

## OCEANCITY TOURISM DEVELOPMENT COMMISSION

### MINUTES

June 9, 2016

Chairman Burton Wilkins called the meeting to order at 9:00 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, Rosalyn Lifshin, Bill McGinnity, Peter Madden, Burton Wilkins

**MINUTES:** Carol Frank moved to approve the minutes of the May 12, 2016 meeting as written. Rosalyn Lifshin seconded. The motion carried.

**STAFF REPORTS:** Michael Allegretto distributed the current financial reports.

Michele Gillian gave the report on the [oceancityvacation.com](http://oceancityvacation.com) website. She has been working with WebFX regarding a mobile app that would highlight Ocean City businesses and the current promotions and specials. Several towns in New Jersey are trying a mobile app to sell beach tags. Xander Becket from Webpage FX will make a presentation at the next Tourism Commission meeting.

The Coastal Living BEST BEACH IN AMERICA award has been a very positive advertising tool for Ocean City. The Tourism Commission has been using this logo in all of their advertising and promotions. Michele Gillian had a conference call with the publisher and they will highlight this award on an Instagram and Facebook posting. They understand our concerns that Ocean City was not featured in Coastal Living magazine.

### **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 APPROVING A CONTRACT WITH OCEAN CITY DAILY, LLC FOR BEACH REPORTS**

This is for daily beach reports through Labor Day on the [oceancityvacation](http://oceancityvacation.com) website.

## **AUTHORIZING ADDITIONAL GRAPHIC ARTIST SERVICES**

This is for additional graphic artist services to place the BEST BEACH IN AMERICA logo on all current and future 2016 advertising and promotions.

**PUBLIC COMMENT ON THE RESOLUTIONS:** There was no one from the public present.

Pete Madden moved to approve the resolutions as read. Carol Frank seconded. A roll call vote was taken. Peter Madden, Carol Frank, Rosalyn Lifshin, Bill McGinnity and Burton Wilkins voted aye.

## **NEW BUSINESS:**

Night in Venice will conclude with fireworks at 9:30 pm this year. They will be launched between 2<sup>nd</sup> and 3<sup>rd</sup> Street on the Bay.

The Tourism Commission thanked Bill McGinnity for once again helping to organize Restaurant Week. He said that it was very successful.

It was announced that the Tourism Commission would not be meeting in July or August unless a member of the Commission had new business to bring forward.

**PUBLIC COMMENT:** There was no public comment.

There being no further business, the meeting adjourned at 9:33.

Respectfully submitted,

Sally Huff  
Recording Secretary