

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

TUESDAY, SEPTEMBER 07, 2021

CALL TO ORDER Commissioner Fitzsimons called the meeting to order at 06:15 p.m.

ROLL CALL Arroyo - Here, Fitzsimons - Here, Hines - Absent, Robinson - Here, Sciarra - Absent, Simmons - Absent, Zuzulock - Here

OTHERS ATTENDING: Susan Maxwell, Administrative Secretary

MINUTES APPROVAL: June 08, 2021

Motion: Arroyo Second: Zuzulock

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

A. General

1. TDC Account Balance is \$179,660.12. There were 2 years of no spending. Commissioner Fitzsimons would like to keep a “rainy day” fund.

B. Funding Requests

1. Right To Unite Unity Day – A funding request in the amount of \$1,515.00 was received. The board agreed to fund this event, which has been held for 3 years, but is the first time requesting funding. A motion was made by Tito Arroyo and seconded by Bob Zuzulock to fund the Right To Unite Unity Day in the amount of \$1,515.00.

Arroyo - Yes, Fitzsimons - Yes, Hines - Absent, Robinson - Yes,
Sciarra - Absent, Simmons - Absent, Zuzulock – Yes

2. Old Tyme Italian Festival – Krista Fitzsimons shared the background of this event with the Board. For the past 9 years, the TDC has provided funding for this event in the total amount of \$32,000.00. Bob Zuzulock made a motion and was seconded by Tito Arroyo to fund the Old Tyme Italian Festival in the amount of \$5,000.00.

Arroyo - Yes, Fitzsimons - Yes, Hines - Absent, Robinson - Yes,
Sciarra - Absent, Simmons - Absent, Zuzulock – Yes

3. Vacation Planner – Discussion was held on changing the ad that is run in the publication. The Board would like to see city branding. Ms. Fitzsimons will discuss with Russell Simmons some conceptual ideas. We would also like to see some continuity in advertising as a whole. The cost for the ad is \$1,975.00. A motion was made by Jen Robinson and seconded by Bob Zuzulock to fund the Vacation Planner in the amount of \$1,975.00.

Arroyo - Yes, Fitzsimons - Yes, Hines - Absent, Robinson - Yes,
Sciarra - Absent, Simmons - Absent, Zuzulock – Yes

4. Halloween Trunk or Treat – The event first held in 2020 was discussed. Coastal Broadcasting was a co-sponsor with the city. We went into last year’s event blind and were hit hard with expenses. It was a lesson well learned. We also collaborated with Lunch with Lynch to provide awards for costumes and decorated vehicles and to provide candy. This year’s event will be set up in the same way to promote social distancing. Attendees will enter via Burk Avenue and exit via Ocean Avenue. We will heavily advertise and promote this event. A suggestion was made to pass out posters at the grade schools. Coastal Broadcasting will provide advertising, sound and music. A motion was made by Tito Arroyo to fund the 2021 Halloween Trunk or Treat for \$2,500.00 and was seconded by Jen Robinson.

Arroyo - Yes, Fitzsimons - Yes, Hines - Absent, Robinson - Yes,
Sciarra - Absent, Simmons - Absent, Zuzulock – Yes

5. Jen Pruszinski – Invoice of \$1,502.00
6. Linda Ennis – Invoice of \$1,168.00
7. Bill Caterini – Invoice of \$1,000.00

The above three individuals were discussed regarding their part in the Arts in the Park series. Jen and Linda hosted painting, while Bill provided musical entertainment. Commissioner Fitzsimons is considering bringing painting to the Recreation Center once a month during the winter, as it was so popular. In addition, games were provided for the kids (i.e. Connect 4 and Cornhole). Krista Fitzsimons made a motion to pay each of the above invoices and Jen Robinson seconded it.

Arroyo - Yes, Fitzsimons - Yes, Hines - Absent, Robinson - Yes,
Sciarra - Absent, Simmons - Absent, Zuzulock – Yes

8. Christine Alesi was added to the discussion. She provided yoga instruction for a fee amount of \$125.00. Her classes ranged anywhere from one person to a dozen. Ms. Robinson made a motion to pay Christine Alesi in the amount of \$125.00 and Krista Fitzsimons seconded it.

Arroyo - Yes, Fitzsimons - Yes, Hines - Absent, Robinson - Yes,
Sciarra - Absent, Simmons - Absent, Zuzulock – Yes

C. General

1. ADJOURNED: There being no further business to discuss, this meeting was adjourned at 06:44 p.m. A motion was made by Jen Robinson and seconded by Krista Fitzsimons.

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

2. Minutes are not verbatim as to subject matter or in the order they were discussed.
3. The next meeting will be held on October 5, 2021 at 06:00 p.m.