

Ocean City Tourism Development Commission

September 21, 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 been given in accordance with Public Law 1975, Chapter 231.

MEMBERS PRESENT: Karen Bergman, Carol Frank, Bill McGinnity, Burton Wilkins and Peter Madden

ALSO ATENDING, Michele Gillian, Executive Director of the Chamber of Commerce, Michael Allegretto, Director of Community Services, James Mallon, Business Administrator

Bill McGinnity moved to approve the minutes of the July 27, 2017 meeting as written. Carol Frank seconded. The minutes were approved as written.

STAFF REPORTS:

Donna Schmitt distributed the financial reports and answered questions.

Michael Allegretto reported that collections were down due to the billing being delayed by a new software program.

Michele Gillian reported that to date to 5,000 people are using the mobile phone app. She also reported that website activity is down a little and the Baby Parade registrations were down. Rain on Friday evenings affected boardwalk business during the summer. Rentals were up through June and fell behind significantly after that. The general consensus was that the 2017 summer season was soft.

Kindergarten registrations at the primary school are down this fall. In September 2016, there were 90 children registered for kindergarten. In September 2017, there were 66 children registered.

On Thursday, October 5th, the Ocean City Regional Chamber of Commerce is sponsoring a Business Summit at the Ocean City Yacht Club.

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.

- | | |
|--|-------------|
| 1. Billboard on the Walt Whitman Bridge | \$20,590.00 |
| 2. Banner Plane Promoting Mobile Phone App | 4,408.00 |
| 3. Vinyl Banners for Music Pier & Welcome Center
Promoting Mobile Phone App | 480.00 |
| 4. Additional Brochure Distribution on the Penna Turnpike | 240.00 |
| 5. Talent for Television Commercial | 1,630.00 |

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

Carole Frank made a motion to approve the above resolutions as written. Karen Bergman seconded. A roll call vote was taken. Karen Bergman, Carol Frank, Bill McGinnity and Burton Wilkins voted aye.

PUBLIC COMMENT: There was no one from the public in attendance.

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

Respectfully submitted,

Sally Huff
Recording Secretary