



March 27, 2012
Work Session
Mayor and Council
Town of Ocean City

ATTENDANCE

Mayor/Interim City Manager Rick Meehan, Council President Jim Hall, Council Secretary Lloyd Martin, Council Members Margaret Pillas, Mary Knight, Doug Cymek, Brent Ashley and Joe Hall, City Solicitor Guy Ayres, City Clerk Kelly Allmond, Public Works Director Hal Adkins, City Planner Jesse Houston, Fire Chief Chris Larmore, Media Manager Donna Abbott, Members of the Press and Interested Parties.

Council President Hall called this Work Session to order at 12:00 p.m. in the Council Chambers of City Hall, 301 N. Baltimore Avenue, Ocean City, Maryland 21842; then, **Council Secretary Lloyd Martin moved to convene into closed session to: (1) consult with council to obtain legal advice, and, discuss the appointment, employment, assignment, removal or resignation of appointees, employees or officials over whom it has jurisdiction, or, any other personnel matter that affects one or more specific individuals consult with counsel to obtain legal; seconded by Council Member Brent Ashley. The vote was 5-0 with Council Members Margaret Pillas and Doug Cymek absent.**

1. Council President Hall re-opened the meeting at 1:00 p.m. and reported that on March 22 and March 23, 2012, legal and personnel matters were discussed in closed session. Persons present were Mayor/Interim City Manager Rick Meehan, Council President Jim Hall, Council Secretary Lloyd Martin, Council Members Margaret Pillas, Mary Knight, Doug Cymek, Brent Ashley and Joe Hall, and City Manager Candidates. He reported that the vote to close the meeting was 6-0 with Council Secretary Lloyd Martin out of the room. [No Action Taken].

Secondly, he reported that in today's closed meeting legal and personnel matters were discussed. Persons present were: Mayor/Interim City Manager Rick Meehan, Council President Jim Hall, Council Secretary Lloyd Martin, Council Members Margaret Pillas, Mary Knight, Doug Cymek, Brent Ashley and Joe Hall, City Solicitor Guy Ayres, City Clerk Kelly Allmond, Executive Office Associate Diana Chavis, OCPD Lieutenant Mark Pacini, Jerry Greenspan and Jay Knerr and Solid Waste Superintendent Steve Brown, The vote was 5-0 with Council Members Margaret Pillas and Doug Cymek absent. He reported that the vote to close was unanimous. [No Action Taken].

2. **Planning Commission Scooter Recommendations (see Attachment A) Presented by: Jesse Houston, Director of Planning and Community Development**

Council Member Doug Cymek moved to proceed with the reading of an ordinance adopting the recommendations with inclusion of a requirement that business owners provide an affidavit certifying that their scooters are 50 cc's or less, and, exempt licensed motocyclists

WORK SESSION DATED 3/27/2012

from the training requirement; seconded by Council Member Knight. The vote was 5-2 with Council Members Ashley and Joe Hall opposed.

3. Continued Discussion Concerning Supplemental Funding for the Current Street Improvement Program Presented by: Hal Adkins, Public Works Director

Mayor Meehan honored John Brittingham and Charlie Felin's 40 years of service to the Town of Ocean City.

Director Adkins stated the following in his Memorandum to the Mayor and Council:

"As you will recall, we commenced discussions about the annual funding of a Street Improvement Program at the Work Session back on November 29, 2011. As part of that overall discussion, we discussed the "current program" that covered the time period of September 2011 thru June 30, 2012 and the end of the current fiscal year.

Though we openly discussed any need for additional appropriation during the November meeting, I indicated it was my personal hope/feeling that would not be necessary and that we would be able to survive until the next fiscal year, with the next paving effort being in the Fall of 2012, thus making it all a FY13 discussion. Well, I was wrong.

As we approach the completion of the current streets that are under construction, we have locked in with our paving contractor for a commencement date of April 02. As we prepared for that effort, we had to finalize the quantities of sidewalk replacement that were necessary for street grade adjustments, access what the overall financial impact the storm drainage upgrades ended up costing, and then had to compute the final unit quantities of "sub surface" patch work that needs to be completed on the existing paved surface before the overall overlays can be completed.

With that data in hand, it appears we will need a Fund Balance Appropriation of \$350,000 to finalize this years paving program. As a side note, for those of you that have taken time to ride some of the streets we have been upgrading, I can only assume you have a far greater appreciation for what the typical street improvement program entails and the amount of overall infrastructure upgrades that are necessary "before the actual paving finally occurs".

