

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

JANUARY 16, 2020

MINUTES

Chairman Burton Wilkins called the meeting to order at 9:01 am in Council Chambers, City Hall.

Adequate notice of this meeting has been given pursuant to Public Law 1075, Chapter 231.

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

William McGinnity moved to approve the minutes of the November 14, 2019 meeting. Carol Frank seconded. The motion carried.

STAFF REPORTS: Donna Schmitt distributed the financial reports and noted that the mercantile collections for 2019 increased \$10,000. from 2018.

Michele Gillian reported that two billboards have been contracted. One on the ramp to the Walt Whitman Bridge and one on I-95 North on the Blue Route.

The spring postcard encouraging 2nd homeowners to come to Ocean City during the shoulder season to attend events from Girls Weekend to the Businessman's Plunge on Memorial Day Weekend is almost complete.

RESOLUTIONS:

1. RESOLUTION SETTING 2020 MEETING DATES FOR THE TOURISM DEVELOPMENT COMMISSION

Karen Bergman moved to approve the **Resolution Setting Meeting Dates for 2020**. Wesley Kazmarck seconded. The motion carried.

NEW BUSINESS: Xander Becket from WebpageFX distributed an Internet Marketing Report summarizing Ocean City's internet marketing from January 1, 2019 to December 31 2019. He also gave a presentation and made recommendations for 2020. He answered questions from the members of the Tourism Commission and will submit a final budget for 2020 Internet Marketing..

PUBLIC COMMENT: No one from the public was present.

There being no further business, the meeting was adjourned at 10:16 am..

Respectfully submitted,

Sally J. Huff
Recording Secretary