

# OCEAN CITY TOURISM DEVELOPMENT COMMISSION

FEBRUARY 20, 2014

## MINUTES

Chairman Charles Bangle called the meeting to order at 9:38 AM in the Community Room of the Ocean City Library, 1735 Simpson Avenue.

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

**MEMBERS ATTENDING:** Michael Allegretto, Holly Buck, Charles Bangle

### RESOLUTIONS:

All 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 considered separately.

#### **SPECIAL EVENT SUPPORT FOR FIREWORKS**

This is for two fireworks displays and the associated promotion of these events in the amount of \$50,000.

#### **SPECIAL EVENT SUPPORT FOR AIR SHOW**

Support of 2014 Air Show in the amount of \$25,000.

#### **SUPPORT FOR THE DOO DAH PARADE**

Support of Doo Dah Parade and associated activities in the amount of \$4,000.

#### **SUPPORT FOR ANNUAL NIGHT IN VENICE**

This is for support of the 2014 Night in Venice Boat Parade in the amount of \$5,000.

#### **SUPPORT FOR ANNUAL BABY PARADE**

This authorizes support of the 2014 Baby Parade in the amount of \$5,000.

#### **SUPPORT FOR DOWNTOWN MERCHANTS HOLIDAY PROMOTIONS**

This is for holiday special events and programs for the Asbury Avenue business district including the annual Christmas Parade, carriage rides with Santa, strolling entertainment and other promotional materials in the amount of \$35,000.

**SUPPORT FOR FIRST NIGHT OCEAN CITY**

This authorizes support of First Night Ocean City in the amount of \$5,000.

**REIMBURSE THE CITY OF OCEAN CITY FOR ADMINISTRATIVE SUPPORT**

This is for administrative support for secretarial services, accounting services and the annual audit in the amount of \$25,000.

**PAYMENT TO THE OCEAN CITY REGIONAL CHAMBER OF COMMERCE FOR THE OPERATION OF THE WELCOME CENTERS**

This is for support of the operations of the two Welcome Centers and the handling of phone calls to the **800beachnj** phone line and associated fulfillment in the amount of \$32,000.

**AUTHORIZING A TELEVISION MEDIA BUY**

This is for broadcast of 30 second and 15 second commercials at various times on KYW, WCAU, WPVI, WTFX, Comcast Cable and other outlets in the Harrisburg, Lancaster, Lebanon and York area and Philadelphia area in an amount **NOT TO EXCEED** \$319,000.

**AUTHORIZING A PRINT MEDIA BUY**

This is for half page print advertisements in the following publications: 4 issues of Philadelphia Magazine, Lehigh Valley Style, Harrisburg Magazine, Lancaster County Magazine and 3 issues of Lehigh Valley Magazine totaling \$31,550.

**AUTHORIZING OUTDOOR MEDIA BUY**

Billboard on the Walt Whitman Bridge for 7 weeks beginning March 17 and ending May 4, 2014. Billboard on I-95 for 12 weeks beginning February 24, 2014 and ending May 18, 2014. The cost to secure these two billboards is \$27,499.99.

**AUTHORIZING A CONTRACT WITH TAC PRINTING FOR THE WELCOME BAG**

This is to place advertising on 25,000 welcome bags as well as place six promotional materials inside of the bag at a cost of \$12,000.

**AUTHORIZING GRAPHIC ARTIST SERVICES**

This is for graphic artist services for various projects including design of various print advertisements, post cards, posters and other collateral pieces in an amount **NOT TO EXCEED** \$10,000.

**AUTHORIZING SUPPORT OF RESTAURANT WEEK**

This is for support of Restaurant Week in the amount of \$3,500.

**AUTHORIZING A BROCHURE TO PROMOTE OCEAN CITY**

This is for a rack card promoting Ocean City, NJ in an amount **NOT TO EXCEED** \$10,000.

It was the consensus of the members of the Tourism Commission that each of the expenditures in the above resolutions were in the 2014 Budget that was approved at the February 13<sup>th</sup> meeting of the Ocean City Tourism Development Commission.

**PUBLIC COMMENT ON RESOLUTIONS:** James Ginn questioned when the last time an RFP (Request for Proposal) was sent out for advertising agencies such as Universal Media.

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

Michael Allegretto moved to approve the minutes of the February 6 meeting of the Ocean City Tourism Development Commission. Holly Buck seconded. The motion carried.

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

There being no further business, the meeting adjourned at 10:05 am.

Respectfully submitted,

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

Sally J. Huff  
Recording Secretary-