

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

JUNE 11, 2020

MINUTES

Chairman Burton Wilkins called the meeting to order at 9:10 AM in Council Chambers, City Hall.

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

MEMBERS ATTENDING: Carol Frank, Wesley Kazmarck, William McGinnity, Peter Madden, Patty Talese, Burton Wilkins

ALSO ATTENDING: Michele Gillian, Executive Director of the Ocean City Chamber of Commerce, Donna Schmitt, Justin Juliano, Michael Allegretto, Daniel Kelchner

MINUTES: Carol Frank moved to approve the minutes of the March 12, 2020 meeting as written. William McGinnity seconded. The motion carried.

STAFF REPORTS: Donna Schmitt will be retiring effective August 1, 2020. She introduced Justin Juliano who will be replacing her and reporting the monthly mercantile collections to the Tourism Commission.

Justin Juliano distributed the financial reports and noted that collections are down as of June 10, 2020. If June collections do not meet expectations the Tourism Commission will have to take \$45,000 from the reserve for the production of a television commercial to be aired in 2021.

Michele Gillian reported that TV and print ads have been placed. The Tourism Commission has an aggressive social media presence. The new television commercial is airing on YouTube.

Surveys are being taken in the downtown, on the boardwalk and at the Farmers Market.

HOSPITALITY: Carol Frank said that there have been reservation cancellations but many people were leaving their deposits for next year. Expenditures have been made to deep clean rooms and hand sanitizer is available. Guests are not wearing masks but it is mandatory for employees to wear them. Pools are still closed.

DOWNTOWN MERCHANTS: Patty Talese representing the Downtown Merchants announced that entertainment for Tuesday and Thursday in the Downtown has been cancelled. The Downtown is currently circulating a survey to see if it would be feasible to close the streets on Asbury Avenue to vehicle traffic on Wednesday during the Farmers Market.

REAL ESTATE: Burton Wilkins stated that his office had received some fear calls but rentals were still doing well. The Board of Realtors were looking into promoting rentals using the Tourism Commission commercial and changing the ending to encourage people to rent in Ocean City this summer. They are considering a television campaign and also a digital campaign with WebPage FX.

RESTAURANT ASSOCIATION: William McGinnity reported that the Restaurant Association cancelled Restaurant Week this year as indoor dining is not permitted due to Covid 19.

He also discussed the problem getting summer help this year as so many furloughed employees have declined to return to work due to the additional \$600.unemployment benefit.

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. Bill Horin dba/ArtC – Transfer of Raw Video Footage | \$350. |
| 2. Outfront Media – Billboard Vinyl Production Costs | \$336. |
| 3. TLK Media LLC – Video Production Services | \$60,000 |
| 4. Memorializing An Additional Television Media Buy | \$56,000 |

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

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

NEW BUSINESS: Michael Allegretto introduced Daniel Kelchner to the members of the Tourism Commission. He is the new Director of Community Services. Michael Allegretto has been appointed Aide to the Mayor.

PUBLIC COMMENT: No one from the public was present.

There being no further business, the meeting adjourned.

Respectfully submitted,

Sally Huff
Recording Secretary

