

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

September 10, 2026

Chairman Burton Wilkins called the meeting to order at 9:35 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, Danielle Guerriero, Wesley Kazmarck, William McGinnity, John Polcini, 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 June 11 and June 25, 2026 meetings as written. Danielle Guerriero seconded. The motion carried.

STAFF REPORTS:

Justin Juliano distributed the financial reports and noted that the 2026 collections should be equal to or exceed 2025. He answered questions from the members of the Tourism Commission.

Michele Gillian gave the summarized report from WebFx. Geo fencing, tick tock, linkedin and snap chat exceeded last year's results. There has been a major pivot with more visitors coming from North Jersey and New York.

The business community reported a good summer season. Downtown, Boardwalk and Accommodations were pleased. EConsult is working on island wide figures. They will be able to tell who our customer is. Their report will be facts not people's opinion.

Tourism has secured a billboard on the Walt Whitman Bridge from November 2, 2026 to March 21, 2027.

Daniel Kelchner announced that the jitney program and the falcon program were very successful. The Airport Festival and Parachute Pyrotechnic Show will be held on September 19th. The Boardwalk Aerobatic Show will be September 20th at 1 pm over the ocean.

The Drone Shows on Monday evenings over the boardwalk and the Wednesday evening activities at the 34th Street playground were very well received by visitors and residents.

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.

TC26 – 16 Authorizing Transfer of Funds

TC26 - 17 Authorizing a Billboard on the Walt Whitman Bridge from November 2, 2026 to March 21, 2027

PUBLIC COMMENT ON THE RESOLUTIONS: There was no public comment on the resolutions.

Carol Frank moved to approve the above resolutions as written. Danielle Guerriero seconded. A roll call vote was taken. Carol Frank, Danielle Guerriero, Wesley Kazmarck, William McGinnity, John Polcini and Burton Wilkins voted aye.

PUBLIC COMMENT: Mayor Gillian announced that this year will be the 25th Anniversary of the attack on the World Trade Center, the Pentagon and Schenksville, Pa. The speaker this year will be a flight attendant. It was a flight attendant on the plane over Schenksville, Pa that first sounded the alarm of these terrorist attacks.

He thanked the Chamber of Commerce and Community Services for their help with parades and events throughout the year.

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

Respectfully submitted,

Sally Huff
Recording Secretary