

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

DECEMBER 3, 2015

Chairman Rosalyn Lifshin called the meeting to order at 9 am in Council Chambers, City Hall.

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

MEMBERS ATTENDING: Holly Buck, Carol Frank, Rosalyn Lifshin, Peter Madden, William McGinnity, Burt Wilkins

ALSO ATTENDING: Michael Allegretto, Michele Gillian

Holly Buck moved to approve the minutes of the November 12, 2015 meeting. Rosalyn Lifshin seconded. The motion carried.

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

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 TALENT FOR POSTCARD

This authorizes talent for a postcard encouraging future visitors to Ocean City to book their summer vacation early.

AUTHORIZING TALENT FOR TELEVISION COMMERCIAL

This authorizes talent for two 30 second television commercials and one 15 second television commercial for the 2016 television campaign.

PUBLIC COMMENT ON RESOLUTION: There was no public comment on the above resolutions.

Carol Frank moved to pass the above resolutions as written. Burt Wilkins seconded. A roll call vote was taken. Holly Buck, Carol Frank, Rosalyn Lifshin, Peter Madden, William McGinnity and Burt Wilkins voted aye.

NEW BUSINESS:

Rick Jones from Universal Media gave a presentation for the 2016 marketing strategy and answered questions from members of the Tourism Commission.

Xander Becket from WebPageFX gave a presentation for 2016 Digital Program for the Ocean City Tourism Development Commission Web Site and answered questions from the members of the Tourism Commission.

Rosalyn Lifshin thanked the Chamber of Commerce for their help with the Fall Block Party. Several of the Downtown Merchants said their sales numbers doubled in comparison to the prior year.

Carol Frank said that the Hospitality group would like to have the billboard on the Walt Whitman Bridge for an additional 4 weeks as most of the accommodations in Ocean City are not booked as early as they used to be.

PUBLIC COMMENT: No one from the public commented.

There being no further business, the meeting adjourned at 9:40 am.

Respectfully submitted,

Sally Huff
Recording Secretary

.