



January 29, 2008
WORK SESSION
MAYOR AND CITY COUNCIL
TOWN OF OCEAN CITY

In attendance: Mayor Rick Meehan, Council President Joe Mitrecic, Council Secretary Nancy Howard, Council Members Jay Hancock, Mary Knight, Lloyd Martin and Margaret Pillas, Public Works Director Hal Adkins, Public Works Project Manager Dick Malone, City Engineer Terry McGean, Fire Marshal Sam Villani, General Services Director Joe Sobczak, Parks and Recreation Director Tom Shuster, Deputy Fire Marshal Cliff Christello, Public Works Construction Superintendent Dean Dashiell, Deputy City Clerk Kelly Allmond, Members of the Press and Interested Parties.

Council President Joe Mitrecic called this work session to order at 12:05 p.m.; then, **Council Member Lloyd Martin moved to convene into closed session to discuss legal, real estate and contractual matters; seconded by Council Member Mary Knight. The vote 4-0 with Council Members Hancock and Hall absent and Council Secretary Nancy Howard out of the room.**

The Open Session reconvened at 1:09 p.m..

1. Council President Joe Mitrecic reported on the closed session held at 12:20 p.m.. Topics of discussion were: to consult with counsel to obtain legal advice, to consult with staff, consultants or other individuals about pending or potential litigations; to consider the acquisition of real property for a public purpose and matters directly related thereto; and, to discuss a matter directly related to a negotiation strategy or the contents of a bid or proposal if public discussion or disclosure adversely impacts the public body's ability to competitively bid or make proposals. Persons present were: Mayor Rick Meehan, Council President Joe Mitrecic, Council Secretary Nancy Howard, Jay Hancock, Mary Knight, Lloyd Martin and Margaret Pillas, City Manager Dennis Dare, Assistant to City Manager Kathy Mathias, Deputy City Clerk Kelly Allmond and Beach Equipment Franchise Operator Emily Jackson. **Council Member Lloyd Martin moved to deny Emily Jackson's appeal for reconsideration to award her the Caroline Street Beach Equipment Franchise; seconded by Council Member Mary Knight. The vote was 6-0 with Council Member Jim Hall absent.**
2. In accordance with the Town's Employee Recognition Program, Public Works Construction Superintendent Dean Dashiell introduced Public Works Construction Employees Bill Savage and Jay Garton.
3. Bid openings:
 - A. 100 kilowatt Generator (Staff Estimate = \$43,000; no bid bond required)

One late bid was received. **Council Secretary Nancy Howard moved to reject the late bid; seconded by Council Member Lloyd Martin. The vote 4-2 with Council Member Pillas and Knight opposed and Council Member Jim Hall absent.**

Generator bids continued...

Vendor	Bid
Alban Engine, Ocean City, Maryland	\$38,120
ED Supply, Salisbury, Maryland	\$45,735
Cummins Power Systems, Glen Burnie, Maryland	\$39,270
J&D Generator Services, Inc., Berlin, Maryland	\$29,480
Fidelity Engineering, Sparks, Maryland	\$46,566

Council Member Lloyd Martin moved to acknowledge the apparent low bid from J&D Generator of Berlin, Maryland; seconded by Council Member Mary Knight. The vote was 6-0 with Council Member Jim Hall absent.

**B. St. Louis Avenue Street Pre-construction Design Proposals
(FY08 Budget Allocation = \$500,000; No bid bond required)**

One late proposal was received (delivered by DHL), **Council Member Margaret Pillas moved to accept the late bid; seconded by Council Member Mary Knight. The vote was 6-0 with Council Member Jim Hall absent.**

Another late proposal was received (delivered by hand delivery), **Council Member Margaret Pillas moved to accept the second late bid; seconded by Council Member Mary Knight. The vote was 4-2 with Council President Joe Mitrecic and Council Secretary Nancy Howard opposed and Council Member Jim Hall absent.**

