

March 18, 2013



REGULAR SESSION #5

TOWN OF OCEAN CITY, MARYLAND  
301 N. BALTIMORE AVENUE, OCEAN CITY, MARYLAND 21842

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**THE HONORABLE MAYOR AND CITY COUNCIL PRESIDING**

**MAYOR RICHARD W. MEEHAN**

**COUNCIL PRESIDENT LLOYD MARTIN  
COUNCIL SECRETARY MARY KNIGHT**

**MARGARET PILLAS  
DOUGLAS CYMEK  
BRENT ASHLEY  
DENNIS DARE  
JOSEPH MITRECIC**

**ATTENDANCE**

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Mayor Rick Meehan, Council President Lloyd Martin, Council Secretary Mary Knight, Council Members Margaret Pillas, Doug Cymek, Brent Ashley, Dennis Dare, Joe Mitrecic, City Manager David Recor, City Solicitor Guy Ayres, Private Events Coordinator Lisa Mitchell, Planning and Community Development Director Matt Margotta, Public Works Director Hal Adkins, Assistant Transportation Superintendent Brian Connor, City Clerk Kelly Allmond, Members of the Press and Interested Parties.

**CALL TO ORDER**

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Council President Lloyd Martin called this meeting to order at 6:00 p.m. in the Council Chambers of City Hall, 301 North Baltimore Avenue, Ocean City, Maryland 21842.

**PRAYER AND PLEDGE**

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City Clerk Kelly Allmond led the prayer and Mayor Rick Meehan led the Pledge of Allegiance.

**APPROVAL OF MINUTES**

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The following minutes were approved as presented:

- A. Work Session dated February 26, 2013
- B. Regular Session #4 dated March 4, 2013

**COMMENTS FROM THE PUBLIC**

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- Randy Davis (horse & carriage operator on the boardwalk) requested an extension to the Mayor and Council's provision allowing him to provide horse and carriage rides into the summer months. Council President Martin said he will schedule this item for discussion in an upcoming work session.
  - Al Wendling requested that the Mayor and Council post "bylaws" in every bar regarding drinking.
  - John Adkins said he does not like Citizen Comments at the beginning of meetings because he cannot comment on the votes taken by the Mayor and Council.
  - Tony Christ asked if taxes are lower than in 1980.
  - Francis Hookes asked the Council to consider delaying the opening of bids for the vehicle franchise.
  - Ellie Diegelmann requested clarification for several items on the evening's agenda.

*Approved  
4.1.13  
Kelly Allmond*

**ITEMS PRESENTED BY THE MAYOR AND CITY COUNCIL**

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A. Standing Committee Reports:

- 1) Council Member Joe Mitrecic reported on the Recreation and Parks Meeting held on March 12, 2013 (see Attachment A).
- 2) Council Secretary Mary Knight reported on the Tourism Commission Meeting held on March 15, 2013 (see Attachment B). Also, Andy Malis of MGH Advertising presented the 2013 Advertising Campaign.

**Council Secretary Knight moved to approve the 2013 Advertising Campaign; seconded Council Member Mitrecic. The vote was unanimous.**

- B. Mayor Rick Meehan, Emergency Medical Services Director Chuck Barton and Buck Mann recognized Christina Vickers, Fire Department Paramedic of the Year.

**CONSENT AGENDA**

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**Council Secretary Knight moved to approve the events labeled "Items B and E"; seconded by Council Member Mitrecic. The vote was unanimous. [Items A, C, D and F required discussion.]**

- A. Private Event Approval Request for Dew Tour – June 20-23, 2013  
Council Member Pillas asked if the Town will recover the actual costs for in-kind services. City Manager David Recor said that, in 2012, all costs were tracked by project code. She also asked that the Council be informed of any change to the Memorandum of Understanding. **Council Member Joe Mitrecic moved to approve Item A; seconded by Council Secretary Knight. The vote was unanimous.**
- B. [Approved] Private Event Approval Request for ESA Regional Surfing Championship – May 9-12, 2013
- C. Private Event Approval Request for Play It Safe – Various dates in May and June  
Council Member Dennis Dare asked that, when distributing wristbands, Organizers emphasize the importance of good behavior on the municipal buses. **Council Member Dennis Dare moved to approve Item C; seconded by Council Secretary Knight. The vote was unanimous.**
- D. Private Event Approval Request for Soccer Resort Beach Tournament – August 3-4, 2013  
Council Member Dennis Dare noted that this event will coincide with the White Marlin Tournament. **Council Member Joe Mitrecic moved to remand this event to the Recreation and Parks Advisory Committee for further discussion; seconded by Council Secretary Knight. The vote was unanimous**
- E. [Approved] Private Event Approval Request for Out of the Darkness Community Walk – September 28, 2013
- F. Private Event Approval Request for Wedding on the Boardwalk – October 18, 2013  
**Council Member Dennis Dare moved to approve Item F; seconded by Council Member Margaret Pillas. The vote was unanimous.**

