



**SEPTEMBER 28, 2010
WORK SESSION
MAYOR & COUNCIL
TOWN OF OCEAN CITY**

In attendance: Mayor Rick Meehan, Council President Joe Mitrecic, Council Secretary Lloyd Martin, Council Members Jim Hall, Margaret Pillas, Mary Knight, Doug Cymek and Joe Hall, City Manager Dennis Dare, City Solicitor Guy Ayres, City Clerk Kathleen Mathias, Finance Administrator Martha Lucey, Public Works Deputy Director Dick Malone, City Engineer Terry McGean, Members of the Press and Interested Parties.

Council President Joe Mitrecic called the work session to order at 12:00 p.m.; then, **Council Member Doug Cymek moved to convene into closed session to: (1) consult with counsel to obtain legal advice, and, (2) 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; seconded by Council Member Jim Hall.** Citizen John Medlin objected because the topics described were too vague. **The vote was 6-0 with Council Member Joe Hall absent.**

1. Council President Mitrecic re-opened the work session at 1:00 p.m. and reported that legal and contractual matters were discussed in the closed session. Persons present were Mayor Rick Meehan, Council President Joe Mitrecic, Council Secretary Lloyd Martin, Council Members Jim Hall, Margaret Pillas, Mary Knight, Doug Cymek and Joe Hall, City Manager Dennis Dare, City Solicitor Guy Ayres, City Clerk Kathleen Mathias and Tourism Director Deb Turk. **Council Member Mary Knight moved to contract with MGH Advertising Agency for two years with a third year option; seconded by Council Secretary Lloyd Martin. The vote was unanimous.**

Council Secretary Lloyd Martin moved to close the closed session; seconded by Council Member Mary Knight. The vote was unanimous.

2. Finance Administrator Martha Lucey requested approval for pension plan contributions to be made in three (3) payments. In her September 9, 2010 Memorandum to the Mayor, Council and City Manager Dare, she wrote:

"The Pension Trustees have recommended contributions of \$2,917,210 for the Public Safety Plan, \$2,135,538 for the General Employees Pension Plan, and \$3,104,000 for the Retiree Health Plan. This is a decrease of \$192,020 from the FY-10 actual expense, and \$87,773 less than was budgeted for FY-11. The contribution is calculated using a 10-year, level percent of pay, open gain/loss basis. This resulted in a smoothing of payments compared to the previous methodology by netting actuarial gains and losses.

I recommend that the contributions to the plans be divided into three payments with one third paid in October 2010, November 2010, and December 2010."

Council Member Doug Cymek moved to approve; seconded by Council Member Jim Hall. The vote was unanimous.

3. Public Works Deputy Director Dick Malone requested the Council's consideration to change the dates for paid municipal parking to the first Saturday in April through the third Sunday in October. **Council Member Mary Knight moved to establish the time frame for paid parking from Good Friday to the third Sunday of October; seconded by Council Member Jim Hall. The vote was unanimous.**
4. Vicki Barrett of the Boardwalk Development Association (BDA) proposed a policy allowing the BDA to review and enforce all displays and signage for the entire boardwalk. She retracted the following items within the policy (1) "*Outdoor window display of merchandise is not to exceed 1 1/2 square feet of linear store frontage.*" (2) "*Outdoor display shall not be located in landscaped areas.*" (3) the paragraph entitled "*Enforcement of Guidelines on the Boardwalk*". **Council Member Mary Knight moved to refer the amended proposal to the Planning Commission for review; seconded by Council Member Margaret Pillas. The vote was 6-1 with Council Member Doug Cymek opposed.**
5. City Engineer Terry McGean, accompanied by Robey Hurley and Katherine Charbonneau, presented an overview of revisions to the Critical Area Program. **Council Member Joe Hall moved to accept the revisions to Critical Area Program Policy; seconded by Council Member Margaret Pillas. The vote was 6-0 with Council Member Jim Hall out of the room.**
6. City Clerk Kathleen Mathias presented, for approval, the Candidates for the October 19, 2010 Municipal Election (see Attachment A). **Council Member Doug Cymek moved to approve the list with the exception of Charles P. Borchini, Jr. ; seconded by Council Member Mary Knight. The vote was 2-5 with Council Members Joe Hall, Jim Hall, Joe Mitrecic and Lloyd Martin opposed.** The motion failed.

