

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

TUESDAY, JUNE 03, 2014

CALL TO ORDER: The meeting was called to order by Mr. Montello at 02:33 p.m.

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

OTHERS ATTENDING: Beverly Trapp, GWTIDA
Tracey DuFault, GWCOG
Valerie Trivelis, Restaurant Association
Susan Maxwell, Administrative Secretary

MINUTES APPROVAL: Tuesday, May 13, 2014 Meeting
Motion: Trivelis Second: Roach

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

A. Event Funding

1. Restaurant Week - A funding request in the amount of \$5,000.00 was received. Valerie Trivelis discussed the GWTIDA handling of all advertising for Restaurant Week. Advertising is by radio, rack cards, posters and print ads. Jester Graphics has designed a new website for Restaurant Week. The web address is wildwoodbythesearestaurantweek.com. Discussion was held on event funding by North Wildwood and Wildwood Crest. Moving forward for the future, North Wildwood and Wildwood Crest will have to ante up. If expenses exceed funding, restaurants will have to contribute. Further discussion was held on purchasing banners and distributing them to Wildwood restaurants to advertise their participation in Restaurant Week.

A motion was made by Mr. Roach and seconded by Ms. Richardson to fund Restaurant Week in the amount of \$3,500.00 for the purpose of advertising and to fund an additional \$1,500.00 to purchase banners.

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

Valerie Trivelis and Jamie Mancini are invited to attend the June 17th meeting to further discuss the banner advertising.

2. Beach N Boat Fishing Challenge - A funding request was made in the amount of \$10,000.00. This was a state run event last year and very successful. This is the first year in Wildwood and will be held on Father's Day weekend.

GWTIDA is funding this event as part of its initiative to bolster the fishing industry on the island. No motion was made to fund this event and the matter is closed.

3. Wildwood Motor Events - Mr. McGhee is stilling looking for an answer to the funding issue from last year. The issue was never tackled and kept getting tabled. We will discuss at the next meeting when we have a full board

B. General

1. Funding - Discussion was held on TDC funding vs. GWTIDA funding. Any event that is island wide should only be funded by GWTIDA. The TDC should be funding Wildwood only events. These issues will be addressed at the next meeting, which will be on Tuesday, June 10th at 01:00 p.m.
2. TDC Structure - Extensive discussion was held on the use of TDC funds to promote the City's businesses. The board needs to focus on what the TDC is supposed to spend their money on. Research will be done on what is allowed. If GWTIDA supports island wide events, the TDC should use funding to support those Wildwood businesses taking part of the events. If an event promoter owes money to the City of Wildwood, then they should not receive TDC funding. The board needs to look at how much events actually cost the city, in money and in-kind services.
3. Events - Discussion was held on the new events promoted by North Wildwood, such as the sidewalk chalk contest, basketball shoot out and pooch parade. The City needs to add new events which can be held at or around Fox Park.

ADJOURNED: There being no further business to discuss, this meeting was adjourned at 03:29 p.m. Minutes are not verbatim as to subject matter or in the order they were discussed.

Motion: Montello Second: Roach

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

THE NEXT MEETING DATE IS TUESDAY, JUNE 10, 2014 AT 01:00 P.M.