

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

JANUARY 11, 2024

Chairman Burton Wilkins called the meeting to order at 9:02 am in Council Chambers, City Hall.

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

MEMBERS ATTENDING: Danielle Guerriero, Peter Madden, William McGinnity, Burton Wilkins

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

MINUTES: William McGinnity moved to approve the minutes of the December 14, 2023 meeting. Danielle Guerriero seconded. The motion carried.

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

Michele Gillian reported that social media advertising is doing very well. There have been many positive comments on the billboard on the Walt Whitman Bridge. The rental for the online contest will be confirmed in the next few days.

Dan Kelchner reported that construction on West Avenue is moving south. Preparations for the Winter Warrior Race and Festival is moving along. There will be more signage for the jitneys this summer. He reported that on February 1, the City will be taking over the operation of the Senior Center at the Community Center. City Council is in the process of making changes in the freelance boardwalk entertainment ordinance.

RESOLUTIONS:

AUTHORIZING 2024 MEETING DATES OF THE OCEAN CITY TOURISM DEVELOPMENT COMMISSION

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

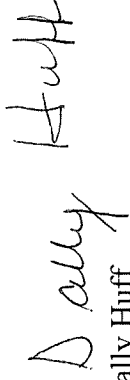
Danielle Guerriero moved to approve the meeting dates as presented. Peter Madden seconded. The motion carried.

NEW BUSINESS: Rob Carnahan from Universal Media spoke to the Tourism Commission about television trends in 2023 and distributed recommendations for 2024 television advertising.

PUBLIC COMMENT: No one from the public was present.

There being no further business, the meeting adjourned at 9:50.

Respectfully submitted,

A handwritten signature in cursive script that reads "Sally Huff". The signature is written in black ink and is positioned above the printed name and title.

Sally Huff
Recording Secretary.