

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

OCTOBER 12, 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 pursuant to Public Law 1975, Chapter 231.

MEMBERS PRESENT: Karen Bergman, Carole Frank, Roslyn Lifshin, Peter Madden, William McGinnity, Burton Wilkins

ALSO PRESENT: Michael Allegretto, Director of Community Services, Michele Gillian, Executive Director of the Ocean City Chamber of Commerce, Doug Bergen, City Information Officer

Carol Frank moved to approve the minutes of the July 17, 2017 meeting as written. Bill McGinnity seconded. The motion carried.

STAFF REPORTS:

Michele Gillian reported that 10,000 people have downloaded the new app. The Tourism Commission will be looking for a new partner who is local to host the app.

The Tourism Commission will be purchasing a mailing list with demographics that matches Ocean City visitors.

She also recommended that the Tourism Commission place an advertising buy during the holiday season again this year in the Philadelphia market is the 4th largest market in the country.

Rick Jones will be attending the November 9th meeting of the Tourism Commission to discuss 2018 Budget.

The Budget meetings will begin in November. Carol Frank and Burton Wilkins will meet at 9 am on November 8 and Karen Bergman and Roslyn Lifshin will meet at 9 am on November

It was noted that there were more license plates from New York in Ocean City this past summer. Many vacationers have moved further south from LBI after Superstorm Sandy.

RESOLUTIONS:

A RESOLUTION AUTHORIZING PHOTOGRAPHY SERVICES

Photographs of Ocean City events and promotions featuring the beach, boardwalk, downtown and other City attractions not to exceed \$5,000.00

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