

**OCEAN CITY TOURIM DEVELOPMENT COMMISSION**

**AGENDA**

**MEETING, THURSDAY, JANUARY 15, 2026 -9:30 AM**

**COUNCIL CHAMBERS, CITY HALL**

Meeting Call to Order

Open Public Meetings Act Announcement

Roll Call

Approval of Minutes of November 13, 2025 Meeting

Staff Reports

Resolutions:

1. Setting Meeting Dates for 2026
2. Authorizing a Professional Service Contract with WebFx for the 2026 Digital Program
3. Authorizing a Professional Service Contract with Wiser Link Advertising For Graphic Design Services
4. Authorizing Distribution of Promotional Materials in Various Welcome Centers in Pennsylvania
5. Authorizing Distribution of Promotional Materials in Pennsylvania, New Jersey, Northern Virginia and Maryland

New Business

Public Comment

Adjournment

# OCEAN CITY TOURISM DEVELOPMENT COMMISSION

## MINUTES

November 13, 2025

Chairman Burton Wilkins called the meeting to order at 9:40 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, Danielle Guerriero, Wesley Kazmarck, Peter Madden, William McGinnity, Burton Wilkins

**ALSO ATTENDING:** Michele Gillian, Executive Director of the Ocean City Regional Chamber of Commerce; Daniel Kelchner, Director of Community Services, Justin Juliano, Manager of Public Relations and Information; Michele Cottrell, Public Information Coordinator

**MINUTES:** Wesley Kazmarck moved to approve the minutes of the November 13, 2025 meeting. Danielle Guerriero seconded. The motion carried.

### STAFF REPORTS:

Justin Juliano distributed the Budget Reports and noted that 2025 was ending well within the 2025 Budget.

Daniel Kelchner reported that the Holiday Event season is in place. Once again scheduled for November are Winterfest, Earlier than the Bird and Miracle on Asbury Avenue. December 5th is the Christmas Parade and First Night plans are in place for December 31.

Michele Gillian noted that the contest for a free one week vacation in Ocean City would kick off online Thanksgiving weekend.

### RESOLUTIONS:

The resolutions listed below are considered to be routine in nature and will be read by title only and enacted in one motion unless a member of the Tourism Commission would like one to be voted on separately.

1. Authorizing a Professional Services Contract Between the Tourism Development Commission and Outfront Media, LLC for a Billboard on the Ben Franklin Bridge from January 5, 2026 to May 24, 2026
2. Authorizing Post Video Production Services

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

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

3. Authorizing the 2026 Budget

At the October 9<sup>th</sup> advertised meeting of the Ocean City Tourism Development Commission, the Proposed 2026 Budget was prepared. This resolution adopts the attached 2026 Budget.

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

Burton Wilkins moved to approve the 2026 Budget. Carol Frank seconded. A roll call vote was taken. Burton Wilkins, Carol Frank, Danielle Guerriero, Wesley Kazmarck, Peter Madden, and William McGinnity voted aye.

**NEW BUSINESS:** Xander Becket and Audrey Duck from Web Fx gave a review of emarketing results for 2025 and made recommendations for 2026.

**PUBLIC COMMENT:** There was no one present from the public.

There being no further business, the meeting adjourned.

Respectfully submitted,

Sally Huff  
Recording Secretary

CITY OF OCEAN CITY  
CAPE MAY COUNTY, NEW JERSEY

**RESOLUTION**

**TC26-01**

**A RESOLUTION SETTING MEETING DATES FOR 2026**

**BE IT RESOLVED** by the Ocean City Tourist Development Commission that the Commission will meet on the following dates in 2026:

January 15, 2026  
February 12, 2026  
March 12, 2026  
April 9, 2026  
May 14, 2026  
June 11, 2026  
September 10, 2026  
October 8, 2026  
November 12, 2026  
December 10, 2026

Workshops will be advertised as needed.

**BE IT FURTHER RESOLVED** that the above meetings be advertised in accordance with the Open Public Meetings Act and that official action may be taken at any of these meetings.

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Burton Wilkins, Chairman  
Ocean City Tourism Development Commission

**CITY OF OCEAN CITY**  
**CAPE MAY COUNTY, NEW JERSEY**  
**RESOLUTION**

TC26 - 02

**AUTHORIZING A PROFESSIONAL SERVICES CONTRACT BETWEEN THE  
OCEAN CITY TOURISM DEVELOPMENT COMMISSION AND WEBFX, INC FOR  
THE 2026 DIGITAL PROGRAM FOR THE OCEAN CITY TOURISM DEVELOPMENT  
COMMISSION WEB SITE**

**WHEREAS**, the Ocean City Tourism Development Commission (OCTDC) has a need for certain professional technologies to maintain and optimize services for the oceancityvacation.com website in the amount of \$280,000.00; and

**WHEREAS**, Web FX, Inc. has supplied digital web support services for various businesses, governments and schools; and

**WHEREAS**, the Ocean City Tourism Development Commission desires to proceed with a contract for digital optimization services for the website; and

**WHEREAS**, Michael Rossbach, Jr. QPA, City Purchasing Manager has determined that the value of the contract will exceed \$17,500.00; and

**WHEREAS**, a professional service contract with Web FX may be entered into without competitive bidding pursuant to the provisions of N.J.S.A. 19:44A-20.4 et seq; and

**WHEREAS**, Web FX has submitted a Business Entity Disclosure Certification which certifies that Web FX has not made any contributions to a political or candidate committee for an elected office in the City of Ocean City, County of Cape May, New Jersey in the previous one (1) year period and that the contract will prohibit Web FX from making any contributions through the term of the contract; and

**NOW THEREFORE, BE IT RESOLVED**, by the OCTDC that it does hereby award a professional service contract to Web FX, Inc., 1705 N. Front Street, Harrisburg, Pa.17102 in the amount of \$280,000.00.

