

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

APRIL 14, 2016

Chairman Burton Wilkins called the meeting to order at 9:02 AM in Council Chambers, City Hall.

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

MEMBERS ATTENDING: Carol Frank, Peter Madden, Burton Wilkins

ALSO ATTENDING: James Mallon, Business Administrator, Michael Allegretto, Director of Community Services, Michele Gillian, Executive Director of the Ocean City Regional Chamber of Commerce.

MINUTES: Carol Frank moved to approve the minutes of the March 10, 2016 meeting. Peter Madden 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.

The secretary distributed the current reports from Webpage Fx.

Michele Gillian announced that Ocean City has been named Best Beach in America by Coastal Living Magazine. Coastal Living will be coming to Ocean City to do an article on the Best Beach in America. This will be featured in the June edition of Coastal Living magazine.

She thanked everyone for voting to make this a reality.

NEW BUSINESS: There is billboard space available on the Walt Whitman Bridge beginning May 9th for seven weeks for \$14,000. There is a temporary hold on this board in case the Tourism Commission would like to advertise Best Beach In America. The members of the Tourism Commission agreed that the secretary should prepare a resolution for the May 12th Tourism meeting authorizing payment for this board.

James Mallon recently met with representatives from Comcast Spotlight on Geo Fencing to capture ad placement on all mobile devices per a specific geographic location. Ocean City will be the test market. May will be the test to deliver this. An impression is guaranteed delivery of someone actually viewing the ad on a mobile device. Total investment for 150,000 impressions is \$5,100. The City will be working with Comcast Spotlight on this project.

PUBLIC COMMENT: There was no public comment.

There being no further business the meeting adjourned at 9:20 AM.

Respectfully submitted,

Sally J. Huff
Recording Secretary