Council Member Joe Hall moved to appropriate \$350,000.00 to fund the 2012 paving program; seconded by Council Member Cymek. The vote was unanimous.

4. OC Experience Update (see Attachment B) Presented by: Donna Abbott, Communication Manager and Interim Tourism Director

Council Member Brent Ashley moved to contract with Spark Productions, in the amount of \$85,000.00, to design and construct a portable tradeshow booth, attend four (4) out of Town and four (4) local tradeshow, and, provide video feedback with the condition that the Town retains all assets; seconded by Council Member Pillas. The vote was unanimous.

WORK SESSION DATED 3/27/2012

5. **Request to Purchase Hurst MOC Combi Tool Presented by: Assitant Fire Chief Chris Shafer and Jennie Knapp, Budget Manager**

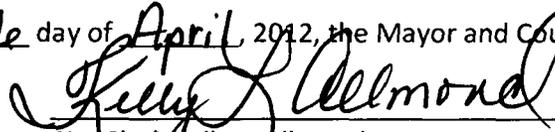
Council Member Doug Cymek moved to approve the sole source purchase, in the amount \$28,000.00, from Hurst Products; seconded by Council Member Pillas. The vote was unanimous.

Council Presidnet Hall requested the Council's support to declare Random Acts of Kindness day as a holiday for municipal employees. He asked that all Department Heads allow already-scheduled public safety and public works employees to take another day before the end of 2012. **Council Member Pillas moved to declare Random Acts of Kindness Day a municipal holiday for City employees; seconded by Council Member Ashley. The vote was unanimous.**

Council Secretary Martin moved to adjourn; seconded by Council Member Joe Hall. The vote was unanimous.



I hereby certify that on this 11th day of April, 2012, the Mayor and Council reviewed and approved this document.


City Clerk Kelly L. Allmond
Certified Municipal Clerk

March 7, 2012

RECOMMENDATION FROM PLANNING COMMISSION

RENTAL OF MOTOR SCOOTERS, MOPEDS AND SIMILAR MOTORIZED VEHICLES

Conditional Use - Rental of motor scooters, mopeds, scoot coops and similar motorized vehicles permitted by Conditional Use in the following districts: LC-1 Local Commercial, SC-1 Shopping Center, BMUD Bayside Mixed Use, B-1 Boardwalk Commercial, BC-2 Boardwalk Commercial, DMX Downtown Mixed Use, and M Manufacturing Districts. (Licensing requirements would be part of conditional use approval.)

Nonconforming Uses – A rental business possessing a valid business license as of April 30, 2012, that does not comply with the new licensing requirements may renew the license for the license year 2012-2013. After May 31, 2013, all such businesses shall have an approved conditional use and be subject to the new licensing regulations. License renewals for 2012-2013 must comply with all newly adopted regulations to the extent possible.

Insurance Requirements – Licensee must provide the Town of Ocean City written proof of a business insurance policy of at least \$1,000,000.

Rentals to licensed drivers – Vehicles may only be rented to persons with a valid drivers license. Renters under the age of 18 must have parent's or guardian's written permission.

Instruction and training - Licensee must provide instruction and training to each customer in advance of the rental of the vehicle. Training must include at least the following:

1. Explanation of State and local laws and regulations including:
 - a. Permitted locations for driving vehicles as set forth in Sec. 21-1205.1 of the Annotated Code of Maryland.
 - b. Operating at a maximum speed of 30 miles per hour.
 - c. Requirement for renters to wear helmets.
 - d. Requirement for proper lights and reflectors for operation after dark.
 - e. Prohibition on cell phone use, texting and wearing headphones while operating the vehicle.
 - f. Unlawful operation of the vehicle while impaired or intoxicated.
2. Starting, stopping, turning and otherwise controlling the vehicle.
3. Proper use of controls including but not limited to, turn signals, horn, brakes, stand, and lights.
4. The licensee must provide a training area on the premise of the business or on other private property within a reasonable walking distance of the business. The training area must be an unobstructed paved surface at least 20 feet wide by 50 feet long in order to provide adequate space to turn, accelerate and stop

the vehicle. Prospective customers must be walked to the training area. The training area shall not interfere with parking spaces, drive aisles, or access points used by other businesses or residences. Training shall not take place on public property or rights of way without permission of the Mayor and City Council.

