

**OCEAN CITY TOURISM DEVELOPMENT COMMISSION**

**MAY 11, 2017**

**MINUTES**

Chairman Burton Wilkins called the meeting to order at 9:00 am in Council Chambers, City Hall.

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

**MEMBERS PRESENT:** Carole Frank, Rosalyn Lifshin, Peter Madden, William McGinnity and Burton Wilkins

**ALSO ATTENDING:** Michael Allegretto, Director of Community Services; James Mallon, Business Administrator for the City of Ocean City; Michele Gillian, Executive Director of the Ocean City Chamber of Commerce.

William McGinnity moved to approve the minutes of the March 23, 2017 meeting as written. Rosalyn Lifshin seconded. The motion carried.

**STAFF REPORTS:** Donna Schmitt distributed the financial reports and answered questions from the members of the Tourism Commission.

Michele Gillian reported that the telephone app will be sent today or tomorrow. There is a new billboard on I-95 that is in a high volume traffic area for the NFL Draft that was held in Philadelphia this year. Beach tag sales are strong.

**RESOLUTUIONS:**

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.

Billboard on I-95 – 4 weeks including production	\$4,600.
Postage for Spring & Fall Postcards to Second Homeowners	\$7,000.
CTM Brochure Distribution in NJ Thru Ways & Cape May Lewes Ferry Terminal	\$3,100.

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

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

**NEW BUSINESS:**

Ocean City Daily has asked to be considered again this year for the daily beach reports in July and August. Michele Gillian will meet with their representative.

**PUBLIC COMMENT:** No one from the public was present.

There being no further business, the meeting adjourned.

Respectfully submitted,

Sally Huff  
Recording Secretary