

## MINUTES

### OCEANCITY TOURISM DEVELOPMENT COMMISSION

NOVEMBER 13, 2014

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

**MEMBERS ATTENDING:** Michael Allegretto, Charles Bangle, Holly Buck, Roslyn Lifshin and Burton Wilkins

**ALTERNATES ATTENDING:** Carol Frank, William McGinnity

**STAFF REPORTS:** Donna Schmitt distributed the current financial reports. There were no changes in the expenditures but she did note that there was \$40,000. less in mercantile fee collections. This will need to be addressed during the 2015 Budget meetings.

Rick Jones from Universal Media will be attending the December 11<sup>th</sup> meeting of the Tourism Commission to present a comprehensive marketing plan. Xander Beckett from Webpage FX will also be at this meeting with recommendations for 2015.

John McShane from CBS Outdoor will be making a brief presentation with regard to billboards for the 2015 season. They are hoping to have availability on the Walt Whitman Bridge and I-95 corridor in 2015. Michele Gillian will also research electronic billboards.

The direct mail postcard encouraging potential visitors to book their 2015 vacation early was distributed to the members. It was noted that future mailings should have photos of families with grandparents. In the current economic climate families are travelling together and the grandparents are paying for the vacation.

Charles Bangle asked for a motion to amend the 2014 Budget in the amount of \$1,000. to pay for this postcard.

Holly Buck moved to amend the 2014 Budget in the amount of \$1,000. Burton Wilkins seconded. A roll call vote was taken. Michael Allegretto, Charles Bangle, Holly Buck, Roslyn Lifshin and Burt Wilkins voted aye.

Michele Gillian noted that the \$25,000. Disbursement to the City of Ocean City for Administrative fees will be returned to the Tourism Commission.

**RESOLUTIONS:**

**AUTHORIZING THE PRODUCTION AND DISTRIBUTION OF A DIRECT MAIL POSTCARD TO PROMOTE THE 2015 RENTAL SEASON.** The cost of this mailing is authorized in the amount of \$6,500.

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

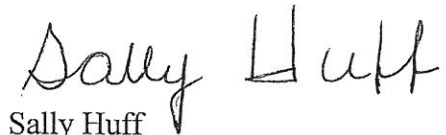
**OLD BUSINESS:** Discussion followed on the meeting with representatives from Pepsico. Although the October meeting at the Port O Call went well, there were no specifics presented. Charles Bangle will meet with them to see exactly what they are willing to invest in Ocean City.

It was decided to table budget discussions until Tourism can get an accurate figure on revenues in 2014.

**PUBLIC COMMENT:** No one from the public was present.

There being no further business the meeting adjourned.

Respectfully submitted,



Sally Huff  
Recording secretary