5. The licensee or a trained representative shall observe the prospective renter operate the vehicle in the training area. The licensee shall refuse to rent the vehicle to any prospective renter who cannot demonstrate the ability to drive the vehicle safely.

Use of public property – The following activities shall not take place on public property including sidewalks, rights of way, parks, beaches or the Boardwalk.

1. Driving or operating vehicles except on areas approved for motorized vehicular operation (e.g., streets, alleys, parking lots).
2. Displaying vehicles for rent.
3. Training.
4. Fueling, maintenance and storage of vehicles.

Storage of vehicles – When the business is closed, vehicles must be stored within a building or temporary storage container.

Business transactions – Sales transactions shall take place inside a building.

Fueling – Fueling methods and locations shall be approved by the Ocean City Fire Marshal. All fueling must take place outside.

Number of riders on a vehicle – The number of riders on a vehicle shall not exceed the manufacturer's limit.

Identification of ownership of rental vehicles – Each rental vehicle and its owner must be identified as required by the Mayor and City Council.

Testing of vehicles – All rental vehicles are required by State law have a capacity of 50 cubic centimeters piston displacement or less. The Ocean City Police Department is authorized to inspect rental vehicles at any time to determine compliance with this limitation.

MEMO

TO: Mayor & City Council
FR: Donna Abbott, Interim Tourism Director
RE: Update on OC Experience
DT: March 21, 2012

At the February 28, 2012 work session, the Council passed a motion to direct the Tourism Department to work with Brad Hoffman of Spark Productions, the Tourism Advisory Board and MGH to develop a final consensus on putting together the OC Experience, an interactive booth that would be used at consumer travel shows and other events to promote Ocean City as a premiere vacation destination.

Spark Productions has proposed an estimated total budget of \$180,000 of city funding, which would include construction of the booth, management by Spark Productions LLC, travel expenses, event collateral and prizes/giveaways. Spark Productions seeks a two-year commitment with a fee of \$10,000 per event with a schedule of four or five events per year. They are also offering to do four local appearances with the booth display at no cost as part of the arrangement.

Within the last 30 days, I have met with TAB, Brad Hoffman and have discussed the proposal with MGH. A survey of Chamber and Convention & Visitors Bureau members also was carried out to determine the interest in doing consumer travel shows. (Survey results attached.)

Consensus of TAB members is that consumer shows should be a part of the town's marketing efforts. (TAB memo attached.)

I met with Brad Hoffman on March 13 to further discuss and review his proposal. I shared with Brad a cost analysis prepared on four of the five shows he proposes. (Cost analysis attached.) Brad reviewed with me all the steps he has taken in the past year to bring this proposal forward.

MGH reviewed Brad's proposal for the OC Experience, and indicated that while the exhibit seems interesting and unique the agency cannot predict the impact that this type of trade show exhibit may have on future visitation to Ocean City. MGH said it also cannot predict the number of email addresses that would be gathered at each event depending on attendance. MGH provided the number of impressions garnered by an equivalent spend of \$180,000 in media. A breakdown of these impressions, for three different mediums, based on a spend of \$180k would be: TV/Cable, 15,388,000 impressions; Outdoor, 71,363,000 impressions and Online, 12,561,000 impressions.

I also attended the Washington Travel and Adventure Show at the Washington D.C. Convention Center on March 18 to see for myself how destinations were promoting

WORK SESSION DATED 3/27/2012

themselves. Most of the booths were standard 10 by 10 feet and most had backdrops of photography. Only a few had video monitors or other interactive features. In speaking with tourism representatives in some of the booths, the ability to have flexible and mobile displays was important, given additional charges imposed by facilities on move-ins as well as electrical costs. Photos are attached of some of the booths.

Based upon review of all comments, discussions and results of the survey, the Tourism Department recommends pursuing participation in a small selection of shows in 2013, both with Spark Productions and TAB and business representatives. A contract would have to be prepared by the city attorney to lay out the responsibilities of the town and Spark Productions and TAB.

Display booth prices vary depending upon specifications, from \$5,000 to \$25,000 and up. The Tourism Department recommends budgeting \$10,000 in 2013 budget and including additional funds in future budgets for maintenance and updated photography costs.

