

ATLANTIC CITY TOURISM ADVISORY COMMISSION

MEETING MINUTES

Date: Tuesday, March 25, 2014
Time: 5:00 p.m.
Location: 15 S. Pennsylvania Avenue
Atlantic City, NJ 08401

PRESIDING: Derek Cason, Chair
PRESENT: John Exadaktilos, Ali Reynolds, Sly Stankovic, Rev. William Williams III
ABSENT: Joseph Kelly, Keith Mills, John Peterson
CRDA STAFF: Susan Thompson, Sharon Dickerson, Karen Martin, Heather Walls

OPENING STATEMENT

The meeting was called to order by the Chair at 5:00PM. Ms. Risteski read a statement of compliance with the notice requirements of the Senator Byron M. Baer Open Public Meetings Act and called the roll. No Quorum was present.

RATIFICATION of MINUTES

The Chair requested a motion to ratify the meeting minutes dated January 28, 2014 and February 25, 2014. Mr. Stankovic requested a correction in the February minutes indicating he was present. Hearing no further discussion, a motion was made by Mr. Bulthius and seconded by Ms. Reynolds. Motion was approved by unanimous vote of the commissioners.

DEPUTY EXECUTIVE DIRECTOR'S REPORT

Ms. Susan Thompson reviewed the actions approved at last week's board meeting.

- Funding approved for the Boraie Development of 250 rental units which will start later in the year.
- Preliminary approval of the Tropicana Revitalization Project for property upgrades.
- Lighthouse District Park funding in the amount of \$600,000
- Parking lot improvements for Gardner's Basin
- MEET AC non-profit organization was approved to handle the Convention Sales previously handled by ACCVA. With this function no longer being handled by a state authority, it will give the city a more competitive edge to attract quality sales staff.
- Boardwalk Hall new bookings – KISS/Def Leppard and Ringling Bros.

Mr. Exadaktilos inquired to the feasibility of a health club at Tropicana. Ms. Thompson indicated it would be available for the general public as well as hotel guests which the city does not have at the moment. Mr. Bulthius added they may possibly partner with Tilton or

AtlantiCare. Pastor Williams asked if the project would create jobs to which the Ms. Thompson responded in the affirmative.

Mr. Cason inquired about the Boraie Development and the income levels it will market. Ms. Thompson stated it would be workforce housing with a double income average of \$60,000. The project would be an 80/20 split of affordable housing.

CHAIRMAN'S REPORT

The Chair introduced Mr. David Zuba, Publicist for the Authority. Mr. Zuba creates the newsletter each month and any content suggestions could be sent to him.

Mr. Cason attended the ULI Conference. Consultants from around the world studied the city and interviewed residents with relation to the Tourism District. Any future suggestions will involve multiple agencies working together. The Conference was filmed and will be shown on Channel 97. Most important issue is to raise the ratable base.

Ms. Karen Martin, Media Manager for the Authority attended the NJ Governor's Tourism Conference. Highlights from the conference included:

- Tourism is rebounding after Superstorm Sandy
- Increase in non-gaming revenue in 2013
- New Summer Tourism Campaign "Going Strong"
- Travel Detective Peter Greenburg provided insight on traveler habits
- More diversity in travel groups

Pastor William inquired if workforce development was discussed to which Ms. Martin indicated it was not.

Mr. Cason discussed his local entry into the Garden State Film Festival "Mom, Wake Up" which was scheduled to be shown at the Trump Taj Mahal on April 5 at 2pm. Mr. Bulthius added there will be a silent film utilizing the organs at Boardwalk Hall.

Committee Reports

Marketing and Promotion Agenda – Mr. Daryl Bulthius

- Mr. Bulthius thanked Mr. Zuba for his efforts on the newsletter.
- The public needs to know Channel 2 moved to Channel 97. Could we enlist CRDA support to get the word out?
- The Arts Garage is event driven and will keep visitors attending.
- Mr. Bulthius attended last week's CRDA Board meeting and inquired about follow-up on projects to which Ms. Thompson explained the process.
- ULI indicated the Lighthouse District Park would be more beneficial to the area than South Inlet.

Education & Work Force Development – Rev. William Williams

- Pastor Williams stated it was important for the CRDA and business community to invest in local workforce. It's important to target the 4th graders and investigate how local businesses can develop age-appropriate programs to develop.

- Youth Leadership Program could be developed in partnership with the local business community.
- ULI discussed the “brain drain” of the workforce leaving the city.
- All discussed current ongoing programs that could be tapped into.

Clean and Safe – John Exadaktilos

- Mr. Exadaktilos expressed concern that the city was behind in pre-season preparations.
- Ms. Thompson indicated the CRDA staff is currently developing a list of necessary improvements.
- Ms. Thompson stated the Authority is currently developing a program to beautify vacant buildings through local artists.
- Mr. Exadaktilos stated lighting needs to be improved.
- Ms. Reynolds stated small actions will show improved aesthetics.
- Mr. Exadaktilos discussed Robin’s Nest, an organization for runaway children, who would like to set up a branch in Atlantic City and suggested a presentation at a meeting.

Economic Development Agenda – Mr. Joseph Kelly

- The Chair read the following report in Mr. Kelly’s absence:
 - The Chamber recently held an economic development forum featuring Mayor Don Guardian at the Sheraton Atlantic City. The participants included leaders from the public and private sectors to discuss and highlight opportunities for area growth and development, including available incentive programs and innovative approaches to driving the area’s business expansion and diversification. These experts presented ideas, programs, new developments and visions for Atlantic City going forward. We will continue to do these programs on an as-needed basis.
 - The Chamber continues to work on the economic development website, will be meeting with CRDA staff to discuss.

General Public Comment

Mr. Tom Lamaine reiterated the goals Pastor Williams spoke about and express his support of the suggestions.

- A key goal should be to improve the perception of danger in certain areas.
- Pleased to see the Gardner’s Basin improvement moving forward and asked Ms. Thompson for details.
- Stated parking enforcement is an issue to which Mr. Exadaktilos suggested speaking with Lieutenant Krause.

Ms. Keturah Jackson inquired about details regarding the Boraie development to which Ms. Thompson provided.

- Website is in need of updates.
- Youth workers need to be exposed to business.

- ACIA may be able to provide grants to businesses to upgrade
- Robin's Nest targets same demographic as Covenant House. Pastor Williams offered space at his church.
- Youth interns of a couple years ago – Ms. Reynolds explained the details of the program and stated the best candidates were late high school and college students. Ms. Thompson stated if the program is offered this year, it will be geared toward college students.

Ms. Libbie Wills expressed concern of trip and fall hazards and stated Public Works should be called.

- Local businesses need to help local children
- REVEL Think Tank is a 7-week program geared toward exposing youth to various businesses.

Hearing no further discussion, the Chair requested a motion to adjourn. A motion was made by Pastor Williams and seconded by Mr. Stankovic. Motion to adjourn was approved by unanimous vote of the Commissioners.