

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

FEBRUARY 22, 2018

Chairman Burton Wilkins called the meeting to order at 9:02 am in Council Chambers, City Hall.

MEMBERS ATTENDING: Karen Bergman, Carol Frank, Peter Madden, Burton Wilkins

NEW MEMBERS: Patty Talese, Wes Kazmarck

ALSO ATTENDING: Michele Gillian, Michael Allegretto, Xander Beckett

Carol Frank moved to approve the minutes of the January 25th meeting with a correction. Burton Wilkins seconded. The motion carried.

STAFF REPORTS: Donna Schmitt distributed the financial reports and answered questions from the members of the Tourism Commission. The billing schedule for 2018 is as follows: March 31, 2018 mercantile licenses are due, June 30, 2018 rental fees are due and September 30, 2018 contractor licenses are due.

Chairman Burton Wilkins welcomed new members to the Tourism Commission. Wes Kazmarck, representing the Boardwalk and Patty Talese representing the Downtown .

Michele Gillian reported that the maintenance of the mobile phone app has been taken over by a new company and they will give a presentation at the April meeting of the Tourism Commission.

She also announced that the billboard on the Walt Whitman Bridge was in place for the Eagles victory parade. The normally high volume of traffic on the Walt Whitman Bridge was heavier than usual as so many parade spectators used this bridge. This kicks off the spring advertising campaign as television ads start on Monday, March 5th and the spring postcard to second homeowners encouraging them to attend shoulder season events will be mailed in two weeks.

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.

AUTHORIZING FINANCIAL SUPPORT FOR CONTEST PROMOTION IN PARTNERSHIP WITH THE OCEAN CITY CHAMBER OF COMMERCE

This authorizes a lease for a condo for a one week vacation and four weekend vacations during the 2018 summer season. This resolution is for contest related costs including but not limited to: gift baskets, rentals and advertising.

A RESOLUTION AUTHORIZING POSTAGE FOR DIRECT MAIL POSTCARDS

This is to mail four postcards and to buy a mailing list encouraging people to plan their 2019 summer vacation early. Two of the four postcards will be mailed to second homeowners encouraging them to come to Ocean City for spring and fall events, another will be mailed to second homeowners promoting holiday shopping in Ocean City and the last one will be to purchase a mailing list of people who do not own a second home to encourage them to plan their vacation early.

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

Carol Frank moved to approve the resolutions as written. Patty Talese seconded. A roll call vote was taken. Carol Frank, Patty Talese, Karen Bergman, Pete Madden and Burton Wilkins voted aye.

NEW BUSINESS: Xander Beckett from WebpageFx, which is a full service internet company based in Harrisburg, Pa updated the members of the Tourism Commission on activity to the OceanCityVacation.com website. WebpageFx manages the rankings and social media advertising for the Tourism Commission.

PUBLIC COMMENT: No one from the public was present.

Respectfully submitted,

Sally Huff
Recording Secretary