**ITEMS REFERRED TO AND PRESENTATIONS FROM THE CITY MANAGER AND STAFF**

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A. Bid Opening for Vehicle Vending Franchise

Mayor Meehan advised that he received two requests to postpone the bid opening. **Council Member Joe Mitrecic moved to proceed with the bid opening; seconded by Council Member Doug Cymek. The vote was unanimous.**

| <b><u>Bidder</u></b> | <b><u>Annual Sum</u></b> |
|----------------------|--------------------------|
| Popsy Pop, LLC       | \$71,200.00              |
| Brian McCarthy       | \$20,000.00              |
| Ice Cream Vending    | \$6,375.00               |

**Council Member Joe Mitrecic moved to acknowledge the apparent highest bid from Popsy Pop, LLC with remand to Staff for review; seconded by Council Member Doug Cymek. The vote was unanimous**

- B. City Clerk Request to Approve 2013 Boardwalk Information Cottage Memorandum of Understanding **Council Member Joe Mitrecic moved to approve; seconded by Council Member Margaret Pillas. The vote was unanimous.**

#### **ITEMS REFERRED TO AND PRESENTATIONS FROM THE CITY SOLICITOR**

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City Solicitor Guy Ayres presented the following for approval:

- A. Second Reading – Ordinance 2013-03 to Adopt FY13 Budget Amendment #1 **Council Member Margaret Pillas moved to ratify Ordinance 2013-03; seconded by Council Member Mitrecic. The vote was unanimous.**
- B. Second Reading – Ordinance 2013-04 to Amend Chapter 110, Entitled Zoning (to permit miniature golf as a conditional use in the Downtown Mixed Use zoning district) **Council Secretary Knight moved to ratify Ordinance 2013-04; seconded by Council Member Mitrecic. The vote was unanimous.**
- C. Second Reading – Ordinance 2013-05 to Amend Chapter 110, Entitled Zoning (to clarify the calculation of required parking for Mixed Use development) **Council Member Joe Mitrecic moved to ratify Ordinance 2013-05; seconded by Council Secretary Knight. The vote was unanimous.**
- D. First Reading – Ordinance 2013-06 to Amend the General Employees and Public Safety Employees Pension Committee Members (changes trustees to include the Mayor and Council President) **Council Secretary Knight moved to approve the First Reading of Ordinance 2013-06; seconded by Council Member Doug Cymek. The vote was 5-2 with Council Members Pillas and Ashley opposed.**  
**Council Member Margaret Pillas moved to ratify Ordinance 2013-06 as an Emergency Ordinance; seconded by Council Member Doug Cymek. The vote was 5-2 with Council Members Pillas and Ashley opposed.** The Mayor concurred with the vote.
- E. Resolution 2013-5 Adopting a Code of Conduct as part of the Harassment Free Workplace Policy of the Employee Handbook **Council Member Joe Mitrecic moved to ratify Resolution 2013-5; seconded by Council Secretary Knight. The vote was unanimous.**
- F. Vehicle Vending Franchise debarment hearing for JSJ Ventures, LLC and Scott Dauer **Council Member Joe Mitrecic moved to debar JSJ Ventures, LLC and Scott Dauer, Individually for three years; seconded by Council Secretary Knight. The vote was unanimous.**

#### **COMMENTS FROM THE CITY MANAGER**

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City Manager David Recor reviewed the tentative March 26, 2013, Work Session Agenda.