Council Member Joe Hall moved to approve the list of candidates as presented; seconded by Council Member Jim Hall. The vote was 6-1 with Council Member Doug Cymek opposed.
7. Council Member Mary Knight reported on the Tourism Commission Meeting held on September 2, 2010 (see Attachment B).

Council Secretary Lloyd Martin moved to adjourn; seconded by Council Member Margaret Pillas. The vote was 6-0 with Council Member Doug Cymek out of the room.

Prepared by Kelly L. Allmond, CMC
Certified by Kathleen A.P. Mathias, City Clerk
Minutes Approved by the Mayor and Council on:



MEMORANDUM

TO: Mayor and City Council

DATE: September 22, 2010

FROM: Kathleen Mathias, City Clerk

SUBJECT: Approval of Candidates

According to the provisions of the City Code, Chapter C-407, the Council shall be the judges and certify the qualifications of applicants for the municipal election. I have included the pertinent sections of the code for your review.

The following candidates have filed for the October 19, 2010 Municipal Election:

Mayor

Richard W. Meehan

Council

Brent Ashley

Charles P. Borchini, Jr.

Warren Disbrow

Lloyd Martin

Joseph M. Mitrecic

Margaret Pillas

Sean Rox

All candidates have filed the appropriate financial disclosures as required and signed the affidavit certifying their residency and qualifications. A copy of the form each candidate signed is attached. Each candidate appears as a voter on the current voter list provided by the Worcester County Board of Elections and reviewed by the Ocean City Board of Election Supervisors. I would like to bring to your attention that Mr. Borchini has a different mailing address noted on that voter registration list. This address is not in Maryland and is 7100 27th Rd. N, Arlington, VA 22213. When requesting the necessary form and instructions to file for council my predecessor received the request and forwarded the forms to the Arlington, VA address.

Please let me know if you have any questions.

kapm

cc: Guy R. Ayres, City Solicitor

Dennis W. Dare, City Manager

OCEAN CITY TOURISM COMMISSION MEETING

September 2, 2010

ROLAND E POWELL CONVENTION CENTER

ROOM 214

CALL TO ORDER

Mary Knight called the meeting to order. Members present included: Mayor Rick Meehan, Mary Knight, Margaret Pillas, Susan Jones, Melanie Pursel, Ruth Waters, Jon Tremellen, John Gehrig, Lloyd Martin, Dennis Dare and Greg Shockley. Members absent included: Margaret Pillas and Michael James. Staff present included: Deb Turk, Donna Abbott, Fred Wise, Rick Hamilton. Guests present included: Christine Cullen representing OC Today, Brian Shane representing The Daily Times, Bryan Russo representing The Dispatch and WAMU 88.5 and Sabri Ben-Achour representing WAMU 88.5.

APPROVAL OF MINUTES

August 5, 2010 minutes approved

The meeting began with opening remarks from Mayor Rick Meehan regarding Hurricane Earl. The Mayor explained that the message from he and the Governor was for people to continue with their plans to come to Ocean City for Labor Day but not to travel during the storm. He explained that the media message was "don't come to Ocean City" but wanted to reassure everyone that he and the Governor had talked several times and that was not what they had told the press. The message still had to be a responsible one. The Mayor further clarified the erroneous message during subsequent interviews. Beach Patrol will have up to 60 stands on duty over the weekend. Restrictions will be in place to keep swimmers out of water until water conditions become safe again.

Dennis informed everyone that the Inlet lot will not be manned but there will a police presence in the event they need to keep people out of the lot. Trash pick-up rescheduled. Commercial accounts will be monitored and picked up as needed. Seagates are being closed right now.

John Gehrig suggested the messages on the town's website should be rewritten to be more positive and not scare people away

Deb Turk presented a suggestion to honor Jack Hennen's Cruisin Car Show 20th anniversary in front of Mayor and Council and the inlet lot during the event. The group approved.