Proposals Received
Bowman Consulting, Chantilly, Virginia
Becker Morgan Group, Salisbury, Maryland
Century Engineering Inc., Dover, Delaware
Nolan Associates, Inc., Ellicott City, Maryland
Wallace-Montgomery Associates, Town, Maryland
Atlantic Group & Associates, Berlin, Maryland
DMW, Towson, Maryland
Gannett Flemming, Baltimore, Maryland
RBA Engineers/Architects/Planners, Columbia, Maryland
JMT, Sparks, Maryland
Barry Issett Associates, Berlin, Maryland
Whitman, Requardt and Associates, Inc., Baltimore, Maryland
GMB, Salisbury, Maryland

Council Member Lloyd Martin moved to acknowledge the proposals; seconded by Council Member Mary Knight. The vote was 6-0 with Council Member Jim Hall absent.

4. Mayor Rick Meehan proclaimed January as “National Stalking Awareness Month”. Present to accept this proclamation was Ocean City Police Department Private First Class Michael Levy.

5. Ocean City Volunteer Fire Company President Jay Jester and Deputy Fire Marshal Cliff Christello requested permission to sole source purchase twelve (12) MX6 Gas Monitors from National Safety Supply, Inc. of Jefferson, Maryland. Deputy Fire Marshal Christello explained that this equipment will detect six (6) hazardous gases (Oxygen, Carbon Monoxide, lower level explosive gases, [like methane and propane], Chlorine and Hydrogen Cyanide). National Safety Supply, he said, is the only supplier with one piece of equipment to monitor all six hazards. Captain Jester said that this item will be funded by the FY07-08 Budget. **Council Secretary Nancy Howard moved to approve; seconded by Council Member Mary Knight. The vote was 6-0 with Council Member Jim Hall absent.**

6. Fire Marshal Sam Villani requested permission to sole source purchase four hook and line equipment sets for the Bomb Squad/Bio Chemical Response Unit from Med-ENG Systems, Inc. for the sum of \$17,952 (funded by an appropriation from the 2007 Homeland Security Grant). **Council Member Lloyd Martin moved to approve; seconded by Council Secretary Nancy Howard. The vote was 6-0 with Council Member Jim Hall absent.**

7. General Services Director Joe Sobczak requested permission to purchase the following vehicles under the Maryland State Contract for the sum of \$233,751 (FY08 Budget Allocation = \$251,061):

Fire Marshal

Ford Expedition
Hertrich, Milford, Delaware \$ 24,282.00

Park & Rec- Special Events

1 Ford ½ Ton 2 WD Pickup \$ 12,907.00
Hertrich, Milford, Delaware

Park & Rec – Park Maintenance

1 Ford ½ Ton 2 WD Pickup \$ 12,907.00
Hertrich, Milford, Delaware

1 Chevrolet 1 ½ Ton Chassis with dual wheels & dump body \$ 47,752.00
Criswell Chevrolet, Gaithersburg, Maryland

Public Works - Construction

1 Chevrolet 1 Ton Pickup with utility body & class III hitch \$ 19,693.00
Criswell Chevrolet, Gaithersburg, Maryland

Public Works – Maintenance

1 Chevrolet ¾ Ton HD 4X4 Stake Body Dump w/ class III hitch \$ 33,463.00
1 Chevrolet ¾ Ton 4X4 Pickup with utility & class III hitch \$ 28,908.00
Criswell Chevrolet, Gaithersburg, Maryland

Wastewater

1 Chevrolet 1 Ton 4X4 Pickup \$ 18,713.00
Criswell Chevrolet, Gaithersburg, Maryland

Water

1 Chevrolet 1 Ton 4X4 Pickup \$ 18,713.00
1 Chevrolet 1 Ton 2 WD Pickup \$ 16,413.00
Criswell Chevrolet, Gaithersburg, Maryland

Council Member Lloyd Martin moved to approve these purchases as presented; seconded by Council Member Jay Hancock. The vote was 6-0 with Council Member Jim Hall absent.

