

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

TUESDAY, JUNE 17, 2014

CALL TO ORDER: The meeting was called to order by Mr. Montello at 02:32 p.m.

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

OTHERS ATTENDING: Mark D'Amico, Cape Classics
Joe Murray, Cape Classics
Beverly Trapp, GWTIDA
Tracey DuFault, GWCOG
Gary McGhee, GWHMA
Susan Maxwell, Administrative Secretary

MINUTES APPROVAL: Tuesday, June 10, 2014 Meeting
Motion: Richardson Second: Burns

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

A. Event Funding

1. Cape Classics Spring Rally & Roar to the Shore - Funding requests in the amount of \$3,500.00 and \$6,000.00, respectively, were made. Discussion was held on the lack of support from the neighboring towns and the local businesses. The Spring Rally did not do well this year; there were only 500-600 bikes in attendance. Weather is a big factor and the group is thinking of moving the event to May in 2015. Mr. D'Amico discussed Cape Classics Motorcycle Club, which is a non-profit group. Any profits made from these events go directly back to the community. Further discussion was held on the rental of the Tuckers and Morey's lots. A motion was made by Mr. Gannon and seconded by Mr. Montello to fund the Spring Rally & Roar to the Shore in the amounts of \$2,000.00 and \$3,000.00, respectively.

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

2. WOGI Advertising - A request was made for funding in the amount of \$5,000.00. In the past, we have advertised for 10 weeks for the Fox Park Concert Series and the Block Party, with the ads changing weekly. WOGI is now broadcasting locally on 102.3 FM radio. Sunday night concert attendance generally runs about 400 to 1,000 people, depending on the entertainment. A motion was made by Mr. Burns and seconded by Ms. Richardson to fund the WOGI Advertising in the amount of \$5,000.00.

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

3. Atlantic City Weekly - A funding request was made in the amount of \$4,000.00. Discussion ensued on the merits of funding with AC Weekly as opposed to At The Shore. Several members feel we will receive much more exposure from At The Shore, which is distributed with the Atlantic City Press. The matter is tabled to the next meeting after research has been completed.
4. Fox Park Concert Series - A funding request was made in the amount of \$20,000.00 to help offset the cost of entertainment for the concert series. A motion was made by Mr. Montello and seconded by Mr. Burns to fund the Fox Park Concert Series in the amount of \$20,000.00.

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

B. General

1. Restaurant Week Banners - Ms. Trivelis updated the board as to the use of banners for restaurant week. Flags or banners will be purchased to support the Wildwood restaurants. The cost would be \$50.00 to \$100.00 per banner.
2. Recreation Center Events - Discussion was held on applying for an intern to run events for the Rec Center and enhance the downtown area. In the past, different events have been tried with no success. The location of the Rec Center is a problem. Going forward, we will use Fox Park and put together some new programs geared towards families. It will be worthwhile to have a conversation with Wildwood Beach Patrol; Chief Stocks is very creative and wants to do a lot for the kids.
3. Internship - The state will be supplying the city with 30-40 kids this summer. They will help clean the beach, intern at the Rec and help wherever else is needed. They are paid by the state at a rate of \$9.00/hour and can work up to 25 hours a week.
4. Beach Concerts - Two back to back concerts will be held on Saturday, June 28th and July 5th. Discussion was held on some of the challenges back to back concerts can hold.

The June 28th concert is promoted by Beach Buddy Events and is an EDM (electronic dance music) event. Anthony Morrison is the lead on this and he is very responsible and experienced. The concert will be held at Roberts Avenue and will face the ocean 500 to 600 yards out from the boardwalk. They have already paid the city \$15,000.00 in fees.

The July 5th concert is promoted by BeachGlow Concerts for Charity. Dane Kunkel is the lead and any proceeds from the concert will be donated to the American Red Cross.

ADJOURNED: There being no further business to discuss, this meeting was adjourned at 03:19 p.m. Minutes are not verbatim as to subject matter or in the order they were discussed.

Motion: Montello Second: Gannon
All members present voted in the affirmative; there were no nays or abstentions.

THE NEXT MEETING DATE IS TUESDAY, JULY 01, 2014 AT 02:30 P.M.