

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

January 15, 2026

Chairman Burton Wilkins called the meeting to order at 9:30 am in Council Chambers, City Hall.

Adequate notice of this meeting has been given pursuant to Public Law 1075 Chapter 21.

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; Michele Cottrell, Public Information Coordinator

MINUTES: William McGinnity moved to approve the minutes of the November 13, 2025 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 announced that Universal Media will be attending the February 12, 2026 meeting of the Tourism Development Commission to make recommendations for the 2026 television buy. The 2026 Tourism Budget increased E-Marketing and decreased television.

She read a summarized monthly report from WebFX.

Daniel Kelchner reported that the City is working with federal and state agencies to secure a full beach replenishment project.

The north end boardwalk replacement project is ahead of schedule and will be ready for summer.

The 2026 Calendar of Events is out.

Michele Cottrell gave a summarized report on facebook reels and videos.

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.

1. Setting meeting dates for 2026
2. Authorizing a Professional Services Contract between the Ocean City Tourism Development Commission and WebFx, Inc. for the 2026 Digital Program for the Ocean City Tourism Development Commission Website
3. Professional Service Contract Between the Ocean City Tourism Development Commission & Wiser Link Advertising, Inc for Graphic Design Services
4. Authorizing Distribution of Promotional Materials in Various Welcome Centers in Pennsylvania
5. Authorizing Distribution of Promotional Materials in Pennsylvania, New Jersey, Northern Virginia and Maryland

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

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

NEW BUSINESS: There was no new business.

PUBLIC COMENT: No one from the public was present.

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

Respectfully submitted,

Sally Huff
Recording Secretary