Also, Director Sobczak requested permission to bid a Dodge Caravan for the Convention Center, and a Dodge Sprinter for the Wastewater Department. He said that neither are available for purchase under the Maryland State Contract. **Council Member Lloyd Martin moved to approve; seconded by Council Member Jay Hancock. The vote was 6-0 with Council Member Jim Hall absent.**

8. City Engineer Terry McGean made a recommendation to hold a Public Hearing for the South Ocean Drive Bulkhead repair project. In his January 17, 2008 Memorandum to the City Manager's Office, he explained:

“As I have previously reported to the Mayor and Council, for some time I have been working on the design and permit process to repair the existing aluminum bulkhead along South Ocean Drive. I applied for, and the Council accepted, a no interest loan from the Maryland Department of natural Resources Shore Erosion Control Program to install a stone revetment along the entire length of the bulkhead as the repair.

During many of my visits to the site, I have observed folks young and old crabbing and fishing along this bulkhead. I also noted that there was no sidewalk along the bulkhead side of the street. It occurred to me that once the revetment was installed, it would no longer be possible to crab and fish in this area safely. I therefore asked Mr. Jim Walker, the President of the Montego Bay Civic Association if the association might be interested in either a walkway or pier as part of the revetment project. Mr. Walker subsequently held a meeting of the Association's Board of Directors to which he also invited the residents along South Ocean Drive. At that meeting, I presented the revetment concept drawings and also the idea of constructing a pier and/or walkway. I also explained that the funding for the walkway and pier could not be part of the DNR loan and that the ultimate decision to construct either of these items would rest with the Mayor and City Council. After considerable discussions, the Board voted to ask me to include the pier and walkway in the design and permit documents and I did. You will also recall that during the FY08 budget deliberations, funds were included to install the piling for the walkway and pier.

Subsequent to that meeting, the Mayor, Council, you, and I have all received numerous phone calls and letters from residents along South Ocean Drive opposing the walkway or pier. The residents have also voiced their opposition to these items to the permitting agencies and as a result, the permit process has been delayed. I had hoped to secure the permits and then ask the council to decide on the fate of the walkway and pier. After numerous conversations with the permitting agencies, it appears they would prefer to have the walkway/pier issue resolved prior to issuing the permit. Therefore, I would like to take this item to the Mayor and Council for their input and decision. I would initially like to present the design and issues to the Council informally at the January 29, 2008 work session and request permission from the Council to conduct a Public Hearing at a regular session after 30 days notice to all affected residents. At the conclusion of that Public Hearing I would hope the Council would make a final decision regarding the walkway/pier.”

S. OCEAN DRIVE DISCUSSION CONTINUED...

Jim Walker, President of the Montego Bay Civic Association requested Northside Park as the venue for this Hearing. Mayor Meehan said that, because the Hearing is recorded, it must held at City Hall. **Council Member Margaret Pillas moved to proceed with the Public Hearing; seconded by Council Secretary Nancy Howard. The vote was 6-0 with Council Member Jim Hall absent.** Council Member Jay Hancock recommended that all property owners within 500 feet (usually 300 feet) of the proposed walkway/pier should be notified.

9. Jim Rapp of Delmarva Low-Impact Tourism Experiences (a/k/a: DLITE) gave a presentation on a proposal to establish a water trail on Lewis Road (city-owned property in West Ocean City formerly used as a dumping site)(see Attachment A). In a Memorandum, dated January 25, 2008 to City Manager Dare, Public Works Director Hal Adkins recommended gaining closure from the Maryland Department of the Environment on the Landfill clean up before approaching them for re use of the site. City Solicitor Guy Ayres advised that it is feasible to deed this property to a non-profit organization.

