

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

THURSDAY, JANUARY 30, 2014 – 9:30 AM

Ocean City Library – 1735 Simpson Avenue

The recording secretary called the meeting to order at 9:40 am in the Community Room at the Ocean City Library, 1735 Simpson Avenue.

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

MEMBERS ATTENDING: Michael Allegretto, Charles Bangle, Holly Buck, Roslyn Lifshin, Frank Shoemaker

REORGANIZATION: the Recording Secretary asked for nominations for Chairman of the Tourism Commission for the year 2014. Holly Buck nominated Charles Bangle. Roslyn Lifshin seconded. The motion carried.

Chairman Charles Bangle asked for nominations for Vice Chairman. Charles Bangle nominated Frank Shoemaker. Holly Buck seconded. The motion carried.

The Chairman asked for nominations for Secretary. Holly Buck volunteered. Chuck Bangle seconded. The motion carried.

The Chairman welcomed Holly Buck and Rosalyn Lifshin as new members of the Commission.

Michael Allegretto moved to approve the minutes of the December 19, 2013 meeting. Charles Bangle seconded. The motion carried.

STAFF REPORTS: Donna Schmitt distributed the final Budget reports for 2013 and the 5 year analysis for the mercantile collections.

NEW BUSINESS: Rick Jones from Universal Media presented several proposals for Media Plans for 2014 and answered questions from the members of the Tourism Commission.

Chairman Charles Bangle set up a media sub-committee with Rosalyn Lifshin and Frank Shoemaker and a budget sub-committee with Holly Buck and Charles Bangle.

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.

A RESOLUTION SETTING MEETING DATES FOR 2014

This resolution sets meeting and workshop dates for 2014 to be advertised in accordance with Public Law 1975, Chapter 231.

A RESOLUTION ADOPTING 2014 TEMPORARY BUDGET

This resolution authorizes the Tourism Commission to set a Temporary Budget for 2014 at \$100,000.

A RESOLUTION AUTHORIZING PAYMENT FOR TELEPHONE SERVICE FROM COMCAST FOR 2014

This resolution authorizes payment of local and long distance telephone service for the toll free lines at the Ocean City Welcome Center in an amount not to exceed \$3,000.

PUBLIC COMMENT ON RESOLUTIONS: The Chairman asked if there was any public comment on the resolutions. No one from the public commented.

Charles Bangle moved to approve the resolutions as written. Frank Shoemaker seconded. A roll call vote was taken. Charles Bangle, Frank Shoemaker, Rosalyn Lifshin, Holly Buck and Michael Allegretto voted aye.

Frank Shoemaker stated that there was an opportunity for the Tourism Commission to purchase 8 half page four color ads in the Sunday magazine section of the Philadelphia Inquirer for \$15,000. After receiving a favorable response from the members of the Commission, he stated that he would get additional details.

Charles Bangle reported that he is still in the process of meeting with representatives of Pepsi Cola for corporate sponsorship.

PUBLIC COMMENT:

Jim Ginn of Ginn Computers feels that there should be an RFP (Request for Proposal) for web design and search engine optimization.

Scott Simpson of Castaway Cove suggested that in order to prevent another summer of business being down, he would like to see the Tourism Commission reach out to new markets this year.

Peter Guinosso asked if there was a way of tracking advertising results.

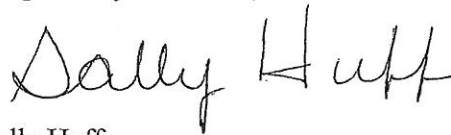
Michele Gillian noted that the Chamber of Commerce distributed a questionnaire to people at the Music Pier, Farmer's Market, Welcome Center and Family Nights on the boardwalk. The Chamber has the results available of this survey.

Brent Handley noted that the Boardwalk Merchants were working to promote special events during the shoulder season such as the Jeep Invasion and 2 additional fireworks displays during the summer.

Nicholas Marotta wished Holly Buck and Rosalyn Lifshin good luck with their appointment to the Tourism Commission. He also said that Superstorm Sandy should be in the rear view mirror. Rentals for this summer are up over this same time period last year. He feels that the Tourism Commission should concentrate on new markets and promoting the shoulder season.

There being no further business, the meeting adjourned at 12:10 pm

Respectfully submitted,

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

Sally Huff
Recording Secretary