to the streets. This year, dinner is to be held at the Convention Center, which caused concern to the restaurant owners. The point was made that TDC funding comes from business dollars, so the local businesses should see some benefit from the events. Messrs. Trivelis, Burns and Montello are going to reach out to Mr. McGhee to discuss having the dinner held in local restaurants; they will offer specials. Another topic was the Gentlemen's Race. This event takes place on the beach at the water's

edge. It was picked up by national magazines and 2 TV shows and received rave reviews. The event is labor intensive for the City with 3 men committed to 3 days of work. Finally, the Monster Trucks were discussed. Commissioner Leonetti joined the meeting and explained that the City is still negotiating with the Hotel/Motel Association regarding payment of services. However, the events will be approved as they are really trying to do right by the City.

3. Beach Ball Weekend - It is too late to do anything for this year, but we may be able to create an event next year for the weekend before Memorial Day to kick off the season. Discussion was held on whether to include a clam bake to be run by the Restaurant Association and how to run a clam bake efficiently. A suggestion was made to hold a bonfire and incorporate music. It could take place on the beach by Rio Grande Avenue and the stage can be utilized for bands.
4. Captain Kidd Pirate Day - Ms. Trapp believes that this could be an island wide event. The restaurants could offer dinner specials; an island wide hidden treasure hunt could take place, to name just a few of the ideas. We could invite Morey's Piers to participate by offering rides, and possibly develop a hotel/meal/amusement package with the participation of the various businesses.
5. Meetings - The Board requested that meetings be held on a more regular basis. To that end, the secretary will schedule meetings for every other Tuesday, starting May 13, 2014. The new time for meetings will be 02:30 p.m.

ADJOURNED: There being no further business to discuss, this meeting was adjourned at 04:02 p.m. Minutes are not verbatim as to subject matter or in the order they were discussed.

Motion: Montello Second: Burns

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

THE NEXT MEETING DATE IS TUESDAY, MAY 13, 2014 AT 02:30 P.M.