

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

MARCH 8, 2018

Chairman Burton Wilkins called the meeting to order at 9:00 am in Council Chambers, City Hall.

MEMBERS ATTENDING: Karen Bergman, Carol Frank, Wes Kazmarck, William McGinnity, Peter Madden, Patty Talese, Burton Wilkins

ALSO ATTENDING: Michele Gillian, Michael Allegretto, Director of Community Services, Jim Mallon, Business Administrator

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

Carol Frank moved to approve the minutes of the February 22, 2018 meeting. Patty Talese seconded. The motion carried.

STAFF REPORTS:

Donna Schmitt distributed the financial reports and answered questions from members of the Tourism Commission.

Jim Mallon reported that one of the reasons collections were down last year is a new state law mandates that rentals for more than 175 days a year to the same person are not required to pay the mercantile rental fee.

Michele Gillian reported that the new billboard on the Walt Whitman Bridge has been in place since February 5th and will remain up until April 1, 2018. The television advertising campaign began on March 5th. She showed the postcard that was mailed earlier this week to encourage second homeowners to come to Ocean City and attend some of the spring events that are planned. The contest for a one week free Ocean City vacation is currently being advertised on the oceancityvacation.com website. She also reported that the Chamber of Commerce updates their Facebook page daily and that Ocean City Vacation has 148,000 friends. This is an important tool for the Tourism Commission to send out information about upcoming special events.

NEW BUSINESS: Rick Jones from Universal Media introduced Danny Dierdorff who made a presentation to the Tourism Commission on digital video recommendations and strategies. He recommended advertising on You Tube . Children from 6 to 18 years of age watch these commercials and hopefully convince their parents to look at Ocean City, New Jersey for the family vacation. He also recommended an additional commercial targeting millennials. You Tube is the #1 ranked video platform with a billion unique monthly users. Flight dates will be from April 9, 2018 to May 27, 2018. Advertisers on You Tube only pay for what the consumer watches.

After a question and answer period it was decided that digital strategies on You Tube would interface well with the television and print advertising that the Tourism Commission is doing with Universal Media, Inc. A resolution memorializing this advertising campaign will be presented at the next meeting of the Tourism Commission.

PUBLIC COMMENT: No one from the public was present.

There being no further business, the meeting adjourned at 10:05 am.

Respectfully submitted,

Sally Huff
Recording Secretary