

# OCEAN CITY TOURISM DEVELOPMENT COMMISSION

## MINUTES

SEPTEMBER 11, 2014

Chairman Charles Bangle called the meeting to order at 9:30 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:** Charles Bangle, Holly Buck and Rosalyn Lifshin

Charles Bangle welcomed William McGinnity and Carol Frank as new members of the Tourism Commission. They will serve for two years as non-voting members of the Commission. William McGinnity will represent the Ocean City Restaurant Association and Carol Frank will represent the Hospitality Association.

Charles Bangle moved to approve the minutes of the August 14, 2014 meeting as written. Rosalyn Lifshin seconded. The motion carried.

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

**BANNER ADS:** Discussion followed on a proposal from James Ginn for banner ads and click thru to [www.oceancityvacation.com](http://www.oceancityvacation.com). There have been several meetings with Mrs. McCrosson, Director of the City of Ocean City Department of Law and Mr. Ginn's attorney. The conclusion of these meetings was that these ads should come down effective July 31, 2014. Mike Dattilo, Business Administrator stated that the ad were currently still up.

Mr. Ginn is requesting that the Tourism Development Commission remit \$1,500. per month for 8 months (January 1, 2014-August 31, 2014). After a lengthy discussion, it was decided that Mr. Ginn shouldn't be doing any work for the Tourism Commission without a contract. However it was decided that the resolution on the table today be amended to read for 8 months.

Charles Bangle moved to amend the resolution to pay Mr. Ginn \$12,000 with the stipulation that he forfeits any further legal action. Rosalyn Lifshin seconded. A roll call vote was taken. Charles Bangle, Rosalyn Lifshin and Holly Buck voted aye.

Michele Gillian reported on the added value Universal Media was able to negotiate for Ocean City. There were 10 media outlets who participated in the Give-Away marketing . The stations were KYW, WCAU, WPVI, WTXF, Philly Comcast, WGAL, WHP, WHTM and HLLY Comcast (Harrisburg, Lebanon, Lehigh Valley and York). The contest giveaway was for 9 weekends. \$316,000 in television media was placed so the added value of \$28,599 increased exposure by 9%.

**PUBLIC COMMENT:** No one from the public commented.

There being no further business the meeting adjourned at 10:20 am.

Respectfully submitted,

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

Sally Huff  
Recording Secretary