

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

TUESDAY, FEBRUARY 02, 2016

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

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

OTHERS ATTENDING: Beverly Trapp, GWTIDA
Susan Maxwell, Administrative Secretary

MINUTES APPROVAL: Tuesday, December 01, 2015 Meeting
Motion: Richardson Second: Burns

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

A. General

1. TDC/Mercantile Fees - The Mayor discussed the recent mercantile license lawsuit ruling that if a person is renting for longer than 175 days, they no longer need to acquire a mercantile license. The State and Assembly enacted a bill to veto this, but the Governor's office sat on it. The City of Wildwood is expected to lose \$25,000.00 to \$30,000.00 in mercantile fees. Since TDF and TDC fees are included in the mercantile fees, a loss of funding is expected for the TDC Commission. The city is planning to hire people to review mercantile licenses as it found over \$95,000.00 last year in fees from people who said they don't rent.
2. Rio Grande Avenue Decorations - Mr. Montello suggested that we have decorations on Rio Grande Avenue at the entrance to town. The City of Wildwood is the only town without decorations at the gateway. Discussion was held on Rio Grande Avenue being a wind tunnel, banners, getting a price quote on materials, decorating the entrance way from New Jersey Avenue to Ocean Avenue, 75-80% of the traffic goes through Rio Grande Avenue.
3. Tree Lighting - Mr. Donio discussed moving the tree lighting to downtown Wildwood instead of having it at the Convention Center, in an attempt to bring more activity to the downtown area.
4. Events - It was noted that the city should not be doing events; rather we should be funding, supporting, etc. Let promoters handle events.

B. **Event Funding**

1. Doo Wop Magnets - A funding request was received in the amount of \$2,500.00 as a contribution toward the purchase of 35,000 magnets. The magnets are wildly popular among residents and tourists alike. Mr. Trivelis made a motion to fund the Doo Wop Magnets in the amount of \$2,500.00 and was seconded by Mr. Montello.

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

2. 2016 Vacation Planner - As in prior years, the City of Wildwood places an ad in the Vacation Planner. A request was made to have the TDC pay for this invoice. Mr. Montello made a motion to fund the 2016 Vacation Planner Ad in the amount of \$1,975.00 and was seconded by Mr. Trivelis.

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

3. Wildwood International Kite Festival - A funding request was made in the amount of \$10,000.00. Mayor Troiano had a conversation with John Siciliano, Executive Director of GWTIDA, with respect that this event is an island wide event. North Wildwood and Wildwood Crest do not contribute anything to this event and Wildwood already provides a lot of in-kind services. Any event that is island wide should only be funded by GWTIDA. Ms. Trapp stressed how much good press we get from this one event. A motion was made to deny funding and provide in-kind services only.

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

C. **Events**

1. Image Events - Discussion was held on the image events: Baby Parade, Kite Festival, Italian Festival (North Wildwood), Italian Festival (Wildwood), Irish Festival (North Wildwood) Block Party.
2. Newsletter - Ms. Richardson brought up the topic of a newsletter or informational letter to include event information to be mailed out to taxpayers.
3. Sunday Night Concerts - Ms. Trapp asked if we have information on this year's concert schedule. Events are being planned for beach concerts and a beach bar.

ADJOURNED: There being no further business to discuss, this meeting was adjourned at 03:31 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, FEBRUARY 16, 2016 AT 02:30 P.M.