

# OCEAN CITY TOURISM DEVELOPMENT COMMISSION

## MINUTES

APRIL 11, 2013

Chairman Pasquale Gallelli called the meeting to order at 9:30 AM at the Ocean City Community Complex.

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

**ATTENDANCE:** Michael Allegretto, Charles Bangle, Pasquale Gallelli, Frank Shoemaker, Skip Tolomeo

Skip Tolomeo moved to approve the minutes of the March 14, 2013 meeting as written. Charles Bangle seconded. The motion carried.

**STAFF REPORTS:** Donna Schmitt distributed the current revenue report and answered questions from the members of the Tourism Commission.

Shawnda McInnes reported on the latest statistics from the Free 7 Day Vacation Contest. To date there are 28,550 entries in the contest. There are currently 78,538 friends on Facebook. Pennsylvania and New Jersey are still the top 2 states entering the contest.

Michele Gillian stated that Xander will be coming to the May 9<sup>th</sup> meeting. She also reported that all of the current advertising will use the slogan – **READY FOR YOUR VISIT – COME SEE FOR YOURSELF.**

**RESOLUTIONS:** The following resolutions are considered to be routine in nature and will be voted on together unless a member of the commission would like one to be considered separately.

**PARTNERSHIP FOR SUPPORT OF THE ANNUAL BABY PARADE –** This is for the support of certain citywide special events in the amount of \$5,000.

**PARTNERSHIP FOR PROMOTION OF NIGHT IN VENICE –** This is for the support of certain citywide special events in the amount of \$5,000.

**SPONSORSHIP OF INDIAN SUMMER WEEKEND FIREWORKS –** This is for a fireworks display and associated promotion as part of the Indian Summer Weekend events in the amount of \$25,000.

**PARTNERSHIP FOR PROMOTION OF FIRST NIGHT** – This is for support of certain citywide special events in the amount of \$5,000.

**VIDEO PRODUCTION – CHANNEL 2** – This authorizes video production services for promotional pieces for the local government access channel to promote summer activities.

**BILLBOARD ON THE WALT WHITMAN BRIDGE** – This is for an additional 4 weeks for the billboard on the Walt Whitman Bridge in the amount of \$7,000.

**PHOTOGRAPHY FOR TOURISM LIBRARY** – This is to update the Tourism Commission photo library in an amount **NOT TO EXCEED** \$2,500.

**VERIZON TELEPHONE BILL** – This resolution is a change order to Resolution #TC13-03 for additional monthly phone charges due to the delay in moving these telephone lines to the new Visitors Center on the Rt 52 Causeway.

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

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

Michele Gillian announced that the 9<sup>th</sup> Street SID will be running radio ads in the Philadelphia area using the slogan **Ready for Your Visit – Come See for Yourself!**

The 34<sup>th</sup> Street Welcome Center will be open the weekend of the Spring Block Party.

**PUBLIC COMMENT:** Jim Ginn said that Sea Isle City has a Band Stand where they provide free summer concerts for the public.

It was noted that businesses in Sea Isle City have reported that these free concerts take visitors away from their establishments.

Lisa Haas reported that Ginn Computers has 18 web cameras set up throughout the City and that people can see the beaches live. Jim Ginn stated that the City could rent these cameras for the Tourism Commission website.

There being no further business the meeting adjourned at 10.35 AM.

Respectfully submitted,

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

Sally J. Huff  
Recording Secretary