

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

THURSDAY, JUNE 20, 2013

Ocean City Library Community Room – 1735 Simpson Avenue

Chairman Pasquale Gallelli called the meeting to order at 9:25 am in the Community Room at the Ocean City Public Library.

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

ATTENDANCE: Michael Allegretto, Charles Bangle, Pasquale Gallelli, Skip Tolomeo.

Charles Bangle moved to approve the minutes of the May 9, 2013 meeting. Skip Tolomeo seconded. The motion carried.

Michele Gillian presented the report for the oceancityvacation.com website.

STAFF REPORTS:

The secretary distributed the current budget report and noted that as of June 15 there is a budget balance of \$129,000.

RESOLUTIONS:

The following resolutions are considered to be routine in nature and will be read by title only and enacted by one motion. If anyone would like a particular resolution considered separately, it will be removed from the consent agenda.

AUTHORIZING PRINT ADVERTISING IN VARIOUS REGIONAL PUBLICATIONS

This is for advertising and marketing various events and promotions for July and August, 2013.

1. Press of Atlantic City	\$2,604.91
2. Ocean City Sentinel	\$8,100.00
3. Catamaran Media	\$10,089.00

AUTHORIZING PAYMENT TO THE OCEAN CITY REGIONAL CHAMBER OF COMMERCE FOR THE OPERATION OF THE WELCOME CENTERS

This resolution is to partner with the Ocean City Chamber of Commerce for the operations and handling of phone calls to the 800-BEACHNJ phone line and associated fulfillment at the 34th Street Welcome Center and the Welcome Center on the Route 52 Causeway.

AUTHORIZING AN OUTDOOR MEDIA BUY

This resolution authorizes the lease of two (2) billboards on I-95 from CBS Outdoor to promote Ocean City. Each of these two billboards are available for 4 weeks beginning July 1, 2013 to July 31, 2013.

PUBLIC COMMENT: Lisa Haas stated that she still feels that a web camera will bring more good publicity to Ocean City than any print or television advertising.

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

NEW BUSINESS: Michele Gillian distributed information to the commission for purchasing two information kiosks for the new Welcome Center. A decision will be made on this purchase at the next meeting of the Tourism Commission.

PUBLIC COMMENT: Jeff Granahan, Director of the Ocean City Historical Museum, and Holly Kisby General Manager of Shriver's Salt Water Taffy presented a proposal for the Ocean City Tourism Commission to develop a mobile website that provides an opportunity to explore the history of the Boardwalk.

Michele Gillian announced that the Jeep weekend was a success. Many cars were entered and the public really enjoyed this event. Cars were on Asbury Avenue on Friday evening and on the boardwalk on Saturday. Hopefully this event will be held in Ocean City annually.

The next meeting of the Tourism Development Commission will be held on July 25th in the Community Room of the Ocean City Library. Charles Bangle suggested that the meeting time be changed to 9:00 am. This was met with approval from the members of the Tourism Commission. The secretary will advertise this change.

Charles Bangle also suggested that the Tourism Commission set their budget for a fiscal year (July 1 to June 30) instead of a calendar year. Michael Allegretto will look into the feasibility of this change.

There being no further business, the meeting adjourned.

Respectfully submitted,

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

Sally Huff

Recording Secretary