

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

JANUARY 25, 2018

MEETING

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, Carol Frank, William McGinnity, Peter Madden, Burt Wilkins

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

Carol Frank moved to approve the minutes of the December 5 and December 27, 2017 meetings. Karen Bergman seconded the motion carried.

STAFF REPORTS: Donna Schmitt distributed the final financial reports from 2017 and answered questions from the members of the Tourism Commission. She stated that the City will be looking at mercantile collections more aggressively in 2018 to try to ascertain why collections are down.

Burton Wilkins reported that real estate rentals are up from the same time last year and Carol Frank said that accommodations were up this year.

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. Authorizing the 2018 Budget of the Ocean City Tourism Development Commission
2. Setting the Meeting Dates for 2018
3. Authorizing Distribution of Promotional Materials in Welcome Centers on the Pennsylvania Turnpike
4. Authorizing Distribution of Promotional Materials in the Philadelphia Metropolitan area and various locations in Pennsylvania, New Jersey, Northern Virginia and Maryland
5. Authorizing Distribution of Promotional Materials in Welcome Centers on NJ Thruways and the Cape May Lewes Ferry Terminal

6. Authorizing a Professional Services Contract Between the Tourism Development Commission and Outfront Media, LLC for Billboards
7. Authorizing a Professional Services Contract Between the Tourism Development Commission and Wiser Link Advertising, Inc. for Graphic Design Services
8. Authorizing Print Advertising in Various Visitor's Guide
9. Authorizing Participation in Travel Show Cooperative
10. Authorizing the Execution of a Shared Service Agreement Between the Ocean City Tourism Development Commission and the Ocean City Regional Chamber of Commerce for the operation of the Welcome Centers and Phone Support

PUBLIC COMMENT: There was no one from the public present.

Karen Bergman moved to approve the above resolutions as written. William McGinnity seconded.

A roll call vote was taken. Karen Bergman, William McGinnity, Burton Wilkins, Carol Frank voted aye.

NEW BUSINESS: Rick Jones from Universal Media spoke to the Tourism Commission on plans for television advertising for 2018.

PUBLIC COMMENT: There was no public comment.

There being no further business the meeting adjourned at 9:50 am.

Respectfully submitted,

Sally J. Huff
Recording Secretary