Mayor Rick Meehan requested that Mr. Rapp present site-plans when available, and, asked how this project will be funded. Mr. Rapp said that he anticipates a grant from the State of Maryland. **Council Secretary Nancy Howard moved to approve this concept; seconded by Council Member Margaret Pillas. The vote was 6-0 with Council Member Jim Hall absent.**

10. Public Works Transportation Superintendent George Thornes presented the Transportation Departments annual request for assistance from the Maryland Transit Authority for seasonal use of articulating buses. **Council Secretary Nancy Howard moved to approve; seconded by Council Member Lloyd Martin. The vote was 6-0 with Council Member Jim Hall absent.**
11. Public Works Director Hal Adkins requested approval to contract with **Independent Media** to promote bus rider-ship for the budgeted amount of \$50,000. **Council Secretary Nancy Howard moved to approve; seconded by Council Member Lloyd Martin. The vote was 6-0 with Council Member Jim Hall absent.**
12. City Solicitor Guy Ayres presented the proposed ordinance to regulate Sexually Oriented Businesses. He advised that, in addition to the ordinance, a resolution will be required to set the business license fees. **Council Member Lloyd Martin moved to proceed with the First Reading of this ordinance in the next Regular Session with a resolution to set fees; seconded by Council Secretary Nancy Howard. The vote was 6-0 with Council Member Jim Hall absent.**
13. Budget Analyst Jennie Knapp presented Budget Amendment #1 (see Attachment B). **Council Secretary Nancy Howard moved to proceed with the First Reading of the ordinance to adopt Budget Amendment #1 in the next Regular Session; seconded by Council Member Lloyd Martin. The vote was 6-0 with Council Member Jim Hall absent.**
14. Council Member Margaret Pillas reported on the December 6, 2007 Tourism Commission Meeting (see Attachment C).
15. Council Member Lloyd Martin reported on the Police Commission Meeting of November 27, 2007 (see Attachment D).

Council Secretary Nancy Howard requested the Council's support to formally request that Delmarva Power report all power outages to Emergency Management. **Council Secretary Nancy**

COMMENTS CONTINUED

Howard moved to ask the Mayor to send a letter of request to Delmarva Power; seconded by Council Member Margaret Pillas. The vote was 6-0 with Council Member Jim Hall absent.

Mayor Rick Meehan reported that he and City Solicitor Guy Ayres attended the Worcester County Commissioner's Board Meeting on January 15, 2008 to hear discussion on EDU's and a proposal to allow slots in non-profit organizations.

Also, Mayor Meehan advised that the County has not responded to the Town's December 4, 2007 request for a second appearance to discuss the Tax Differential Study. He asked for support to send a letter to State Delegate Jim Mathias regarding this matter. **Council Member Lloyd Martin moved to support the Mayor's letter to State Delegate Mathias; seconded by Council Secretary Nancy Howard. The vote was 6-0 with Council Member Jim Hall absent.**

Council Secretary Nancy Howard moved to adjourn this meeting at 3:18 p.m.; seconded by Council Member Lloyd Martin. The vote was 6-0 with Council Member Jim Hall absent.

Presentation Outline for the Ocean City Council
Ayers Landing Park and Ayers Creek Water Trail
Tuesday, January 29 1:00 pm

Presenters: Jim Rapp, Delmarva Low-Impact Tourism Experiences
Paul Morris,
Spencer Rowe, Rowe Environmental Services

Founded in 1999 by Ocean City businessman Charles "Buddy" Jenkins, DLITE is an alliance of government, business, and environmental organizations whose mission is to promote low-impact tourism on Delmarva that meets the needs of travelers, protects local communities, and sustains economic development.

In 2006, 87 million Americans pursued outdoor recreation. They spent \$120 billion on travel and equipment. National trends show an 8% increase in wildlife watching, while hunting is down 4% and fishing is down 12%. Americans made 162,000,000 paddling trips in 2005.

Ocean City is famous for its beaches and boardwalk, and is known as the #1 family resort on the East Coast. More families and baby boomers are searching for nature-based travel experiences, and many are searching for these opportunities closer to home. By investing in water trails close to Ocean City, travelers have more options to experience nature, and to enjoy excellent Ocean City accommodations and restaurants – "adventure with a coat check".

Water trails need public access to waterways not heavily trafficked by large motorized watercraft. "Soft" landings and boat ramps provide access, and maps and directional signs provide wayfinding. Water trails need to be promoted through tourism offices, chambers of commerce, and local stakeholders.

