

**OCEAN CITY TOURISM DEVELOPMENT COMMISSION
MINUTES
FEBRUARY 9, 2017**

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

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

MEMBERS ATTENDING: 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

REORGANIZATION: Peter Madden nominated Burton Wilkins to be Chairman of the Tourism Commission for 2017. William McGinnity seconded. The motion carried.

William McGinnity nominated Roslyn Lifshin to be Vice Chairman of the Tourism Commission for 2017. Peter Madden seconded. The motion carried.

Peter Madden moved to approve the minutes of the December 1, 2016 meeting. Burton Wilkins seconded. The motion carried.

STAFF REPORTS: Donna Schmitt distributed the financial reports and answered questions from those present.

Michele Gillian announced that she has been in contact with Xander Becket from WebpageFX regarding the phone app and they are hoping to have this operational by March.

Peter Madden announced that he has a rental unit for August 26 – September 2, 2017 at 2414 Central Avenue for the prize for the contest.

Michael Allegretto announced that there will be fireworks on August 26, 2017 to make up for the fireworks that were cancelled for Indian Summer Weekend.

The resolutions listed below were discussed during the budget workshops and the expenditures were passed in the Proposed 2017 Budget. These resolutions 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.

2017 Budget

Setting Meeting Dates for 2017

Universal Media, LLC – Print Advertising Ads in Lifestyle Magazines	\$31, 047
Universal Media, LLC – Television Advertising 2017 Television Advertising Campaign	\$288,950.
Webpage FX – E-Marketing Maintain & Optimize Tourism Website	\$106,000.
Outfront Media – Billboards Billboard on Walt Whitman Bridge & I-95	\$29,430.
Wiser-Link – Graphics Design of print advertisements, post cards, posters, brochures, billboards	\$20,000.
Chamber of Commerce Operation of 34 th Street & Rte 52 Welcome Centers	\$32,000.
Visitors Guides Ocean City, Cape May County, Southern Shore & State Visitor Guides	\$13,725.
Getaways on Display Distribute Visitor Guides in various locations in the Philadelphia metro area, in Pennsylvania, New Jersey, Northern Virginia & Maryland	\$4,476.
Pennsylvania on Display Distribute Visitor Guides to Welcome Centers on the Pa. Turnpike	\$3,600.
Getaway Contest One Week Giveaway in Condo and Four Weekend Getaways	\$6,000.
Bill Horin/ArtC Produce, edit and upload television commercials	\$2,500.

PUBLIC COMMENT ON RESOLUTIONS: No one from the public was present.

Peter Madden moved to approve the above resolutions as written. Burton Wilkins seconded. A roll call vote was taken. Peter Madden, Burton Wilkins and William McGinnity voted aye.

PUBLIC COMMENT: There was no public comment.

There being no further business, the meeting adjourned at 9:25 am.

Respectfully submitted,

Sally Huff
Recording Secretary