

# OCEAN CITY TOURISM DEVELOPMENT COMMISSION

## MINUTES

**DECEMBER 5, 2017**

Chairman Burton Wilkins called the meeting to order at 9:05 am.

**MEMBERS ATTENDING:** Karen Bergman, Carol Frank, Roslyn Lifshin, William McGinnity and Burton Wilkins.

**ALSO ATTENDING:** Michele Gillian, Donna Schmitt, Michael Allegretto

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

**STAFF REPORTS:** Donna Schmitt distributed the financial reports and answered questions.

Michele Gillian announced that the billboard on the Walt Whitman Bridge and on I-95 are up. The holiday postcard and the postcard suggesting that visitors book their 2018 vacation early were mailed in early November. She also reported that close to 10,000 people are using the mobile phone app. The 2018 beach tags are on sale and the telephone app is the artwork on the beach tag.

### **RESOLUTIONS:**

The resolutions listed below are 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. **Reimburse Chamber of Commerce for Postage** to mail the Christmas postcard, the Realtors postcard and to purchase a mailing list
2. **Authorizing A Professional Service Contract for Billboard on I-95** from November 13 to December 24, 2017
3. **Authorizing a Banner to Promote Mobile Phone App** – for the railing on the Welcome Center - 3 ft x 19 ft

**PUBLIC COMMENT ON RESOLUTIONS:** There was no public comment on the resolutions.

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

**NEW BUSINESS:** 2018 Budget

The proposed 2018 Budget was distributed to the members of the Tourism Commission. After discussion, all of the members approved. A resolution will be brought forward at the January meeting.

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

There being no further business, the meeting adjourned at 9:40 am.

Respectfully submitted,

Sally Huff  
Recording Secretary