

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

NOVEMBER 10, 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, Roslyn Lifshin, Peter Madden, Burton Wilkins

ALSO ATTENDING: James Mallon, Business Administrator, Michael Allegretto, Director of Community Services, Michele Gillian

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 AN OUTDOOR MEDIA BUY This resolution authorizes the lease of a billboard on the Walt Whitman Bridge from October 31, 2016 to December 11, 2016 and an additional billboard on I-95 and Broad Street from November 7, 2016 to December 25, 2016 with vinyl production costs for same.

AUTHORIZING PAYMENT FOR MODELS FOR PHOTO LIBRARY This is for talent for photography sessions for a photo library for print advertisements.

MEMORIALIZING EXPENDITURES FOR POSTAGE This is to reimburse the Ocean City Regional Chamber of Commerce for third class postage to mail a fall postcard to second homeowners highlighting second season events and a holiday postcard mailed to Ocean City second homeowners encouraging them to enjoy the holiday events in Ocean City; reimburse the Ocean City Chamber of Commerce for postage to mail a postcard encouraging families to plan their 2017 vacation early. This mailing list was purchased using visitor demographics.

GRAPHIC ARTIST SERVICES This authorizes additional graphic artist services for various projects including design of various print advertisements, post cards, posters, brochures and other collateral pieces.

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

Roslyn Lifshin moved to approve the above resolution as written. Carol Frank seconded. A roll call vote was taken. Carol Frank, Roslyn Lifshin, Peter Madden, Burton Wilkins voted aye.

Rick Jones from Universal Media was in attendance to make a presentation for a media advertising plan for the 2017 Budget. Peter Madden suggested that Tourism Commission consider advertising at this time of year on the Hallmark and Family Channel with a commercial encouraging visitors to plan their vacation early while families are watching the Christmas specials.

PUBLIC COMMENT: No one from the public was present.

There being no further business the meeting was adjourned at 9:45 am.

Respectfully submitted,

Sally Huff
Recording Secretary