#### **COMMENTS FROM THE MAYOR AND CITY COUNCIL**

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- Council Member Margaret Pillas asked, and City Manager Recor explained, the addition of the Code of Conduct to the Employee Handbook.
- Council Secretary Mary Knight said she attended the AARP meeting on Thursday, March 14, 2013. She encouraged all eligible citizens to join for \$7.00 per year – Meetings held on the second Thursday of every month from 9:30 a.m. to 11:00 a.m. on 99<sup>th</sup> Street.
- Council Member Brent Ashley said Joe Kroart was featured in a national magazine. Also, he requested that the City Manager's Office offer an Agenda Request Form for citizens who want placement on the agenda.
- Mayor Rick Meehan said the St. Patrick's Day Parade was a great success. Also he said he will be traveling to Annapolis to testify for a House Bill to appoint a study group to examine the impact of starting the public

school year after Labor Day. He said he will also testify for a House Bill to exempt certain municipalities from the recycling mandate. Lastly, he acknowledged the passing of Mitch Scott of Great Scott Broadcasting.

- UNSCHEDULED ITEM: **Council Member Doug Cymek moved to convene into closed session to discuss a contract award, bid opening or a matter directly related to negotiations or the contents of a bid or proposal, if public discussion adversely impacts the Public Body's ability to negotiate matters; seconded by Council Member Mitrecic. The vote was unanimous.**

### **REPORT ON CLOSED SESSION**

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Council President Lloyd Martin reopened the meeting at 9:00 p.m. and reported that contractual matters were discussed in closed session. Persons present were: Mayor Rick Meehan, Council President Lloyd Martin, Council Secretary Mary Knight, Council Members Margaret Pillas, Doug Cymek, Brent Ashley, Dennis Dare, Joe Mitrecic, City Manager David Recor, City Solicitor Guy Ayres, Public Works Director Hal Adkins, Assistant Transportation Superintendent Brian Connor and City Clerk Kelly Allmond. The vote to close the meeting was unanimous.

### **ADJOURN**

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**Council Member Joe Mitrecic moved to adjourn at 9:01 p.m.; seconded by Council Secretary Knight. The vote was 6-0 with Council Member Cymek absent.**

Recreation and Parks Committee  
March 12, 2013

1. Call to Order: The meeting was called to order at 9:10 AM at Northside Park. Present were Joe Mitrecic, Dennis Dare, David Recor, Susan Petito and Tom Shuster. Also present was Joanne Shriner of the Maryland Coast Dispatch.
2. Election of Chairman: The Committee selected Joe Mitrecic to serve as Chairman for 2013.
3. Surfing Beach Sub-Committee: The Committee discussed Mayor Meehan's appointments to the Surfing Beach Sub-Committee and requested that a letter be sent to those appointed by the Mayor. Tom will send out an e-mail notice to appointees. The Committee set a tentative meeting of the Sub-Committee for Monday, April 1 at 4:00 PM at the Community Room of City Hall.
4. Meeting Schedule: The next meeting was scheduled for Tuesday, April 9 at 4:00 PM at Northside Park. The regular meetings would be the first Tuesday Work Session of each month except July and August. A full draft schedule will be presented at the April 9 meeting.
5. Other Business: Tom provided an update on the Department and the highlights from the Department's budget request for FY 2013-2014. The Committee also discussed the proposed expansion of the Skate Park and its design and funding. The Committee also discussed the ownership of the property.

David Recor reported that the City Manager's office will post Committee agendas and items on the Town's website. Agenda and supporting documents will be sent to Diana Chavis in the City Manager's Office.

Tom announced the Northside Park Outdoor Exercise and Fitness Area Grand Opening Celebration on Saturday, April 6 at 10:30 a.m.

Tom reported that the Department has received a written proposal from SuperFun Eco Tours requesting a concession operation boat rental at Northside Park. Tom will review the proposal and schedule it for discussion on April 9.