Ayers Landing will provide a "soft" landing access for canoes and kayaks on Ayers Creek. Other public access points are found at South Point and Assateague State Park. The 42-acre park also provides habitat to many species of birds, including neotropical migrants in the spring and fall, and many species of songbird, waterfowl and raptors throughout the year. The park could serve as a model site for wetlands restoration through the installation of a natural shoreline along the banks of Ayers Creek. This restoration project could involve the Maryland Coastal Bays Program, Assateague Coastal Trust, and area schools and community organizations.

Questions? Please contact Jim Rapp, DLITE Director, at 443-614-0261, or dlitedirector@comcast.net.

Changes From Adopted Budget FY 2008

General Fund Revenue:

Property Tax	60,000	60,000 Real Property Tax; to partially fund additional Transportation funds
Penalties and Interest	50,000	To fund additional Transfer to Airport
Licenses and Permits	(262,667)	Reduce estimate for building permit fees
Revenue From Other Agencies	550,132	369,809 07 Homeland Securities grants; 19,981 07 Justice dept grant; 153,342 FY 06 Homeland Securities grants brought forward from prior year; 7,000 National Assoc of Drug Diversion Investigators grant (NADDI)
Charges For Services	41,500	\$28,000 Winterfest revenue to fund Airshow; \$13,500 Program revenue to fund movie projector purchase
Other Revenue	172,226	\$5,235 LGIT grant for OCPD attendance at Hurricane conference \$6,545 Beach wheelchair donations - Akob family, Eastern Surfing Assoc, Ladies Hibernians; \$60,280 boardwalk benches; \$50,166 Tree of Life funds \$50,000 Interest revenue to fund P&Z document imaging project
Appropriated Fund Balance	718,731	\$100,000 to cover revenue reductions in Transportation; \$591,881 prior year Pos; \$26,850 Special Events Mobile Information Booth funded in FY 07, but not purchased.
	<u>1,329,922</u>	

General Fund Expenses:

General Government	63,552	28,000 Tax differential study; 80,587 Prior Year purchase orders; (45,035) pension savings used to reduce P&Z revenue estimates
Public Safety	659,917	\$326,809 07 Homeland Securities funds; \$198,749 prior year pos; \$153,342 prior year Homeland Securities funds; 50,000 document imaging project P&Z; 19,981 07 Justice department grant; 7,000 NADDI; 5,235 LGIT grant for Hurricane conference attendance; (101,199) pension costs less than estimate
Public Works/Beach Maintenance	74,152	43,000 Homeland Securities grant for generator; 60,280 donations for boardwalk benches; 39,893 prior year pos; 9,900 landscaping at 100th St lot; (37,900) savings from beach maintenance fund; (43,110) pension savings used to reduce P&Z building permit fee projected revenue
Sanitation & Waste Removal	(23,072)	(35,133) pension savings; 12,061 prior year pos
Highways & Streets	(11,671)	13,395 prior year pos; (25,066) pension savings

Economic Development - Tourism	176,066	173,391 prior year pos; 2,675 additional pension costs over estimate
Culture and Recreation	180,978	73,805 prior year pos; 26,850 mobile information booth; 28,000 Air Show funding; 13,500 movie projector funding; 6,545 three wheelchairs purchased through donations; 50,166 Tree of Life project funds brought forward; (17,888) pension savings
Debt Service	0	
Transfer to Transportation	160,000	Additional General Fund contribution to cover projected revenue reduction
Transfer to Airport	50,000	Additional General Fund contribution to cover projected revenue reduction
	<u>1,329,922</u>	

Water Fund Revenue:

Fixture Charges	50,000	Projected revenue increase
Prior Year Reserves	31,010	Recognized to cover prior year purchase orders
	<u>81,010</u>	

Water Fund Expenses:

Non-Personal Services	81,010	45,000 increased cost for painting 15th St water tower; (25,000) equipment maintenance; 40,000 increased funding for touch-read meters (10,000) funding for operational supplies; 31,010 prior year pos.
	<u>81,010</u>	

