

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

AUGUST 31, 2017

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, Peter Madden, Burton Wilkins

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

STAFF REPORTS: Michael Allegretto distributed the financial reports in the absence of Donna Schmitt.

Michele Gillian reported that the winners of the Beach House at 1027 Wesley Avenue are in Ocean City this week. There were over 10,000 entries in the contest for the beach house this year. The 4 extra value weekends that the television stations sponsored were also very popular.

RESOLUTIONS:

RESOLUTION MEMORIALIZING ACTIONS TAKEN BY THE OCEAN CITY TOURISM DEVELOPMENT COMMISSION.

Press of Atlantic City	Ad in the Best of the Press voting section and online ad thanking all who voted for Ocean City to win Best of the Press Gold for Best Beach in the amount of \$2,282.00
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Philadelphia Inquirer	Thank you ad in the Philadelphia Inquirer for voting Ocean City, NJ the winner of the Readers Choice Award and online banner ad on Philly.com \$3,513.47
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Outfront Media	A 20' x 70' Billboard on I-95 and Pattison from 7/4/16-7/31/16 at a cost of \$4,000.
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PUBLIC COMMENT: No one from the public was present.

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

NEW BUSINESS:

Xander Becket from WebpageFX distributed copies and reviewed his report on the statistics from oceancityvacation.com for the members of the Tourism Commission and answered questions. He reported that the usage of the website was up from last year. 1 in 10 people who visit the oceancityvacation.com site fill out the contest form.

Xander Becket made a presentation on developing an Ocean City mobile phone app. This could be operational by January 2017. After discussion, it was decided that the Chamber of Commerce would contribute \$13,000. and the Tourism Commission would contribute \$20,000. to get this project started.

Peter Madden moved that the Tourism Commission partner with the Chamber of Commerce on a mobile phone app. Carol Frank seconded. A roll call vote was taken. Peter Madden, Carol Frank and Burton Wilkins voted aye.

Peter Madden questioned the time that the fireworks would be held on Indian Summer Weekend. After much discussion, it was decided that the Tourism Commission would recommend that all fireworks be at 9 pm (with the exception of the midnight fireworks on New Years Eve). This is more family friendly for visitors with young children.

PUBLIC COMMENT: There was no public comment.

There being no further business the meeting adjourned at 9:50 pm.

Respectfully submitted,

Sally J. Huff
Recording Secretary