

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

FEBRUARY 13, 2014

MINUTES

Chairman Charles Bangle called the meeting to order at 9:40 AM in the Community Room of the Ocean City Library, 1735 Simpson Avenue.

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

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

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

RESOLUTIONS:

AUTHORIZING NEWSPAPER ADVERTISING WITH THE PHILADELPHIA INQUIRER

This resolution is to memorialize the newspaper buy with the Philadelphia Inquirer in the amount of \$15,000. for the placement of 8 half page 4 color ads in the Sunday Travel section of the Philadelphia Inquirer. This also includes banner ads on philly.com.

PUBLIC COMMENT ON RESOLUTION: There was no public comment on this resolution.

Michael Allegretto moved to approve the above resolution as written. Holly Buck seconded. A roll call vote was taken. Michael Allegretto, Holly Buck, Charles Bangle and Roslyn Lifshin voted aye.

The spring advertising campaign will begin on February 28th and continue into May 2014. This campaign will include television advertising, the 8 Inquirer ads, banner ads on philly.com and billboards on I-95 and the Walt Whitman Bridge.

Chairman Charles Bangle distributed copies of the proposed 2014 Tourism Commission Budget.

RESOLUTION TO APPROVE 2014 BUDGET

It was the consensus of the members of the Tourism Commission that the line item for television should be reduced by \$10,000. and this money should be allocated to e marketing.

The total amount of the 2014 Tourism Commission budget is \$815,000. This will leave a fund balance of \$75,000.

Roslyn Lifshin moved to approve the 2014 Budget with the above stated corrections. Michael Allegretto seconded. A roll call vote was taken. Michael Allegretto, Charles Bangle, Holly Buck and Roslyn Lifshin voted aye.

PUBLIC COMMENT ON BUDGET: James Ginn from Ginn Computers requested extra copies of all materials coming before the Tourism Commission for consideration be made available to anyone attending the Tourism meeting.

He also stated that 40% of the Tourism Commission budget was allocated to television which is only exceeded by Atlantic City for television advertising in area tourist destinations. He stated that surveys show that only 1% of visitors to Ocean City are citing TV as the reason they visit here.

Lisa Haas noted that the realtors do not think that TV is an effective way to attract people to Ocean City. Word of mouth is the best way to attract new visitors and special events are extremely important.

Pasquale Gallelli feels that with so many snow days the television advertising should continue until the end of June.

PUBLIC COMMENT: The Mayor and City Council President are soliciting applications to reopen the process to fill the vacancy created by Frank Shoemaker's resignation from the Tourism Commission.

Respectfully submitted,



Sally Huff
Recording Secretary