

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

March 10, 2016

Vice Chairman Peter Madden called the meeting to order at 9:05 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.

ALSO ATTENDING: Michael Allegretto, Michele Gillian, James Mallon

MINUTES: Rosalyn Lifshin moved to approve the minutes of the February 11, 2016 meeting. Carol Frank seconded. The motion carried.

STAFF REPORTS: Donna Schmitt distributed the financial reports for the year to date and answered questions from the members of the Tourism Commission.

Michele Gillian announced that Coastal Living Magazine is having a “March Madness” contest to select the Best Beach in America. Ocean City is representing the State of New Jersey. There are 30 coastal communities throughout America participating. The Chamber of Commerce will send out information on how to vote in each of the 5 rounds.

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.

RESOLUTIONS:

AUTHORIZING SPECIAL EVENT SUPPORT FOR FIRST NIGHT OCEAN CITY in the amount of \$5,000.

AUTHORIZING A PARTNERSHIP WITH THE OC RESTAURANT ASSOCIATION in the amount of \$3,150.

AUTHORIZING SPECIAL EVENT SUPPORT FOR THE AIRSHOW in the amount of \$25,000.

AUTHORIZING SPECIAL EVENT SUPPORT FOR INDIAN SUMMER WEEKEND FIREWORKS in the amount of \$22,500.

AUTHORIZING SPECIAL EVENT SUPPORT FOR HOLIDAY PROMOTION in the amount of \$31,500.

AUTHORIZING SPRING POSTCARD not to exceed \$5,000.

AUTHORIZING TELEVISION COMMERCIAL on SNJ Today in the amount of \$1,950.

There was no comment on the above resolutions from the members of the Tourism Commission as these expenditures were discussed at the February meeting of the Ocean City Tourism Development Commission.

PUBLIC COMMENT ON THE RESOLUTIONS: No one from the public commented.

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

Michele Gillian announced that the Downtown Merchants will have a new event, **Girls Weekend**, on April 8th and 9th. There will be a fashion show on Friday evening and shopping discounts on Saturday.

Holly Buck announced that she will be resigning from the Tourism Commission due to family obligations.

PUBLIC COMMENT: No one from the public commented.

There being no further business, the meeting adjourned at 9:17 am.

Respectfully submitted,

Sally Huff
Recording Secretary