

# OCEAN CITY TOURISM DEVELOPMENT COMMISSION

FEBRUARY 6, 2014

## MINUTES

Chairman Charles Bangle called the meeting to order at 9:35 AM in the Community Room of the Ocean City Library.

This meeting has been advertised pursuant to Public Law 1975, Chapter 231.

**ATTENDANCE:** Michael Allegretto, Charles Bangle, Holly Buck, Roslyn Lifshin, Frank Shoemaker

Michael Allegretto moved to approve the minutes of the January 30, 2014 meeting. Holly Buck seconded. The motion carried.

Xander Becket from WebpageFX presented a proposal for internet search engine optimization, pay per click and other web based components. He answered questions from members of the Tourism Commission. Chairman Bangle said that the Tourism Commission would take this proposal under advisement.

### RESOLUTIONS:

#### **A RESOLUTION AUTHORIZING PRINT ADVERTISING IN VARIOUS VISITOR'S GUIDE**

This resolution is for advertising in the Cape May County Chamber of Commerce, Southern New Jersey Vacationer, NJ Travel Guide, NJ Campground & RV Park Guidebook and the Ocean City Chamber of Commerce Visitor's Guide.

Holly Buck questioned whether or not it would be possible to advertise in Visitor's Guide's from other area communities to encourage their visitors to try Ocean City.

### **PUBLIC COMMENT ON THE RESOLUTION:**

Brent Handley said that he supported advertising in other local area Visitor Guides.

Wes Kazmark said that the Boardwalk Merchants Association would like the Tourism Commission to inquire about advertising in Sea Isle City's Visitor Guide.

Chairman Bangle closed public comment and entertained a motion to pass this resolution. Michael Allegretto moved to approve this resolution as written. Charles Bangle seconded. A roll call vote was taken. Michael Allegretto, Charles Bangle, Holly Buck, Frank Shoemaker and Roslyn Lifshin voted aye. The motion carried.

**NEW BUSINESS:**

John Robinson representing the Philadelphia Inquirer made a presentation for the Tourism Commission to advertise in the Travel Section of the Philadelphia Inquirer. A ½ page four color ad placed for 8 weeks in the Travel Section would cost \$15,000. One of these weeks could be in the 2014 Shore Guide. This 8 week buy would not have to be taken on consecutive weeks and would include an ad on Philly.com.

Chairman Charles Bangle asked for Public Comment on this proposal.

Ed Cox from Again on Asbury feels that this would be very advantageous to the downtown merchants.

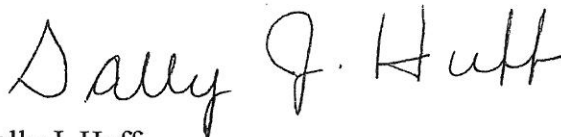
Wes Kazmark, Chairman of the Boardwalk Merchants Association feels that this would be an ideal market to advertise the July fireworks. Roslyn Lifshin moved to approve this newspaper buy. Charles Bangle seconded. A roll call vote was taken. Roslyn Lifshin, Charles Bangle, Holly Buck and Michael Allegretto voted aye. Frank Shoemaker abstained. The motion carried.

**OLD BUSINESS:** Budget workshops are making progress. The 2014 Budget will be introduced the February 13<sup>th</sup> meeting.

**PUBLIC COMMENT:** There was no additional public comment:

There being no further business, the meeting adjourned at 10:40 am.

Respectfully submitted,



Sally J. Huff  
Recording Secretary