Transportation Fund Revenue:

Bus Revenue	(120,000)	Reduction of Bus Passenger estimated revenue
Boardwalk Train Revenue	(40,000)	Reduction of Boardwalk Train estimated revenue
Prior Year Reserves	27,935	Prior year pos
Transfer-In From General Fund	160,000	Cover reduction in bus & train revenue
	<u>27,935</u>	

Transportation Fund Expense:

Personal Services	(107,000)	(226,000) savings in part-time salaries; 101,500 increase in estimated unemployment; 17,500 increase in allowance for OCPD bus presence
Non-Personal Services	134,935	100,000 Vehicle Parts & Labor; 27,935 prior year pos; 7,000 increased Energy costs
	<u>27,935</u>	

**Wastewater Fund
Revenue:**

Service Charges	27,000	Service to West Ocean City
Prior Year Reserves	146,569	116,569 prior year pos; 30,000 clarifier drive
	<u>173,569</u>	

**Wastewater Fund
Expense:**

Personal Services	1,105	Prior year PO for retiree health insurance
Non-Personal Services	139,047	112,047 prior year pos; 27,000 emergency sewer repair in Coastal Hwy;
Capital Outlay	33,417	30,000 clarifier drive; 3,417 prior year pos
	<u>173,569</u>	

Airport Fund Revenue:

Fuel Sales	(35,000)	15,000 increased jet fuel sales; (50,000) 100LL fuel sales
Rents and Other Revenue	(25,820)	(3,720) BSC Corporate hangar rental; (16,000) t-hangar rental; (4,500) tie-down revenue; (1,600) commission revenue
Transfer In From General Fund	50,000	Increased to cover projected revenue reductions
Prior Year Reserves	17,901	Prior Year encumbrances
	<u>7,081</u>	

Airport Fund Expenses:

Personal Services	15,697	5,000 Part-time salaries; 8,000 interdepartmental labor; (3,500) premium overtime; 6,197 associated benefit costs
Non-Personal Services	(19,157)	14,000 J W Salm expenses for hangar "J"; (15,000) fencing for parking (29,000) fuel purchases; 7,360 prior year pos; 3,483 misc expenses
Capital Outlay	10,541	Prior year pos
	<u>7,081</u>	

**Golf Course Fund
Revenue:**

Prior Year Reserves	2,972	Prior year pos
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**Golf Course Fund
Expenses:**

38,219

**Vehicle & Equipment Trust Fund
Revenue:**

Service Charges to Other Funds	7,062 Replacement radios for PW Maintenance; Convention Center; Airport Engineering; new vehicle radio for Fire Marshal
State and Federal Grants	(558,000) Reduction of MTA funding from four replacement buses to two
Prior Year Reserves	66,753 Prior Year pos
	<u>(484,185)</u>

**Vehicle & Equipment Trust Fund
Expenses:**

Capital Outlay	(484,185) (620,000) two replacement buses; 7,062 replacement radios; 66,753 prior year pos; 62,000 funding for replacement Police vehicles
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**Risk Management Fund
No change**

Pension Trust Funds:

Employer Contributions	(264,756) Reduction in contribution as projected by actuaries
Investment Earnings	264,756
Net Change	<u>0</u>

General Capital Projects Revenue:

Program Open Space	136,395 100% reimbursement for Fiesta park
Miscellaneous Grants	75,000 Business Works grant for Tarry A While
	<u>211,395</u>

Fiesta Park Pavilion	(60,000) Expenses under budget
City Hall Displays	91,215 Funding for construction and installation of City Hall museum displays

**Caroline Street Land Purchase
Tarry A While**

105,180	Partial funding of the purchase
75,000	Additional expense to complete project
211,395	

OCEAN CITY TOURISM COMMISSION MEETING
DECEMBER 6, 2007 – 3:00PM
ROLAND E POWELL CONVENTION CENTER
ROOM 214

CALL TO ORDER

Margaret Pillas called the meeting to order. Members present included: Margaret Pillas, Melanie Pursel, Mary Knight, Susan Jones, Mayor Meehan and Joe Mitrecic. Members absent included: Dr. Berger. Staff present included: Dennis Dare, Tom Shuster, Deb Travers and Mike Noah. Guests present included: Melissa Brown, Stephanie Coldren and Andy Malis representing MGH Advertising, Diane Kaeufer representing OC Hotel-Motel-Restaurant Association, Christine Cullen representing Ocean City Today, Laura D'Alessandro representing Worcester County Times and Ali Baker representing The Dispatch.

