

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MAY 8, 2014

MINUTES

Chairman Charles Bangle called the meeting to order at 9:32 AM in Council Chambers, City Hall, 861 Asbury 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 and Michael Dattilo

Charles Bangle moved to approve the minutes of the February 20 and March 13, 2014 meetings. Roslyn Lifshin seconded. The motion carried.

STAFF REPORTS: Donna Schmitt distributed the financial reports and answered questions from members of the Tourism Commission.

RESOLUTIONS:

VIDEO PRODUCTION SERVICES

Voice over, production services, music licensing and professional editorial services in the amount of \$5,500. to edit the new Tourism Commission television commercial.

SPRING POSTCARD

Promote spring events with a direct mail postcard to second homeowners in Ocean City.

PUBLIC COMMENT ON RESOLUTIONS: There was no public comment on these resolutions.

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

NEW BUSINESS:

James Ginn representing Ginn Computers reported that there are currently 4600 rental properties in Ocean City. He would like to place live streaming hi def cameras on Asbury Avenue. He feels that the Tourism Commission should send postcards to second homeowners with the Calendar of Events to second homeowners to encourage people to visit Ocean City.

PRINT ADVERTISING:

Courier Post – This is for a full page, 4 color ad in the Courier Post and a banner ad on the Courier Post web site.

Charles Bangle moved to approve a full page 4 color ad in the Courier Post. Rosalyn Lifshin seconded. A roll call vote was taken. Charles Bangle, Rosalyn Lifshin, Michael Allegretto and Holly Buck voted aye.

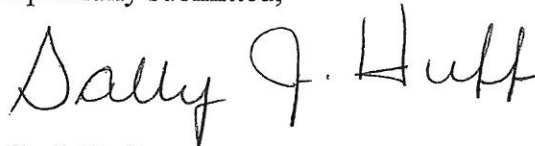
Shawnda McGinnis reported that traffic was up 16% on the oceancityvacation.com website. There are 6,400 contest entries and 90,000 friends on facebook.

Charles Bangle is continuing to work with Pepsi to see if they will sponsor an event in Ocean City.

PUBLIC COMMENT: Cricket Frank stated that people in Ocean City are placing their homes on Trip Advisor for nightly rentals. She asked if there was any way to reference whether these homes were registered for the mercantile fee.

There being no further business, the meeting adjourned at 10:30 AM

Respectfully submitted,

A handwritten signature in cursive script that reads "Sally J. Huff".

Sally J. Huff
Recording Secretary