She continued to update that July room tax was up 10% over last year. She asked how Hotel Week promotion went. Susan Jones stated it started off really busy and then dropped off. Jon Tremellen said September is looking really soft. Online campaign continues with rotation of golf and Sunfest ads using added value inventory. Golf page added to website and directing leads to packagers. Promotions with

WLIF and WPOC in Baltimore in trade for tickets and room night. MGH negotiated over \$500,000 in added value and we use this for all of our assets.

John Gehrig asked about golf page and what the rules are for getting on the page. Jon Tremellen said he is not on page and should be. Dennis asked about how they book and that if he did his own booking he could be on the page. Dennis then stated that this matter was contractual and we would have to finish discussion later.

Dennis then circled back to Hotel Week to ask again for zip codes in order to measure effectiveness. Susan said she would ask for zip codes. Ruth said, as did Susan that they coded their bookings with Hotel Week. Ruth stated The Harrison Group would not share zip codes. Jon Tremellen stated that he thought it was good to get information and see what we did. Mayor stated how he had to personally ask hotels to participate because participation was so low. John Gehrig stated we should be able to use standard media conversion rates and apply to impressions, social media etc to estimate success rate. Susan stated that we did say we would revisit the zip code sharing this fall in follow up to a presentation to her board from MGH.

Donna Abbott stated that she had been extremely busy with media in town for Hurricane Earl coverage. Mayor and Donna were in Baltimore last week on press tour promoting Hotel Week.

Fred Wise Good news about expansion is that we will not lose any business. Still projecting strong 2011. Sales report shows that we are going back through lost business and converting to bookings. MD State Federal Credit Unit coming back with help of Harrison Group. Large contingency of associations don't realize they can make money here with exhibitors as opposed to Baltimore Convention Center. Found another group the Barbershoppers, which is a group of 2800 and is coming back.

Rick Hamilton on track with all approvals for expansion. Unanimous approval from Mayor and Council. December start April 2012 finish. Permission from MCC to look at costing for performing arts center. Permission to go out to contract labor to turn over building faster. Opens up more mid week days with faster turnover. Ruth asked why Firemen changed date – answer from Fred was because they wanted to. Want to be able to bring families when kids out of school.

Rick announced the new gala “Putting on the Ritz” on Saturday of Thanksgiving weekend. The Art League will be the beneficiary and this will help fund the display of public art in the Convention Center.

Visitor Center has combined staff and now functions as the main entrance to the building.

Melanie Pursel Chamber has begun to display Art League work in the building. Gearing up for Harbor Day and have selected new poster artwork. Tonight is BAH at the Blue Ox- business breakfast next week. Life's a Beach – Having a Ball is Friday be sure to spread the word. Tourism committee met this week and talked about some new ideas

for events. Ballroom at the Beach event to bring professional dancers here and attract out-of-town visitors. Canadian week was another idea they were looking into and combine it with Hotel Week. Sandcastle contest to replace the event Ann Hillyer did with Play it Safe. Hon Fest parade on the boardwalk in conjunction with Springfest.

Thanks to Deb and Norma for sales on SFY. Sales are going well. New website is almost ready to launch with focus on tourism. Built with the visitor in mind.

Air Show selected as ABA Top 100 event.

Susan Jones Working with Chamber to focus on bringing new events to town. Harbor Day Facebook promotion working with Deb on that. Season summary October 20. Restaurant Week Oct 17-24. Attended meeting with Sully regarding Susan G. Komen Race for the Cure looking to come to Ocean City in 2012.

Greg Shockley Spent time with Margot Amelia regarding messaging from Governor during Hurricane Earl interviews. Governor's office worked hard to get correction from Washington Post and assured Greg that the Governor's message was the same as ours.

Greg updated everyone about the Tourism Promotion Act and that right now the tax codes for tourism are performing well and that we could pick up some additional funding as a result. He shared that overall the state did well over the summer and outperformed many other state. State Office of Tourism planning for "term 2" and part of the plan is to revisit the Tourism Promotion Act and look at ways to dedicate funds and not have them at the Governors discretion. Discussed with Margot school closings and impact on tourism.

Motion to adjourn Mary Knight
Second Lloyd Martin