

**NOTES FROM ACCOMMODATIONS TASK FORCE MEETING  
DECEMBER 18, 2012 - 1:30 PM – BELLMOOR INN**

Present were: Chris Berg, Barbara Brewer, Jesse Burns, Norma Lee Derrickson, Mary Beth Furjanic, Dale Lomas, Rob Marshall, Keith Martin, Scott Thomas, Marley Wade, Rod Wilson, Karen Zakarian and Jennifer Zerby.

Carol provided a status report on the Task Force directives as stated at the last Accommodations Task Force meeting on December 11, 2011, as listed below:

1. *Place advertisement that the Chamber purchases on the website for members to review –* Carol reported that advertisement purchases had been placed on the Chamber website as requested.
2. *Look into placing group leads directly onto the website in place of e-mailing individual membercontacts. If placed directly on the website, members would need a special access code.* The follow-up in placing group leads directly onto the website hit a snag when group leaders advised they did not want the information available online.
3. *Use a quick response bar code on the Dining Guide publication.* Quick response codes had been placed on the Dining Guide publication.
4. *Consider using a quick response code on display advertising that the Chamber place.* Quick response codes were placed on all advertisement.
5. *Provide a quick response code area in the Visitors Center for members to purchase.* A suggestion to provide a Quick Response area in the Visitor Center had been reviewed, but due to new remodeling in the Center, no Code area has been provided to date. It was noted that QR codes are no longer highly sought after.
6. *Consider providing a special weekly featured business promotion on the Chamber Facebook page.* The Chamber Facebook page is available for members to post their information and pictures.
7. *Place the Chamber website within the actual Chamber Facebook page.* The concept of placing the Chamber's website within the Chamber's Facebook page was both a time and cost issue and was not pursued.
8. *Provide businesses, including Route One, with quarters postcard (Sleep Inn – Sophia – special request).* The request to provide businesses, including Route One, with the "Ask me for quarters" postcard was accomplished.

The 2012 regional advertising results and the approved 2013 advertisement placement purchase list was distributed, noting \$86,877 in regional placement with an additional up to \$20,000 approved by the Board for feeder markets to the surrounding Jersey beaches impacted by Hurricane Sandy.

The Committee was advised that the partnership value in 2011 was close to \$89,000 compared to 2012 with an increased value and totalled nearly \$119,000.

Carol was requested to research advertisement cost for Vanity Fair.

There was considerable discussion regarding the decline in State leads from a high in the thousands to a low in the hundreds. It is the Chamber's belief at this time that the decrease is due to the limited beach page presence and ease of access on the State website, as well as requiring "extra steps" to receive beach information. Carol advised that a part of the 2013 budget included purchasing a direct advertisement in the State's Directory. It was agreed that if that did not increase the beach leads, then the decrease would be attributed to the State's website.

Carol advised that a meeting with social media representatives was scheduled for December 20, 2012.

The Committee reviewed the 2010 vs. 2011 and 2012 states requesting visitor information, which indicated that Pennsylvania, New York and New Jersey were the top three response areas for 2012.

The decreased number of international students in the area, which results in a smaller workforce, was discussed. It was noted that there is no increase in foreign student presence expected over the next several years. Most of the accommodations agreed there is a staffing shortage.

The accommodations occupancy statistics, which currently indicate occupancy levels for Saturday night only, were discussed. It was agreed that beginning in 2013, Friday and Saturday night occupancy will be accumulated and reported year-round, and that during the months of June, July and August, the statistics will also include Wednesday night.