1. A copy of the Pay-to-Play Certification & the Business Registration Certificate (BRC) for Web FX has been submitted and shall be placed on file in the City's Purchasing Office.
2. A copy of this resolution shall be available for inspection in the Ocean City Tourism Development office.

**CITY OF OCEAN CITY**  
**CAPE MAY COUNTY, NEW JERSEY**  
**RESOLUTION**

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**BE IT FURTHER RESOLVED**, that the Ocean City Tourism Development Commission and the City Purchasing Manager are hereby authorized to enter into a formal contract agreement with Web FX, 1705 N. Front Street, Harrisburg, Pa. 17102 for professional services for the Ocean City Tourism Development Commission.

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Burton Wilkins, Chairman  
Ocean City Tourism Development Commission

OCTDC1-15-26

**CITY OF OCEAN CITY**  
**CAPE MAY COUNTY, NEW JERSEY**  
**RESOLUTION**

TC26 - 03

**AUTHORIZING A PROFESSIONAL SERVICE CONTRACT BETWEEN THE OCEAN CITY TOURISM DEVELOPMENT COMMISSION & WISER/LINK ADVERTISING, INC FOR GRAPHIC DESIGN SERVICES**

**WHEREAS**, the Ocean City Tourism Development Commission (OCTDC) requires graphic artist services for various projects to promote vacationing in Ocean City including design of print advertisements, postcards, posters, brochures, billboards and other collateral pieces; and

**WHEREAS**, it is determined to be in the best interests of the OCTDC to have this professional graphic design service performed; and

**WHEREAS**, Wisser/Link Advertising, Inc. has the required expertise and has performed these services for the OCTDC in the past; and

**NOW THEREFORE, BE IT RESOLVED**, by the Ocean City Tourism Development Commission that it does hereby award a professional service contract to Wisser/Link Advertising, Inc., PO Box 313, Egg Harbor City, NJ 08215 for graphic design services in the amount NOT TO EXCEED \$10,000.

1. Services during the contract period are subject to actual needs as established by the OCTDC. As items are required, the secretary shall issue a purchase order for those items based on the availability of funds. No items shall be sent to the City without first obtaining a purchase order for said service.
2. A copy of this resolution shall be available for inspection in the Ocean City Tourism Development Commission's office.

**BE IT FURTHER RESOLVED** that the Ocean City Tourism Development Commission is hereby authorized to enter into an agreement with Wisser/Link Advertising, Inc., PO Box 313, Egg Harbor City, NJ 08215 for graphic design services NOT TO EXCEED \$10,000.

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Burton Wilkins, Chairman  
Ocean City Tourism Development Commission

**CITY OF OCEAN CITY**  
**CAPE MAY COUNTY, NEW JERSEY**  
**RESOLUTION**

**TC26 - 04**

**AUHORIZING DISTRIBUTION OF PROMOTIONAL MATERIALS  
IN VARIOUS WELCOME CENTERS IN PENNSYLVANIA**

**WHEREAS**, the Ocean City Tourism Development Commission (OCTDC) has a need to promote Ocean City, New Jersey in various Welcome Centers in Pennsylvania; and

**WHEREAS**, Pennsylvania on Display has the ability and experience to distribute this information to Welcome Centers on Pennsylvania highways;

**NOW, THEREFORE, BE IT RESOLVED** by the OCTDC that the secretary is authorized to process a purchase requisition to have the Ocean City Visitors Guide distributed to the various above mentioned Welcome Centers in the amount of \$3,600.00.

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Burton Wilkins, Chairman  
Ocean City Tourism Development Commission

OCTDC 1-15-26

**CITY OF OCEAN CITY**  
**CAPE MAY COUNTY, NEW JERSEY**  
**RESOLUTION**

**TC26-05**

**AUTHORIZING DISTRIBUTION OF PROMOTIONAL MATERIALS  
IN PENNSYLVANIA, NEW JERSEY, NORTHERN VIRGINIA AND MARYLAND**

**WHEREAS**, the Ocean City Tourism Development Commission (OCTDC) has a need to promote Ocean City, New Jersey in the Philadelphia Metropolitan area and various locations in Pennsylvania, New Jersey, Northern Virginia and Maryland; and

**WHEREAS**, Getaways on Display has the ability and experience to distribute this information to Travel Agencies, AAA Offices, Hotels, Libraries, Amtrak and more;

**NOW, THEREFORE, BE IT RESOLVED** by the OCTDC that the secretary is authorized to process a purchase requisition for Getaways on Display to distribute this information to the above mentioned locations in the amount of \$7,356.00.

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Burton Wilkins, Chairman  
Ocean City Tourism Development Commission