

Tourism Commission Meeting Minutes
March 15, 2013

The following individuals were in attendance:

Commission Members – Mayor Rick Meehan, Councilman Joe Mitrecic, Councilman Dennis Dare, Council Secretary Mary Knight; Tom Perlozzo, Chamber of Commerce representative; Chris Trimper, HMRA representative; Todd Ferrante, OCDC representative; Michael James, EDC representative; and Greg Shockley, State Tourism Commission Chair.

Others present were David Recor, City Manager; Donna Abbott, Tourism Director; Tom Shuster, Recreation & Parks Director; Larry Noccolino, Convention Center Director; Susan Petito, Recreation & Parks; Glen Irwin, OCDC; Lisa Osman, Tourism Dept.; Melanie Pursel, Chamber executive director; Susan Jones; and Andy Malis, Ryan Goff, Alison Fiorelli, and Kathleen Shaffer, MGH; Zach Hooper, Ocean City Today; and Joanne Shriner, Dispatch.

Mayor Meehan opened meeting and introduced himself, three council members, and partners of the Tourism Commission, HMRA, Chamber of Commerce, OCDC, State of MD, and Economic Development Commission. He stated that the Tourism Director sets the meeting agenda with the Tourism Commission Chairperson and the Tourism Commission makes recommendations to the Mayor and Council.

Councilman Mitrecic made a motion to elect Council Secretary Knight as the Chairperson. Councilman Dare seconded the motion. The vote was unanimous.

It was decided that meetings will be held on the second Thursday of the month. The next meeting will be held on April 11, at 1 p.m., in Room 214 at the Convention Center.

The Mission Statement for the Tourism Commission will be discussed between the Tourism Director, Donna Abbott, and Council Secretary Knight before the next meeting.

Tourism Metrics

Tourism Director Donna Abbott reported that establishing tourism metrics was identified as a top priority during the Mayor and Council's strategic planning session. She is seeking input from the Tourism Commission to identify various metrics that will measure our local tourism successes. Various measurements and potential sources of information were discussed. It was requested the State Tourism Director be scheduled to attend the April meeting for further discussion.

Regional Sports Marketing

The Tourism Director gave an update on the regional sports marketing initiative. Ocean City staff recently met with staff from Wicomico and Worcester counties along with the director of the State Sports Marketing Office. Donna will be working to propose some

funds in the tourism budget for Mayor and Council to consider in the regional marketing effort. She will provide updates as this regional initiative moves forward.

Spring Promotions and Marketing Campaign

Andy Malis, President of MGH, presented a proposal for an after Labor Day school start campaign. Greg Shockley recommended the campaign be vetted by the state. Todd Ferrante made a motion to accept the campaign and Councilman Dare seconded the motion. The vote was unanimous.

Andy reviewed New York/New Jersey status post-Hurricane Sandy and presented options to include Pittsburgh or to increase ads in New York/New Jersey in 2013 tourism marketing campaign. After discussion on pros and cons, the Tourism Commission voted to recommend to the Mayor and Council that the Pittsburgh market be included, but make adjustments in other markets to enable an earlier start to ads running in New York/New Jersey.

Summer of '13 Campaign

MGH presented a campaign for Lucky Summer of '13 that will include a logo added to the Rodney television spots, Facebook sweepstakes contests, prizes and deals.

Ryan Goff of MGH spoke about adding Instagram to our social media. Mayor Meehan suggested developing "photo spots" throughout the town so visitors can get their picture taken next to the photo spots. He also mentioned inviting visitors to suggest photo spot locations and having a contest to have your picture taken at every photo spot in town and posting the pictures on Instagram under #OCMD.

The Tourism Commission voted unanimously to approve campaign recommendations and forward to the Mayor and Council. Council Secretary Mary Knight will present the recommendations to the Mayor and Council at the Council meeting on Monday, March 18 with Andy Malis of MGH presenting campaign recommendations.