

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

JANUARY 17, 2019

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

MEMBERS ATTENDING: Karen Bergman, Carol Frank, Wesley Kazmarck, Peter Madden, William McGinnity, Burton Wilkins

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

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

MINUTES: Karen Bergman moved to approve the minutes of the December 13, 2018 meeting as written. Wesley Kazmarck seconded. The motion carried.

STAFF REPORTS: Donna Schmitt presented the 5 year Revenue Analysis. Revenue collections in 2018 were \$649, 281.95 which was down from 2017.

Michele Gillian announced that Xander Beckett from Webpage FX would be making a presentation at the February 14th meeting of the Tourism Commission.

She also announced that the Governor had signed a bill raising the minimum wage to \$15.00 an hour over a five year period. There will also be an 11% tax on VRBO and Air B & B.

RESOLUTIONS:

Setting Meeting Dates for 2019

PUBLIC COMMENT ON THE RESOLUTION: There was no public comment

Bill McGinnity moved to approve the meeting dates as written. Wes Kazmarck seconded. The motion carried.

NEW BUSINESS: Rick Jones from Universal Media spoke to the Tourism Commission about the 2019 Advertising Plan. The 2018 Budget was able to support 10 weeks of television advertising. To compensate for cuts in the 2019 Budget, he recommends advertising on television for 8 weeks.

He recommended 8 weeks of advertising in the Philadelphia market which is the fourth largest in the country reaching 4 million plus homes, 8 weeks on cable networks to include food, HGTV, Lifetime, Travel and Hallmark.

He also recommended 8 weeks of television in the HLLY (Harrisburg, Lebanon, Lancaster and York) area. These ads would air during the morning news or evening programming. Ocean City's visitor doesn't watch television during the day.

He also recommended that the Tourism Commission continue to advertise in Philadelphia Magazine. As in the past, it was decided that a ½ page ad be placed March, April, May and June with a free bonus month in July.

Upon completion of his presentation and after discussion and answering questions from the Commission, he said that he would send a 2019 Advertising Plan.

He introduced Danny Dierdorff who handles social media for Universal Media. He did an advertising flight on YouTube for the Tourism Commission last year that was very effective. Social media is very cost effective and it is easy to track the amount of click thrus and traffic. He will send a proposal.

PUBLIC COMMENT: There was no public comment.

There being no further business, the meeting adjourned.

Respectfully submitted,

Sally Huff
Recording Secretary