

OCEAN CITY TOURISM DEVELOPMENT COMMISSION

MINUTES

MARCH 12, 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, 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 February 12, 2026 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 the summarized February report from WebpageFx. The contest for a free week vacation in Ocean City at the end of August was posted on the website before Thanksgiving when families are together and planning summer vacations. There are billboards on the Ben Franklin and Walt Whitman Bridge.

Daniel Kelchner announced upcoming events – Boardwalk and Downtown Merchants “Discount Days”, weekly patriotic drone shows over the beach every Monday in July and August to celebrate the 250th Anniversary of our nation. He also announced that contracts have been signed for the return of the falcons.

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.

TC26-10 Authorizing a Professional Services Contract between the Ocean City Tourism Development Commission & Universal Media, Inc. for a Television Media Buy and Digital Streaming Advertising \$200,000.00

TC26-11 Authorizing Financial Support for a Contest Promotion in Partnership with the Ocean City Regional Chamber of Commerce \$2,350.00

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

Wesley Kazmarck moved to approve the above resolutions as written. Peter Madden 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 COMMENT: No one from the public was present.

There being no further business, the meeting adjourned at 9:45 am.

Respectfully submitted,

Sally Huff
Recording Secretary