

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

FEBRUARY 13, 2020

MINUTES

Chairman Burton Wilkins called the meeting to order at 9:00 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

MINUTES: Carol Frank moved to approve the minutes of the January 16, 2020 meeting. Karen Bergman seconded. The motion carried.

STAFF REPORTS: Donna Schmitt distributed the financial reports and answered questions from 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.

TC 20-03 Authorizing Distribution of promotional material to various Welcome Centers on the Pennsylvania Turnpike

TC 20-04 Authorizing Distribution of promotional material in the Philadelphia Metropolitan area and various locations in Pennsylvania, Northern Virginia and Maryland. This includes Travel Agencies, AAA Offices, Hotels, Libraries, Amtrak and more

TC20-05 Authorizing Distribution of promotional materials on NJ thruways and Cape May Lewes Ferry Terminal

TC 20-06 Authorizing a Professional Services Contract between the Tourism Development Commission for a Billboard on the Ramp of the Walt Whitman Bridge and a Billboard on I-95N/Blue Route

TC20-07 Professional Service Contract Between the Tourism Development Commission and WebpageFX, Inc for the 2020 Digital Program for the Tourism Commission Website.

TC20-08 Authorizing Print Advertising in Various Visitor Guides

Cape May County Chamber of Commerce	½ page 4 color ad
Southern NJ Vacationer	Full page 4 color Inside Back Cover
Ocean City Chamber of Commerce	4 page – 4 color & Foldout Map

TC20-09 Authorizing Shared Service Agreement Between the Ocean City Tourism Commission and the Ocean City Regional Chamber of Commerce for the Operation of the Welcome Center and Phone Support.

TC20-10 Postage for Direct Mail Postcards

TC20-11 Authorizing Professional Service Contract Between the Ocean City Tourism Development Commission & Wiser Link Advertising, Inc for Graphic Design

TC20-12 Authorizing Professional Services Contract Between the Ocean City Tourism Development Commission & Universal Media for Television Media Buy, Print Advertising & Digital Video Advertising

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

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

NEW BUSINESS: Ashleigh Simpson and Rob Carnathan, representing Universal Media made a presentation with recommendations for television advertising, print advertising and digital streaming. They will place the advertising and present a final 2020 Advertising Plan.

PUBLIC COMMENT: No one from the public was present.

There being no further business the meeting adjourned.

Respectfully submitted,

Sally Huff
Recording Secretary