APPROVAL OF MINUTES

Motion by Susan Jones, Seconded by Mary Knight to approve the minutes dated November 1, 2007 as submitted. Unanimously carried.

PRESENTATION BY MGH ADVERTISING

Andy Malis representing MGH Advertising presented the Tourism Commission with prism survey results (2007) and preliminary advertising plans for 2008. Andy stated public relations initiatives for 2008 would be presented at the January 2008 Tourism Commission Meeting. A copy of the presentation in print form is available, contact Deb Travers.

UPDATES

Margaret Pillas requested at future meetings all organizations submit written reports.

ADJOURNMENT

The meeting was adjourned. The next meeting is scheduled for Thursday, January 3, 2008.

OCEAN CITY TOURISM COMMISSION MEETING
JANUARY 3, 2008 – 3:00PM
ROLAND E POWELL CONVENTION CENTER
ROOM 214

CALL TO ORDER

Margaret Pillas called the meeting to order. Members present included: Margaret Pillas, Mary Knight, Mayor Meehan, Melanie Pursel, Dr. Berger and Susan Jones. Members absent included: Joe Mitrecic. Staff present included: Dennis Dare, Deb Travers, Tom Shuster, Donna Abbott and Mike Noah. Guests present included: David Messick, Jason Norton, Scott Lenox and Bill Regan representing Hooked on OC, Ali Baker representing The Dispatch, Christine Cullen representing Ocean City Today, Laura D'Alessandro representing Worcester County Times, Diane Kaeufer representing OC Hotel-Motel-Restaurant Association, Andy Malis and Chris McMurry representing MGH Advertising Agency, Lisa Challenger representing Worcester County Tourism and Ruth Waters representing the OC Chamber of Commerce.

APPROVAL OF MINUTES

Motion by Mary Knight, Seconded by Susan Jones to approve the minutes dated December 6, 2007 as submitted. The vote was unanimous.

PRESENTATION BY MGH ADVERTISING

Andy Malis and Chris McMurry representing MGH Advertising Agency presented the recommendations for the Town's public relations plan and word of mouth campaign for FY08. Chris McMurry stated the PR plan is non-advertising, compliments the advertising campaign and research indicates online reviews influence a very high percentage of consumers when they are making travel plans. The agency recommended expanding the word of mouth campaign through online reviews using the Ocean City Ambassadors Unit and the town's websites. The agency also recommended continuing media trips with the Mayor to the Baltimore/DC areas and to continue working with the Town's PR director to garner favorable media coverage in Baltimore, Washington and beyond.

PRESENTATION BY HOOKED ON OC

David Messick, Jason Norton, Scott Lenox and Bill Regan representing the TV show "Hooked on OC" requested sponsorship support (\$25,000) to promote the areas recreational fishing industry. The TV show is in its third year with national network exposure through the Sportsman Channel (exposure to over 18 million households). The sponsorship could include open and/or close to the show, a link on website (Hooked on OC and Sportsman Channel) to Town's website and two .30 commercials for each episode (currently runs 4 times per week). Margaret Pillas thanked the group for attending and requested MGH Advertising to look over the concept and report back to the Tourism Commission.

UPDATES

OC Chamber of Commerce: No written report submitted.

EDC=Economic Development Council: No written report submitted.

HMRA=OC Hotel-Motel-Restaurant Association: No written report submitted.

Worcester County Tourism: Written report submitted and discussed.

ADJOURNMENT

Margaret Pillas adjourned the meeting. The next meeting was scheduled for Thursday, February 7, 2008 at 3:00 PM.

