

OCEAN CITY TOURISM DEVELOPMENT OMISSION

Agenda

Meeting, Thursday February 12, 2026 – 9:30 am

Council Chambers, City Hall

Meeting Call to Order

Open Public Meetings Act Announcement

Roll Call

Approval of Minutes of the January 15, 2026 Meeting

Staff Reports

Resolutions:

1. CTM – Distribution of Promotional Materials on NJ Thruways and the Cape May Lewes Ferry Terminal
2. STVP - Authorizing an Online Media Library
3. Advertising in Various Visitor Guides
4. Shared Service Agreement with Ocean City Chamber of Commerce for the Operation of the Welcome Center and Phone Support

New Business: Universal Media

Public Comment

Adjournment

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

January 15, 2026

Chairman Burton Wilkins called the meeting to order at 9:30 am in Council Chambers, City Hall.

Adequate notice of this meeting has been given pursuant to Public Law 1075 Chapter 21.

MEMBERS ATTENDING: Carol Frank, 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: William McGinnity moved to approve the minutes of the November 13, 2025 meeting. Carol Frank seconded. The motion carried.

STAFF REPORTS: Justin Juliano distributed the financial reports and answered questions from the members of the Tourism Commission.

Michele Gillian announced that Universal Media will be attending the February 12, 2026 meeting of the Tourism Development Commission to make recommendations for the 2026 television buy. The 2026 Tourism Budget increased E-Marketing and decreased television.

She read a summarized monthly report from WebFX.

Daniel Kelchner reported that the City is working with federal and state agencies to secure a full beach replenishment project.

The north end boardwalk replacement project is ahead of schedule and will be ready for summer.

The 2026 Calendar of Events is out.

Michele Cottrell gave a summarized report on facebook reels and videos.

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. Setting meeting dates for 2026
2. 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 Website
3. Professional Service Contract Between the Ocean City Tourism Development Commission & Wiser Link Advertising, Inc 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

PUBLIC COMMENT ON 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, Peter Madden, William McGinnity and Burton Wilkins voted aye.

NEW BUSINESS: There was no new business.

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

CITY OF OCEAN CITY
CAPE MAY COUNTY, NEW JERSEY
RESOLUTION

TC26 - 09

**AUTHORIZING THE EXECUTION OF A 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**

WHEREAS, the Ocean City Tourism Development Commission has engaged in an agreement with the Ocean City Regional Chamber of Commerce for the operation and support of the City of Ocean City Welcome Center and the 800-BEACHNJ phone lines; and

WHEREAS, this mutually advantageous agreement has been entered into by the Ocean City Regional Chamber of Commerce and the Ocean City Tourism Development Commission in the past; and

WHEREAS, both the Ocean City Regional Chamber of Commerce and the Ocean City Tourism Development Commission believe that services such as those being contemplated are in the best long term interest of both agencies, residents and taxpayers; and

WHEREAS, the Uniform Shared Services and Consolidation Act, N.J.S.A. 40A:65-1et seq., authorizes and empowers local units to enter into this agreement, and

WHEREAS, Ocean City Tourism Development Commission believes that the execution of an agreement for shared services to provide the operation of the City of Ocean City Welcome Center and support of the 800-BEACHNJ phone lines, in the short term and long run, to be of value to Ocean City's taxpayers by providing said operations and services to Ocean City at a reduced cost; and

NOW THEREFORE, BE IT RESOLVED by the Ocean City Tourism Development Commission, County of Cape May, New Jersey as follows:

1. The Ocean City Tourism Commission has agreed to compensate the Ocean City Regional Chamber of Commerce in the amount of \$42,000.00 for the operation and support of said facility made payable in one lump sum.
2. Burton Wilkins is hereby authorized to execute any and all necessary documents in order to implement this resolution.

The Director of Financial Management certifies that the funds are available and shall be charged to the following Account #26-13-56-200-014 in the amount of \$42,000.00.

Burton Wilkins, Chairman
Ocean City Tourism Development Commission

CITY OF OCEAN CITY
CAPE MAY COUNTY, NEW JERSEY

RESOLUTION

TC 26 - 08

**AUTHORIZING PRINT ADVERTISING
IN VARIOUS VISITOR'S GUIDES**

WHEREAS, the Ocean City Tourism Development Commission (OCTDC) has available funds for print advertising in various 2026 Visitor Guides;

NOW THEREFORE, BE IT RESOLVED that the Secretary is authorized to issue purchase requisitions for the following publications:

Ocean City Chamber of Commerce 6 pages – 4 color & Foldout Map	\$6,000.00
Cape May County Chamber of Commerce – 1/2 Page – 4 color	\$1,295.00
Southern New Jersey Vacationer Full page – 4 color – Inside Back Cover	<u>\$3,250.00</u>
	\$10,545.00

Burton Wilkins,
Ocean City Tourism Development Commission

CITY OF OCEAN CITY
CAPE MAY COUNTY, NEW JERSEY

RESOLUTION

TC26 - 07

AUTHORIZING AN ONLINE MEDIA LIBRARY

WHEREAS, the Ocean City Tourism Development Commission (OCTDC) has the need to annually establish a Media Library for uploading and hosting an Online Image Library, and

WHEREAS, the OCTDC is in need of online digital media asset management, organization and uploading/hosting of footage masters in a Media Library downloadable and ready for new 2026 master imagery for current and future television commercials and an online media asset management library to store the master imagery for current and future television commercials, and

WHEREAS, STVP (Seriously Total Video Productions) can provide these services which will be awarded through an alternative, non-advertised process pursuant to N.J.S.A. 19:44-A-20.4 et seq.;

NOW THEREFORE, BE IT RESOLVED, by the Ocean City Tourism Development Commission that it does hereby award a professional service contract to STVP - Seriously Total Video Productions, LLC, 700 Atlantic Avenue, Unit B for these services in the amount of \$4,100.00.

Burton Wilkins, Chairman
Ocean City Tourism Development Commission

OCTDC2-12-26

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

RESOLUTION

TC26 - 06

**AUTHORIZING DISTRIBUTION OF PROMOTIONAL
MATERIALS ON NJ THRUWAYS AND THE CAPE MAY LEWES
FERRY TERMINAL**

WHEREAS, the Ocean City Tourism Development Commission (OCTDC) has a need to promote Ocean City, New Jersey in Visitor Centers on New Jersey Thruways and the Cape May Lewes Ferry Terminal, and

WHEREAS, CTM Media Group has the ability and experience to distribute this information to Visitor Centers on New Jersey Thruways and the Cape May Lewes Ferry Terminal;

NOW, THEREFORE, BE IT RESOLVED by the OCTDC that the secretary is authorized to process a purchase requisition for CTM Media Co.in the amount of \$9,082.32.

Burton Wilkins, Chairman
Ocean City Tourism Development Commission

OCTDC 2-12-26