

## OCEAN CITY TOURISM DEVELOPMENT COMMISSION

### MINUTES

**FEBRUARY 14, 2019**

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

**MEMBERS ATTENDING:** Wesley Kazmarck, Patty Talese, Burton Wilkins

**ALSO ATTENDING:** Michele Gillian, Executive Director of the Chamber of Commerce; Michael Allegretto, Director of Community Services.

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

**MINUTES:** Patty Talese moved to approve the minutes of the January 17, 2019 meeting. Wesley Kazmarck seconded. The motion carried.

**STAFF REPORTS:** Michele Gillian reported that the television commercials are currently airing, the billboard on I-95 is up and YouTube commercial is coming.

### **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 Distribution of Promotional Material in Pennsylvania Welcome Centers
2. Authorizing Distribution of Promotional Material in Pennsylvania, New Jersey, Virginia and Maryland
3. Authorizing Distribution of Promotional Materials on NJ Thruways and Cape May Lewes Ferry Terminal
4. Authorizing a Professional Services Contract Between the Tourism Development Commission and Outfront Media LLC for Billboards
5. Authorizing a Professional Service Contract Between the Ocean City Tourism Development Commission & Universal Media
6. Authorizing Print Advertising in Various Visitor's Guide
7. Authorizing Shared Service Agreement Between Ocean City Tourism Commission and the Ocean City Regional Chamber of Commerce for the Operation of the Welcome Center

8. Authorizing A Contract with Tac Printing of Seaville
9. Authorizing Video Production Services
10. Authorizing a Professional Services Contract Between the Ocean City Tourism Development Commission & Wiser Link Advertising, Inc. for Graphic Design

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

Wesley Kazmarck moved to approve the above resolutions. Patty Talese seconded. A roll call vote was taken. Wesley Kazmarck, Patty Talese and Burton Wilkins voted aye.

**NEW BUSINESS:** Xander Becket of WebpageFX , the company that provides web support services, distributed the year end reports on traffic to the website, Google analytics and data from Google Ad Words. WebpageFX maintains and optimizes the website. He made recommendations for 2019 and answered questions from the members of the Tourism Commission.

**PUBLIC COMMENT:** No one from the public was present.

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

Respectfully submitted,

Sally Huff  
Recording Secretary