Cost analysis of four shows suggested in the OC Experience proposal:

The New York Times Travel Show

Location: Jacob K. Javits Convention Center

Move In: Thursday 8am-5pm and Friday 8am-11am

Show Days Hours: Friday, March 2 – Travel Professionals Only 8am-7pm – Saturday (Gen. Public) 10am-6pm – Sunday (Gen. Public) 10am-4pm

Distance: 235 Miles One-Way

IRS Mileage Rate: \$.555 per mile - **GSA Per Diem:** \$204.00

Dimensions: 10x10 Booth

- Base Rate: \$3,400ea. (x2 for 10x20)

Hotel: Site Recommends "Marriott Marquis" – Group rate not available – lowest rate is \$279 per night.

Total Costs:

- Travel (round-trip) 470 miles x .555 = \$260.85
- Per Diem: \$204 x 2 = \$408
- Booth: 10x10 \$3,400ea. x2 = \$6,800

Hotel: 1 room = (2nights) = \$558

TOTAL: \$8,026.85 *Total does not include tolls, parking, electric and salary for people working both days and hotel is only priced for 2 days.

WORK SESSION DATED 3/27/2012

The Philadelphia Inquirer Travel Show

Location: The Pennsylvania Convention Center

Move In: N/A

Show Days Hours: 2 Days - Saturday 10am – 5pm and Sunday 10am – 4pm

Distance: 150 Miles One-Way

IRS Mileage Rate: \$.555 per mile **GSA Per Diem:** \$137.00

Dimensions: 10x10 Booth

- Base Rate: \$2,650
- Multiple Spaces: \$2,500ea.
- Electric – Standard 120 Volt Service – varies \$100-\$235
- Hotel: Site Recommends “Hilton Garden Inn” – Group Rate \$129/night

Total Costs:

- Travel (round-trip) 300 miles x .555= \$166.55
- Per Diem: \$137 x 2 = \$274
- Booth: 10x20 \$2,650 + \$2,500 + \$235 (electric) = \$5,385
- Hotel: 1 room = \$258 (2night) + \$39.22 (tax) = \$297.22

TOTAL: \$6,122.77 **Total does not include tolls, parking and salary for people working both days and hotel is only priced for 2 days.*

The Travel and Vacation Show (Canada)

Location: Ottawa Convention Centre

Move In: N/A

Show Days Hours: Saturday 10am-5pm & Sunday 10am-5pm

Distance: 585 Miles One-Way

GSA Per Diem: \$196 lodging rate/ \$292 max per diem (US State Dept.)

Dimensions: 10x10 Booth –\$1,325 **CDN** = \$1,339.18 **USD**

IRS Mileage Rate: \$.555 per mile.

Hotel: Site Recommends “The Westin Ottawa” – Group rate not available – lowest rate is \$145 per night.

Total Costs:

- Travel (round-trip) 1,170 miles x .555= \$649.35

WORK SESSION DATED 3/27/2012

- Per Diem: $\$196 \times 2 = \392.00
- Booth: 10x10 $\$1,339.18\text{ea.} \times 2 = \$2,678.36$
- Hotel: 1 room (2nights) = $\$290.00$

TOTAL: \$4,009.71

**Total does not include tolls, parking, electric and salary for people working both days and hotel is only priced for 2 days.*

The Travel and Adventure Show

Location: Washington DC Convention Center

Move In: Friday 9am-5pm

Show Days Hours: Saturday 9:30am-5pm (10am Public) – Sunday 11am-4pm

Distance: 145 Miles One-Way

IRS Mileage Rate: $\$.555$ per mile. **GSA Per Diem:** $\$224.00$

Dimensions: 10x20 Booth

- Base Rate: $\$6,189.38$ (multiple display options – prices vary)
- Vehicles on Display: $\$100$ Spotting Fee

Hotel: Site Recommends "The Renaissance" – Group Rate $\$199/\text{night}$

Total Costs:

- Travel (round-trip) 290 miles $\times .555 = \$160.95$
- Per Diem: $\$224 \times 2 = \448
- Booth: 10x20 $\$6,189.38$
- Spotting Fee (vehicle) $\$100$
- Hotel: 1 room (2night) = $\$398.00$

TOTAL: \$7,296.33

**Total does not include tolls, parking, electric and salary for people working both days and hotel is only priced for 2 days.*



Indonesia booth at Washington Travel Show



Thailand booth



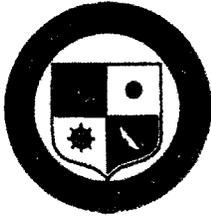
Costa Rica



Atlantic City



Virginia Beach



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Council Secretary Martin moved to adjourn; seconded by Council Member Joe Hall. The vote was unanimous.

Approved April 16, 2012

certified by
Kelly L. Allmond, cme
City Clerk

