

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

TUESDAY, MARCH 02, 2021

CALL TO ORDER Commissioner Fitzsimons called the meeting to order at 06:04 p.m.

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

OTHERS ATTENDING: Susan Maxwell, Administrative Secretary
Tracey DuFault, CWCOG
Megan Dougherty, GWTIDA

MINUTES APPROVAL: February 02, 2021

Motion: Arroyo

Second: Zuzulock

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

A. General

1. GWTIDA Funding Applications – Ms. Fitzsimons spoke about setting budgets for funding requests and funding events in a descending tier. Discussion was held on GWTIDA funding and of double dipping. GWTIDA funding applications were distributed to the board for review. Tracey DuFault spoke of in kind services as a form of funding. This discussion will be continued at the next meeting.
2. Wildwood International Kite Festival – This is an image event. Ms. DuFault touched on the history of the Kite Festival. Beatrix Pelton has requested a meeting to discuss possible funding. It should be noted that WIKF does receive funding from GWTIDA. Megan Dougherty noted that the Kite Festival provides a \$100,000.00 value in imaging.
3. Philadelphia String Band Association – We are still in a proposal stage with the Association to perform at our Christmas parade this year. We are looking at 5 bands, with 4 of them in the parade and 1 on stage at Byrne Plaza. Discussion was held on the logistics of spacing the bands out so the music will not be overlapping and on sponsorship opportunities. The funding discussion will be continued at the next meeting.
4. WIBBAGE Advertising – Discussion was held on advertising with this radio station, which is located in Atlantic County. They have a much larger tower than the local station and we can reach a brand new audience. This topic is tabled to the next meeting when we can discuss advertising levels.

B. Event Funding

1. Wildwoods Outdoor Holiday Shopping Village – A funding request by GWCOG was received for this event last September. Ms. DuFault has since rescinded the request.

2. Doo WW Magnets - A funding request by WBID 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. Arroyo made a motion and was seconded by Mr. Zuzulock to fund the Doo Wop Magnets in the amount of \$2,500.00.

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

3. Sun by the Sea Advertising - A funding request was made in the amount of \$1,200.00. The City of Wildwood places an ad in this paper for the two issues that are printed (May-June and July-August), \$600 per full page ad. The ads typically list all of the upcoming events that are taking place in the City of Wildwood. Mr. Sciarra made a motion and was seconded by Mr. Zuzulock to fund the Sun by the Sea Advertising in the amount of \$1,200.00.

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

NEW BUSINESS:

1. Social Media – Ms. Robinson inquired about the PR position and asked if they will be improving on the Facebook and website posts. Ms. Fitzsimons explained that now that we are opening back up and having events, we should see a vast improvement in both of these sites.

ADJOURNED: There being no further business to discuss, this meeting was adjourned at 06:42 p.m. Minutes are not verbatim as to subject matter or in the order they were discussed.

Motion: Arroyo

Second: Sciarra

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