

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

DECEMBER 1, 2016

Chairman Burton Wilkins called the meeting to order at 9:00 A.M. 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, William McGinnity, Burton Wilkins

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

Peter Madden moved to approve the minutes of the November 10, 2016 meeting as written. Carol Frank seconded. The motion carried.

STAFF REPORT:

Donna Schmitt distributed the financial reports and answered questions from the members if the Tourism Commission.

Michele Gillian reported on the current Tourism Commission advertising campaign. There are two billboards – one on the Walt Whitman Bridge and one on I-95 near the sports stadiums encouraging visitors to plan their family vacation in Ocean City early. There is also an updated version of the Tourism Commission television commercial airing on the Hallmark and Family Channels with the same message. A postcard was mailed to a purchased mailing list with demographics that matched prospective Ocean City visitors.

RESOLUTIONS:

A RESOLUTION APPROVING THE 2017 BUDGET

This is the budget that was presented after two budget committee meetings and discussed at the November 16 public meeting of the Tourism Commission.

PUBLIC COMMENT ON THIS RESOLUTION: There was no public comment.

Peter Madden moved to approve the 2017 Budget resolution as written. William McGinnity seconded. A roll call vote was taken. Peter Madden, William McGinnity, Carol Frank and Burton Wilkins voted aye.

A RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES CONTRACT BETWEEN THE OCEAN CITY TOURISM DEVELOPMENT COMMISSION & OUTFRONT MEDIA, LLC FOR BILLBOARDS

This professional services contract between the Ocean City Tourism Development Commission and Outfront Media, LLC for billboards exceeds the \$17,500. threshold for professional service contracts. Alison Hansen from the City of Ocean City Purchasing Department explained changes in the format for resolutions with expenditures over \$17,500.

PUBLIC COMMENT ON THIS RESOLUTION: There was no public comment.

Peter Madden moved to approve the resolution for a professional services contract with Outfront Media LLC for billboards. Carol Frank seconded. A roll call vote was taken. Peter Madden, Carol Frank, William McGinnity and Burton Wilkins voted aye.

NEW BUSINESS: Xander Becket from Webpage FX presented a web marketing campaign for 2017 to increase web traffic and advertise Ocean City. Web traffic to the oceancityvacation.com website has nearly doubled from 350,000 in 2015 to 670,000 in 2016, The mobile phone app should be complete in early 2017.

PUBLIC COMMENT: There was no public comment.

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

Respectfully submitted,

Sally Huff
Recording Secretary