

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

TUESDAY, JULY 01, 2014

CALL TO ORDER: The meeting was called to order by Mr. Gannon at 02:31 p.m.

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

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

MINUTES APPROVAL: Tuesday, June 17, 2014 Meeting
Motion: Richardson Second: Roach

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

A. Event Funding

1. Fox Park Advertising - Discussion was held on the merits of advertising with At The Shore versus Atlantic City Weekly. At The Shore will cost a little more, but it has a market of 330,000 readers. The ads will cost \$637.50 per week and will run for 8 weeks, for a total of \$5,100.00. The board agreed it was more inclined to advertise with At The Shore. A motion was made by Ms. Richardson and seconded by Mr. Trivelis to fund the Fox Park Advertising in the amount of \$5,100.00.

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

2. Doo WW Shopping Bags - A funding request was made in the amount of \$2,500.00 to order additional bags. The shopping bags were given out at the Farmer's Market, which had a very successful opening on Saturday, June 28th. There were 18 vendors and a radio station will be broadcasting from the Farmer's Market every Saturday. The Chamber of Commerce has received positive feedback on the market. The bags were a huge hit and the WBID would like to order more, but they do not have the budget for it. A motion was made by Mr. Burns and seconded by Mr. Roach to fund the Doo WW Shopping Bags in the amount of \$2,000.00.

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

3. Wildwood Motor Events - A letter requesting funding was received for the various events this year: Spring Classic Car Show - \$2,500.00, Fall Classic Car Show - \$2,500.00, Monster Truck Beach Nationals - \$1,500.00 and the Import Car and Truck Show - \$1,500.00. The requests are tabled to the next meeting as the board would like to see funding requests and the proformas.
4. Beth Judah Temple Block Party - A funding request was made in the amount of \$5,000.00. The event is being held to celebrate the temple's Centennial celebration. Discussion was held on the funding request and it was determined it is really an island wide event as it is the only temple in Cape May County and its worshippers come from all over the island. The board would like to help with the advertising and they agreed to fund \$2,000.00 and make the request that Beth Judah Temple reach out to North Wildwood and Wildwood Crest and request funding from their TDC. A motion was made by Mr. Burns and seconded by Ms. Richardson to fund the Beth Judah Temple Block Party in the amount of \$2,000.00.

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

ADJOURNED: There being no further business to discuss, this meeting was adjourned at 02:51 p.m. Minutes are not verbatim as to subject matter or in the order they were discussed.

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

THE NEXT MEETING DATE IS TUESDAY, JULY 15, 2014 AT 02:30 P.M.