

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

AUGUST 1, 2013

Chairman Pasquale Gallelli called the meeting to order at 9:05 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 June 20, 2013 meeting. Frank Shoemaker seconded. The motion carried.

STAFF REPORTS: Donna Schmitt distributed the financial reports for the month of July. The second notices on the mercantile fees will be sent out next week. She estimated that there are 500 or 600 rental units that will be getting second notices. The renewal notices for contractors licenses will be sent out this month.

Michele Gillian announced that there are 74,237 entries to date in the **Free 7 Day Vacation Contest**. Each winner receives a gift bag containing \$600 or \$700 in gifts and 4 beach tags. After they return home photos of the winners are sent to their hometown newspaper.

Welcome Center – Michele Gillian reported that the Welcome Center on the Rt 52 Causeway really sells business in Ocean City. They are currently tracking accommodations availability and helping to place heads in beds. They have also been able to assist the City with beach tag sales. To date \$189,000 in beach tag sales have been made at the Welcome Center.

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 FINANCIAL SUPPORT FOR MAINSTREET AND THE OCEAN CITY RETAIL MERCHANTS ASSOCIATION'S HOLIDAY PROMOTIONS

This is for special events and programs for the Asbury Avenue business district including the annual Christmas Parade, carriage rides with Santa, strolling entertainment and more.

AUTHORIZING FINANCIAL SUPPORT FOR THE OCEAN CITY CHAMBER OF COMMERCE HOLIDAY PROMOTIONS

This is for the annual holiday promotional campaign the day after Thanksgiving and is advertised as an "Old Fashioned Family Christmas" event in the downtown shopping district.

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 RESOLUTIONS: No one from the public commented.

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

NEW BUSINESS:

Frank Shoemaker moved to change the rental search on the Tourism website to revert to the same procedure that was in place in February until the realtors can make a decision on how to process these requests for rental information.

Skip Tolomeo made a motion that there should be a deadline of December 31st at which time the Tourism Commission will reconsider this decision. Charles Bangle seconded. A roll call vote was taken. Frank Shoemaker, Charles Bangle, Skip Tolomeo and Michael Allegretto voted aye. Pasquale Gallelli voted no as he has discussed this with Kevin Redmond, President of the Board of Realtors, and the Board of Realtors would like to make a recommendation to the Tourism Commission before any final decision is made on this issue.

Charles Bangle announced that the Boardwalk Merchants would be sponsoring a fireworks spectacular at 10 pm on August 24 with a raindate on August 25, 2013. Pepsi Cola, the Wagmann Co and the City of Ocean City will be sponsoring this event. Vineland Fireworks will be providing the shells at cost.

PUBLIC COMMENT:

Mary Manco suggested that the Tourism Commission have Dickens characters strolling along Asbury Avenue during the Christmas holidays to add to the festivities.

Kay Manco asked if something could be done to make the owners of vacant property take better care of their property. She specifically mentioned the Exxon station at 9th and Bay Avenue as this makes the entrance to Ocean City look blighted.

Jim Ginn again requested that the Tourism Commission link their website to his live web cams.

Charles Bangle will check to see if the jets are coming to the Air Show in September.

Frank Shoemaker thanked everyone for their comments.

There being no further business, the meeting adjourned at 10:15 AM.

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 J. Huff
Recording Secretary