6. The meeting was adjourned at 10:20 AM

# Town of Ocean City Recreation and Parks Committee

## Proposed Meeting Schedule 2013

| <u>Days/ Dates</u>    | <u>Location/Time</u> |
|-----------------------|----------------------|
| Tuesday, April 9      | NSP at 4:00 PM       |
| Tuesday, May 14       | NSP at 4:00 PM       |
| Tuesday, June 11      | NSP at 4:00 PM       |
| Tuesday, September 10 | NSP at 4:00 PM       |
| Tuesday, October 1    | NSP at 4:00 PM       |
| Tuesday, November 12  | NSP at 4:00 PM       |
| Tuesday, December 10  | NSP at 4:00 PM       |

Current: March 12, 2013

Tourism Commission Meeting Minutes  
March 15, 2013

The following individuals were in attendance:

Commission Members – Mayor Rick Meehan, Councilman Joe Mitrecic, Councilman Dennis Dare, Council Secretary Mary Knight; Tom Perlozzo, Chamber of Commerce representative; Chris Trimper, HMRA representative; Todd Ferrante, OCDC representative; Michael James, EDC representative; and Greg Shockley, State Tourism Commission Chair.

Others present were David Recor, City Manager; Donna Abbott, Tourism Director; Tom Shuster, Recreation & Parks Director; Larry Noccolino, Convention Center Director; Susan Petito, Recreation & Parks; Glen Irwin, OCDC; Lisa Osman, Tourism Dept.; Melanie Pursel, Chamber executive director; Susan Jones; and Andy Malis, Ryan Goff, Alison Fiorelli, and Kathleen Shaffer, MGH; Zach Hooper, Ocean City Today; and Joanne Shriner, Dispatch.

Mayor Meehan opened meeting and introduced himself, three council members, and partners of the Tourism Commission, HMRA, Chamber of Commerce, OCDC, State of MD, and Economic Development Commission. He stated that the Tourism Director sets the meeting agenda with the Tourism Commission Chairperson and the Tourism Commission makes recommendations to the Mayor and Council.

Councilman Mitrecic made a motion to elect Council Secretary Knight as the Chairperson. Councilman Dare seconded the motion. The vote was unanimous.

It was decided that meetings will be held on the second Thursday of the month. The next meeting will be held on April 11, at 1 p.m., in Room 214 at the Convention Center.

The Mission Statement for the Tourism Commission will be discussed between the Tourism Director, Donna Abbott, and Council Secretary Knight before the next meeting.

#### Tourism Metrics

Tourism Director Donna Abbott reported that establishing tourism metrics was identified as a top priority during the Mayor and Council's strategic planning session. She is seeking input from the Tourism Commission to identify various metrics that will measure our local tourism successes. Various measurements and potential sources of information were discussed. It was requested the State Tourism Director be scheduled to attend the April meeting for further discussion.

#### Regional Sports Marketing

The Tourism Director gave an update on the regional sports marketing initiative. Ocean City staff recently met with staff from Wicomico and Worcester counties along with the director of the State Sports Marketing Office. Donna will be working to propose some

funds in the tourism budget for Mayor and Council to consider in the regional marketing effort. She will provide updates as this regional initiative moves forward.

#### Spring Promotions and Marketing Campaign

Andy Malis, President of MGH, presented a proposal for an after Labor Day school start campaign. Greg Shockley recommended the campaign be vetted by the state. Todd Ferrante made a motion to accept the campaign and Councilman Dare seconded the motion. The vote was unanimous.

Andy reviewed New York/New Jersey status post-Hurricane Sandy and presented options to include Pittsburgh or to increase ads in New York/New Jersey in 2013 tourism marketing campaign. After discussion on pros and cons, the Tourism Commission voted to recommend to the Mayor and Council that the Pittsburgh market be included, but make adjustments in other markets to enable an earlier start to ads running in New York/New Jersey.

#### Summer of '13 Campaign

MGH presented a campaign for Lucky Summer of '13 that will include a logo added to the Rodney television spots, Facebook sweepstakes contests, prizes and deals.

Ryan Goff of MGH spoke about adding Instagram to our social media. Mayor Meehan suggested developing "photo spots" throughout the town so visitors can get their picture taken next to the photo spots. He also mentioned inviting visitors to suggest photo spot locations and having a contest to have your picture taken at every photo spot in town and posting the pictures on Instagram under #OCMD.

The Tourism Commission voted unanimously to approve campaign recommendations and forward to the Mayor and Council. Council Secretary Mary Knight will present the recommendations to the Mayor and Council at the Council meeting on Monday, March 18 with Andy Malis of MGH presenting campaign recommendations.