POLICE COMMISSION MEETING
Open Session
November 27, 2007
9:00 A.M.

PRESENT: Police Commission Chairman Lloyd Martin, Council Member Jay Hancock, City Manager Dennis Dare, Chief Bernadette DiPino, Lt. Robert Noll, Captain Michael Colbert, Captain Robert Bokinsky, Cpl Glen McIntyre

Absent: Council Member Jim Hall, Mayor Richard Meehan

1. Review of "Open Session" minutes from October 11, 2007- approved
2. **Presentation by Sgt. Scott Harner to request funding of \$10,000 for Taxi Ordinance Enforcement.** Sgt. Harner asked for funding to focus enforcement on taxi ordinance violations based on complaints from citizens and other taxi drivers that taxis are operating without activating meters, not maintaining log of fares, driving without a valid taxi driver's license, etc. The Traffic Safety Unit would direct the funds for overtime details. Councilman Hancock and Chairman Martin suggested the enforcement detail should begin as early as New Years Eve. Chairman Martin made a proposal to uniformly display a sign "How's my driving?" and a contact telephone number to report violations. Chief DiPino asked Cpl McIntyre to place information for reporting violations on the OCPD website. Chairman Martin suggested training and education at the patrol shift level. Sgt. Harner felt that in addition to patrol, the focus should come from Police Officers with the specialized knowledge needed to concentrate enforcement on taxi violations. Councilman Hancock would like to see the ordinance revised to make taxi business owners responsible for its drivers. Also, he would like to see every police officer involved in daily enforcement of violations such as taxis speeding and stopping in the bus lane. Chief DiPino, Dennis Dare, Chairman Martin, and Councilmember Hancock approved the request for \$10,000 to fund this endeavor. Chief DiPino stated the OCPD will report monthly on the status of the program. Councilman Hancock proposes a corporate identity for each Taxi Company and limits on the age of taxis to seven years. Revisions to the taxi ordinance were discussed such as restricting the application period for taxi business licenses, and changing the 48 hour requirement for hearing an appeal to a taxi driver's license denial.
3. New Business – OCPD met with SHA to plan for compliance with regulations for Christmas Parade. Chief DiPino has coordinated with the Worcester Co. Sheriff's Office regarding crime prevention as part of the Missing and Exploited Children Program. Councilman Hancock proposed a news release to inform motorists to expect delays on Coastal Highway due to the parade. Also, Chairman Martin suggested coordinating with SHA on electronic message signs leading into Ocean City.
4. Alcohol Update – Historical Perspective. Captain Colbert and Cpl McIntyre presented statistics on open container arrests and the reduction of arrests as a result of the direction given by Council members. Chairman Martin would like to look at citations as a deterrent. Councilman Hancock believes the message is being sent at the shift level that arrests make an impact and as a result many of the open container arrests made are not necessary. Capt. Colbert stated the direction given by the Police Commission resulted in a dramatically reduced number of open container arrests in 2006. Chief DiPino believes that Play It Safe, and the RAAM initiatives have helped to reduce the number of underage alcohol violations. Efforts will continue in educating seasonal officers regarding unnecessary arrests. Chairman Martin would like to move forward to issue citations for open container violations. Chief Dipino stated the OCPD will continue the trend to reduce the number of arrests and

use officer discretion. Capt. Kirstein informed members that during the selection and hiring process, discretion is a trait we are looking at and is also a factor in training. Councilman Hancock believes in some cases, if the officer felt the violator knew he was breaking the law, it met the criteria for making an arrest. City Manager Dennis Dare would like to see the alcohol trends reflected in the annual report. Chief DiPino stated that the message to the shifts would be standardized regarding enforcement.

5. Discussion of Beach Patrol Communications – Councilman Hancock commended the Beach patrol for their open communications with seasonal employees by keeping them involved during the off-season regarding budget, equipment needs and new ideas. Capt. Kirstein would like to tap into Beach Patrol ideas of a newsletter and incentives for seasonal officers.