

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

MARCH 14, 2013

Chairman Pasquale Gallelli called the meeting to order at 9:35 am in the Community Complex at 1735 Simpson Avenue.

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

MEMBERS ATTENDING: Michael Allegretto, Charles Bangle, Pasquale Gallelli, Frank Shoemaker, Skip Tolomeo

Charles Bangle moved to approve the minutes of the January 31, 2013 meeting as written and the February 21, 2013 meeting as corrected. Skip Tolomeo seconded. The motion carried.

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

Shawnda McInnis reported on the Tourism Commission's web site – www.oceancityvacation.com There are currently 77,000 facebook friends and 15,380 entries in the Free 7 Day Vacation Contest.

RESOLUTIONS: All resolutions listed below are considered to be routine in nature and will be read by title only and enacted by one motion.

A Resolution Authorizing the Production and Distribution of a Direct Mail Postcard to Promote Spring Events in an amount not to exceed \$5,000.

A Resolution Authorizing Financial Support for a Contest in Partnership with the Ocean City Chamber of Commerce and the Ocean City Board of Realtors in an amount not to exceed \$30,000.

A Resolution Authorizing a Partnership with the Boardwalk Merchants for Mummers Night in the amount of \$10,000.

A Resolution Authorizing a Partnership with BAND (Business and Neighborhood Development) for the 2013 Air Show in the amount of \$24,000.

A Resolution Authorizing a Contract with TAC Printing of Seaville, NJ to place advertising on the outside of the Welcome Bag and to place six (6) promotional materials inside of the bag in the amount of \$12,000.

A Resolution Authorizing Payment to the Ocean City Regional Chamber of Commerce for the Operation of the Welcome Centers for January, February and March 2013 in the amount of \$8,000.

A Resolution Authorizing Newspaper Advertising with the Courier Post for 2 full page 4 color newspaper advertisements in the amount of \$3,500.

A Resolution Authorizing Video Production Services for a Television Commercial in the amount of \$6,500.

A Resolution Authorizing an Outdoor Media Buy with CBS Outdoor and Adams Outdoor Advertising in an amount not to exceed \$31,700.

A Resolution to Reimburse the City of Ocean City for Administrative Support in the amount of \$25,000.

A Resolution Authorizing a Contract with the Ocean City Tourism Commission and WebFX for the Digital Program for the Tourism website in the amount of \$64,854.00.

A Resolution to Support the Annual Doo Dah Parade in the amount of \$4,000.

PUBLIC COMMENT ON RESOLUTIONS: Lisa Haas said that Mark Soifer, Public Relations Director for the City should attend a future meeting of the Tourism Commission and have him update the Commission on these special events.

Charles Bangle moved to approve the above resolutions as written. Michael Allegretto seconded. A roll call vote was taken. Charles Bangle, Michael Allegretto, Pasquale Gallelli, Frank Shoemaker and Skip Tolomeo voted aye.

A Resolution Authorizing Banner Ads/Consulting on OceanCityNJ.com/OceanCityNewJersey.com in the amount of \$24,700.

Frank Shoemaker noted that the cost of these banner ads has been brought down from last year. Michael Allegretto stated that this was an additional landing page for the Tourism Commission site. Pasquale Gallelli noted that oceancitynj.com is always one of the first three choices whenever you Google vacations.

PUBLIC COMMENT ON RESOLUTIONS: Lisa Haas stated that the oceancitynj.com gets a lot of activity from 18 web cams that are located in various places of interest throughout Ocean City. These cameras bring a lot of traffic to this website.

Charles Bangle moved to approve these banner ads in the amount of \$24,700. Frank Shoemaker seconded. A roll call vote was taken. Charles Bangle, Frank Shoemaker, Michael Allegretto, Pasquale Gallelli and Skip Tolomeo voted aye.

NEW BUSINESS: Chris Maloney, Director of the Ocean City Library would like to partner with the Ocean City Tourism Development Commission to promote the Ocean City Community Complex. The Ocean City Library has budgeted \$50,000. for this project.

PUBLIC COMMENT: There was no public comment.

There being no further business, the meeting adjourned.

Respectfully submitted,

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

Sally Huff
Recording Secretary