

# OCEAN CITY TOURISM DEVELOPMENT COMMISSION

## MINUTES

MAY 9, 2013

Chairman Pasquale Gallelli called the meeting to order at 9:35 AM in the Community Room at the Ocean City Community Center, 1735 Simpson Avenue.

Adequate notice of this meeting has been given pursuant to Public Law 1975, Chapter 231.

**MEMBERS ATTENDING:** Michael Allegretto, Charles Bangle, Pasquale Gallelli, Frank Shoemaker, Skip Tolomeo

Charles Bangle moved to approve the minutes of the April 11<sup>th</sup> meeting as written. Skip Tolomeo seconded. The motion carried.

Xander Becket, from WebFX distributed a report for the pay per click feature and the Google analytics. Currently the pay per click is coming in at under \$1 per call. He answered questions from the members of the Commission and noted that the campaign was a success as the ranking of the Tourism Commission's web site continues to improve.

Donna Schmitt distributed the current finance reports for the mercantile fee collections and encumbrances against the 2013 Budget. She reported that there is currently a balance of \$163,000. in the projected budget for the year 2013.

The 9<sup>th</sup> Street business owners are doing a radio campaign on KYW 1060 using SID (Special Improvement District) funds collected from the business owners on 9<sup>th</sup> Street.

## **RESOLUTIONS:**

### **A RESOLUTION SUPPORTING RESTAURANT WEEK**

This resolution requests \$5,000. to support Restaurant Week in Ocean City from June 17 to June 22, 2013. After discussion it was decided that the principal website to be used on this brochure will be the tourism website – [www.oceancityvacation.com](http://www.oceancityvacation.com). The consensus of the members was that the Commission would support this event with \$3,500. for production costs for a brochure to promote this event with matching funds to be contributed by the Restaurant Association .

**PUBLIC COMMENT ON THIS RESOLUTION:** No one from the public commented.

Skip Tolomeo moved to support Restaurant Week with a \$3,500. partnership. Charles Bangle seconded. A roll call vote was taken. Skip Tolomeo, Charles Bangle, Michael Allegretto, Pasquale Gallelli and Frank Shoemaker voted aye.

The following resolutions are considered to be routine in nature and should be considered in one motion unless anyone would like to have one pulled.

### **RESOLUTION AUTHORIZING NEWSPAPER ADVERTISING WITH THE STAR LEDGER**

This is for the Back to the Shore issue which will emphasize **THE JERSEY SHORE IS OPEN!** The Star Ledger has a circulation of 703,000 readers and is the largest newspaper in New Jersey.

¼ page – 4 color ad and a leaderboard/rectangle on the news section of the Star Ledger web site for one week is \$1,950.

## **AUTHORIZING TALENT FOR CHANNEL 2 PROMOTION**

This is for the talent for promotion of the 2013 Summer Season "What's Happening in Ocean City" on the Government Access Channel 2.

## **AUTHORIZING VIDEO PRODUCTION SERVICES**

This is for creating a library of high quality film for 15 second and 30 second television commercials in the amount of \$25,000.

## **AUTHORIZING ADDITIONAL GRAPHIC ARTIST SERVICES**

This is for additional graphic artist services for various projects including design of various print advertisements, post cards, posters and other collateral pieces.

**PUBLIC COMMENT ON THE RESOLUTIONS:** No one from the public commented.

Skip Tolomeo moved to approve the above resolutions. Charles Bangle seconded. A roll call vote was taken. Skip Tolomeo, Charles Bangle, Michael Allegretto, Pasquale Gallelli and Frank Shoemaker voted aye.

**NEW BUSINESS:** Pasquale Gallelli asked that the Commission consider the purchase of a web cam to be placed strategically on the boardwalk so that perspective vacationers to Ocean City can see when they visit the Tourism Commission website that **Ocean City is Ready for Your Visit** and that there has been no damage to the boardwalk and the beaches are restored.

No action was taken by the Tourism Commission.

**PUBLIC COMMENT:** No one from the public commented.

The next meeting of the Tourism Commission will be held on Thursday, June 13 at 9:30 am in the Community Room at the Ocean City library.

There being no further business, the meeting adjourned.

Respectfully submitted,

A handwritten signature in cursive script that reads "Sally J. Huff". The signature is written in dark ink and is positioned above the printed name and title.

Sally Huff

Recording Secretary