

# Ocean City Tourism Development Commission

## Minutes

**Thursday November 14, 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:** 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

**MINUTES:** Wesley Kazmarck moved to approve the minutes of the October 10, 2024 meeting. William McGinnity seconded. The motion carried.

### **STAFF REPORTS:**

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

Daniel Kelchner reported that the Christmas parade scheduled for December 6<sup>th</sup> will be longer than usual this year and Christmas in the Downtown has been expanded with Festive Friday evenings this year.

### **RESOLUTIONS:**

**AUTHORIZING BILLBOARD ON THE WALT WHITMAN BRIDGE                      \$58,275.00  
FROM DECEMBER 30, 2024 TO MAY 25, 2025.**

**PUBLIC COMMENT ON THE RESOLUTION:** There was no public comment.

Carol Frank moved to approve this resolution for a billboard on the Walt Whitman Bridge. William McGinnity seconded. A roll call vote was taken. Carol Frank, William McGinnity, Wesley Kazmarck, Peter Madden and Burton Wilkins vote aye

**AUTHORIZING THE 2025 BUDGET OF THE OCEAN CITY TOURISM DEVELOPMENT COMMISSION**

Michele Gillian distributed the 2025 Budget to the members of the Tourism Commission. She stated that the Budget is conservative.

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

Peter Madden moved to approve the budget as presented. Carol Frank seconded. A roll call vote was taken. Carol Frank, William McGinnity, Wesley Kazmarck, Peter Madden and Burton Wilkins voted aye.

**NEW BUSINESS:**

Xander Becket from WebpageFx distributed the Digital Marketing Report for 2024 and gave a presentation with recommendations for 2025 Digital Marketing.

**PUBLIC COMMENT:** There was no public comment.

There being no further business, the meeting adjourned at 9:55 AM.

Respectfully submitted,

Sally Huff  
Recording Secretary