

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

MAY 10, 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, Burton Wilkins

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

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

Karen Bergman moved to approve the minutes of the meeting of April 12, 2018 as written. William McGinnity seconded. The motion carried.

STAFF REPORTS: Michael Allegretto distributed the financial reports and answered questions from the members of the Tourism Commission.

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.

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| 1. Special Event Support for First Night | \$5,000. |
| 2. Partnership with Ocean City Restaurant Assoc for Promotion of Restaurant Week | \$3,150. |
| 3. Partnership with Business and Neighborhood Development for Airshow | \$25,000. |
| 4. Partnership with Business and Neighborhood Development for Indian Summer Weekend Fireworks | \$22,500. |
| 5. Partnership with Business and Neighborhood Development for Holiday Promotions in the Downtown | \$31,500. |
| 6. Outfront Media for 2 Billboards on I-95 | \$8,300. |

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

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

NEW BUSINESS: Ken Wisnefski from Webimax gave a presentation on the possibilities for maximizing the mobile phone app and answered questions from the members of the Tourism Commission. Mobile marketing has skyrocketed in the last year and doesn't show signs of slowing down anytime soon. Current research predicts mobile traffic will increase ten fold in the next four years.

PUBLIC COMMENT: No one from the public was present.

There being no further business, the meeting adjourned.

Respectfully submitted,

Sally Huff
Recording Secretary