

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

March 23, 2017

MINUTES

Chairman Burton Wilkins called the meeting to order at 9:05 am in Council Chambers, City Hall.

MEMBERS PRESENT: Carole Frank, Peter Madden, William McGinnity, 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.

STAFF REPORTS: Donna Schmitt distributed the financial reports and answered questions from the members of the Tourism Commission. It was noted that the invoices for the mercantile fees were sent later than usual due to the installation of new software.

Michele Gillian updated the members of the Tourism Commission on the one week Beach House Vacation Contest, TV advertising and showed the artwork for the billboards on the Walt Whitman Bridge and I-95. A postcard advertising special events in Ocean City this spring was sent to all Ocean City taxpayers who get their tax bill sent to an out of town address. It was noted that rentals were up a little over this time last year.

She also reported that the 9th Street Special Improvement District is currently advertising on KYW radio and the Friends of the Pops are advertising on TV.

There will be an added value promotion on television in the Philadelphia market and the Harrisburg, Lancaster, Lehigh and York markets in June and August from the ads placed by Universal Media. The prize will be a Weekend Getaway for 4 lucky winners (2 in July and 2 in August).

Regis Philbin who was host of the Regis and Kelly Show for many years will be the Grand Marshall of the Doo Dah parade and he will also be the Master of Ceremonies for the Mr. Mature contest.

RESOLUTIONS:

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.

TAC Printing – Welcome Bag with Calendar of Events on the front and 6 brochures inserted in each of 25,000 TAC bags	\$12,000.
Restaurant Association – Special Event Support for Restaurant Week	\$3,150.
BAND – (Business & Neighborhood Development) Special Event Support for the Airshow	\$25,000.
BAND – (Business & Neighborhood Development) Special Event for Indian Summer Weekend fireworks	\$22,500.
Holiday Promotion – Special Event Support to promote shopping in Downtown Ocean City during the Christmas Holiday season	\$31,500
First Night – Special Event Support	\$5,000.

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

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

PUBLIC COMMENT: No one was present from the public.

There being no further business the meeting adjourned at 9:15 am.

Respectfully submitted,

Sally J. Huff
Recording Secretary