

# OCEAN CITY TOURISM DEVELOPMENT COMMISSION

## MINUTES

JUNE 25, 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:** Michael Allegretto, Charles Bangle, Holly Buck and Rosalyn Lifshin

Holly Buck moved to approve the minutes of the May 8, 2014 meeting as written. Rosalyn Lifshin seconded. The motion carried.

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

Shawnda McGinnis reported on web traffic to the Tourism website [www.oceancityvacation.com](http://www.oceancityvacation.com) and answered questions from the members of the Tourism Commission.

### **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 PRINT ADVERTISING IN VARIOUS REGIONAL PUBLICATIONS**

This is for a partnership with the City and local business organizations for advertising and marketing of various events and promotions.

#### **AUTHORIZING VIDEO PRODUCTION REVISIONS**

This is for voice over, production services, music licensing and professional editorial services to revise the current television commercial.

#### **AUTHORIZING FINANCIAL SUPPORT FOR A CONTEST PROMOTION IN PARTNERSHIP WITH THE OCEAN CITY CHAMBER OF COMMERCE**

This is a partnership with the Ocean City Regional Chamber of Commerce to conduct said contest for a one week vacation in a condo and for 10 weekend vacations during the 2014 season.

**AUTHORIZING APPROVING A CONTRACT WITH OCEAN CITY DAILY, LLC FOR VIDEO SERVICES**

This was the proposal recommended by the Request for Proposals for various video production services in an amount **NOT TO EXCEED** \$25,000.

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

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

**NEW BUSINESS:** Rosalyn Lifshin stated that many people don't know that the downtown exists even though it has more stores than any other shore community. She asked the consensus of the Tourism Commission regarding a summer postcard to be sent to second homeowners.

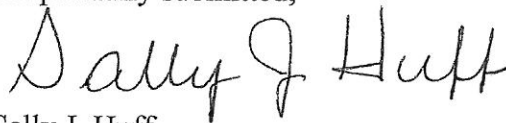
The consensus of the Tourism Commission was that a postcard should be sent to second homeowners promoting the shops on Asbury Avenue and the free events being held there during the summer.

Charles Bangle asked if it is possible to have the parking meters be complimentary from 6 – 8 pm in the evening to encourage visitors to shop and dine downtown during the early evening hours. It was stated that enforcement was rolled back in the evenings. This would need to have a change in the ordinance to advertise free parking from 6 – 8 pm.

**PUBLIC COMMENT:** James Ginn reported that oceancitynj.com has sent 7,000 inquiries to the oceancityvacation.com site . 2,000 were sent last month.

There being no further business the meeting adjourned at 10:15.

Respectfully submitted,



Sally J. Huff

Recording Secretary