

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

**TUESDAY, MARCH 01, 2022**

**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 - Here, Zuzulock - Here

**OTHERS ATTENDING:** Susan Maxwell, Administrative Secretary  
Alicia DeLuca, Director of Recreation

**MINUTES APPROVAL:** September 07, 2021

Motion: Simmons                      Second: Zuzulock

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

**A. General**

1. The current TDC funding balance is \$163,436.66. We have a large balance because of the lack of spending in 2020 and 2021 due to COVID. TDF funds consist of an additional tax on mercantile fees. The TDC balance is never returned at the end of the year, unlike other budgeted amounts. We also have a municipal budget for Special Events. These accounts are separate and distinct from each other and the funds are never co-mingled. The TDC is considered seed money for events, public relations and the like.

For 2022, we are budgeting \$95,000.00 for event funding, leaving the balance for a rainy day or in case of a lean year. A motion was made by Tito Arroyo and seconded by Russ Simmons. All members voted aye.

2. Krista Fitzsimons introduced Alicia DeLuca, who is our new Special Events and Recreation Director. Wildwood is a first class event venue and needs to be treated as such. In addition, Wildwood holds the lions share and has the most diverse of events. Alicia then went on to discuss her background and will automate the application process. Everything is to be done online. There is now one point person for event holders to interact with.
3. Arts in the Parks - Discussion was held on the events in all 3 parks. The 2022 season will proceed with yoga and painting, but no music. The music did not go over as well. For this year, we will instead include a dance party and arts & crafts nights.

**B. Funding Requests**

1. Wildwood International Kite Festival - Beatrix Pelton attended via Zoom. She thanked the board for the opportunity to speak. 2022 is the 36<sup>th</sup> year for WIKF. The festival is a 3 day event on the beach, and Monday at the Convention Center. Discussion was held on the event, set up, etc. A funding request was made in the

amount of \$5,000.00. Ms. Pelton reached out to North Wildwood and Wildwood Crest to request funding. North Wildwood is alluding to \$1,000.00 to \$1,500.00.

TDC Meeting  
March 01, 2022  
Page Two

Commissioner Fitzsimons helped to reach out to businesses for sponsorship, but was not successful. Ms. Pelton thanked the board and signed off from the meeting.

The board then discussed the history of WIKF, the fact that the events lost \$22,000.00 and how does it continue at this rate. It was noted that WIKF paid their 2021 fees. The board needs to determine how important this event is. This subject is tabled.

2. Doo WW Magnets - A funding request in the amount of \$2,500.00 was received from BID. A motion was made by Russ Simmons to fund the Doo WW Magnets in the amount of \$2,500.00 and was seconded by Bob Zuzulock.

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

3. Dancing With Local Celebrities - A funding request in the amount of \$2,500.00 was received from the GWCOG. This event was mostly attended by locals and was not geared toward tourism. The request does not fit the criteria. Tito Arroyo suggested a sponsorship of \$1,250.00 and was seconded by Russ Simmons.

Arroyo - Yes, Fitzsimons - Abstain, Hines - Absent, Robinson - Yes,  
Sciarra - Absent, Simmons - Yes, Zuzulock - No

The request was denied because it did not have a majority yes vote.

4. Jeep Invasion - A funding request for 2021 was recent received in the amount of \$14,295.20. We never received the 2021 application. For some history, the 2021 event was sold at the 2019 rate and our Special Event Fees went up in the meantime. Seven Slot Sales were invited to apply for funding as this will help them bridge the gap of the Public Works cost, along with WPD and WFD fees. A motion was made by Russ Simmons and seconded by Bob Zuzulock to fund the Jeep Invasion in the amount of \$14,295.20.

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

5. Tri Marketing - Tabled to the next meeting.

6. Wild Island Marketing - This is an annual fee for the City of Wildwood and the Recreation Department website upgrade/email marketing platform for locals and tourists. The cost is \$432.00. A motion was made by Jen Robinson and seconded by Tito Arroyo to fund Wild Island Marketing in the amount of \$432.00.

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

7. SESAC - This invoice is to cover licensing fees in the City of Wildwood with respect to copyright and intellectual property relating to music. A motion was made by Russ Simmons and seconded by Bob Zuzulock to fund the SESAC invoice in the amount of \$513.00.

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

8. Seward Johnson Exhibition - Discussion was held on the sculptures to be displayed in the parks around town. To display 12 sculptures for 6 months, the cost is \$30,000.00 or \$2,500.00 per piece. Other options for the 3 parks would cost \$7,500.00 or 7 sculptures for \$10,000.00. It would be a great attraction from May to November. The topic has been tabled until we have a presentation in a couple of weeks.

**C. Closing**

1. **ADJOURNED:** There being no further business to discuss, this meeting was adjourned at 07:37 p.m. A motion was made by Russ Simmons and seconded by Tito Arroyo.

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 May 05, 2021 at 06:00 p.m.