

# OCEAN CITY TOURISM DEVELOPMENT COMMISSION

## MINUTES

AUGUST 14, 2014

Chairman Charles Bangle called the meeting to order at 9:00 AM in Council Chambers, 3<sup>rd</sup> Floor, City Hall.

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

**MEMBERS ATTENDING:** Michael Allegretto, Charles Bangle, Holly Buck and Rosalyn Lifshin.

Charles Bangle moved to approve the minutes of the June 25 meeting as written. Holly Buck seconded. The motion carried.

**STAFF REPORTS:** Donna Schmitt reported that revenue collections to date were in line with last year. Late notices are ready to be mailed. There were no questions from the members of the Commission with regard to these reports.

### RESOLUTIONS:

The resolutions listed below are considered to be routine in nature and will be read by title only and enacted by one motion unless a member of the Tourism Commission would like one to be voted on separately

#### **AUTHORIZING DIRECT MAIL POSTCARD TO PROMOTE DOWNTOWN SHOPPING**

This postcard was mailed to all second homeowners in Ocean City to promote shopping in the downtown this summer. The overrun was distributed throughout Ocean City.

#### **AUTHORIZING GRAPHIC ARTIST SERVICES**

This authorizes additional graphic artist services for various projects including design of various print advertisements, post cards, posters and other collateral pieces.

#### **AUTHORIZING PURCHASE OF MAGNETS & CLING LABELS**

These magnets and cling labels are to publicize Ocean City being named #1 Beach in New Jersey by the NJ Division of Travel and Tourism.

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

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

**NEW BUSIENSS:**

**UPDATE FROM UNIVERSAL MEDIA**

Rick Jones from Universal Media summarized the advertising placed by his agency this year to promote Ocean City. He will be making recommendations for television and print advertising for the 2015 Budget at a future meeting.

He was able to get an added value package from the television stations where he placed advertising. The give away will be a weekend in Ocean City and a gift basket of Ocean City merchandise. The contest was well received and several thousand e mail addresses were added to the Tourism Commission website.

**UPDATE FROM WEBPAGEFX**

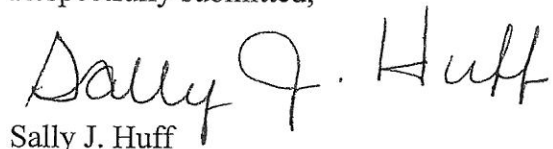
Xander Beckett from WebpageFX reported on traffic to the Tourism Website and answered questions from the members of the Commission. He distributed a report for web traffic this year.

Charles Bangle reported that he has met with corporate representatives from Pepsi and they would like to do a power point presentation for the downtown and the boardwalk merchants promoting sponsorship of some events by Pepsi. The more venders that sell Pepsi the more they would be able to invest in sponsorship.

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

There being no further business, the meeting adjourned at 9:36 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 typed name and title.

Sally J. Huff  
Recording secretary