

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

FEBRUARY 8 2024

Chairman Burton Wilkins called the meeting to order at 9 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, Peter Madden, William McGinnity, Burton Wilkins

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

MINUTES: Bill McGinnity moved to approve the minutes of the January 11, 2024 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 gave a report on the Google Ads on the oceancityvacation.com website and noted that the television ads are ready to begin airing on March 11, 2024. Girls weekend will be April 5th, 6th and 7th. The Fashion Show scheduled for Friday Night is almost sold out. The billboard on the Walt Whitman Bridge will be taken down on February 18th and be posted again on May 20th through June 16th, 2024.

Daniel Kelchner reported that jitney service in Ocean City will be expanded this summer to include additional stops at senior residences and communities. There will be no charge to seniors for this service.

City Council has approved the ordinance regulating boardwalk entertainers from 8th to 12th Street as recommended by the Boardwalk Merchants Association.

He stated that the City will be advertising public and private parking spaces as there are over 3,000 parking spaces in the business area of Ocean City.

RESOLUTIONS:

The resolutions listed below are considered to be 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.

Authorizing a Professional Services Contract between the Ocean City Tourism Development Commission and WebFx, Inc for the 2024 Digital Program for the Ocean City Tourism Development Commission Web Site	\$200,000.00
Authorizing a Professional Services Contract between the Ocean City Tourism Development Commission and Universal Media, Inc for a Television Media Buy and Digital Streaming Services	\$250,000.00
Authorizing a Professional Service Contract between the Ocean City Tourism Development Commission & Wiser Link Advertising, Inc. for Graphic Design Services	\$20,000 .00
Authorizing Distribution of Promotional Material on NJ Thruways and the Cape May Lewes Ferry Terminal	\$4,119.10
Authorizing Distribution of Promotional Materials in Welcome Centers in Philadelphia Metropolitan Area, Northern Virginia and Maryland	\$5,040.00
Authorizing Distribution of Promotional Materials in Pa	\$3,600.00
Authorizing the Execution of a Shared Service Agreement between the Ocean City Tourism Development Commission and the Ocean City Regional Chamber of Commerce for the Operation of the Welcome Center and Phone Support	\$42,000.00
Authorizing Financial Support for a Contest Promotion in Partnership with the Ocean City Regional Chamber of Commerce	\$2,050.00
Authorizing Print Advertising in Various Visitor's Guides	\$10,500.00
Authorizing Postage for Direct Mail Postcards	\$10,000.00
Outfront Media – Billboard on Walt Whitman Bridge May 20, 2024-June 16, 2024	\$12,500.00
Five Tribes Video Production Services	\$900.00

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

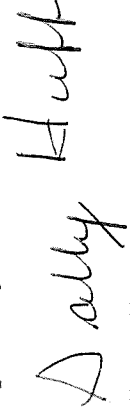
William McGinnity moved to approve the above resolutions as written. Carol Frank seconded. A roll call vote was taken. William McGinnity, Carol Frank, Burton Wilkins and Peter Madden voted aye.

NEW BUSINESS: There was no new business presented.

PUBLIC COMMENT: No one from the public was present.

There being no further business, the meeting adjourned.

Respectfully submitted,

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

Sally Huff
Recording Secretary