

# ATLANTIC CITY TOURISM ADVISORY COMMISSION

## MEETING MINUTES

**Date:** Tuesday, April 28, 2015  
**Time:** 5:00 p.m.  
**Location:** 15 S. Pennsylvania Avenue  
Atlantic City, NJ 08401

**PRESIDING:** Derek Cason, Chair

**PRESENT:** Daryl Bulthius, Auggie Cipollini, John Exadaktilos, Robert K. Marshall, Elizabeth Terenik, Sly Stankovic, Rev. William Williams

**ABSENT:** Howard Kyle, John Peterson

**CRDA STAFF:** Oriana Mondragon

### OPENING STATEMENT

The meeting was called to order by the Chair at 5:00PM. Ms. Mondragon read a statement of compliance with the notice requirements of the Senator Byron M. Baer Open Public Meetings Act and called the roll.

### RATIFICATION of MINUTES

The Chair requested a motion to ratify the meeting minutes dated August 26, 2014. A motion was made by John Exadaktilos and seconded by Rev. Williams. Mr. Marshall and Mr. Cipollini abstained. Motion was approved by a unanimous vote of the commissioners.

### CHAIRMAN'S REPORT

- The Chair commented that Susan Thompson will be missed and that she was a great asset to the CRDA and the Atlantic City Tourism Advisory Commission.
- The Chair commented that the repaving of Pacific Avenue will benefit the city.

### COMMITTEE REPORTS

#### Clean and Safe – Mr. John Exadaktilos

- Mr. Exadaktilos informed the Commissioners that he participated in a meeting with District Commander Tom Gilbert, ACPD Chief Henry White, Mayor Don Guardian, and Father Cesarone of Saint Michael's Church on Mississippi Avenue, and several lieutenants and captains of the police department about the improvements that have taken place between the Walk and Ducktown.
- Mr. Exadaktilos commented about faded signs on city properties. Mrs. Terenik commented that she will send someone from the zoning office to conduct inspections. Mrs. Terenik noted that only 1/3 of windows are allowed to be covered with signage and

added that temporary signage is not permitted Mr. Daryl Bulthius commented that Muhammad Islam, the director of Mercantile License, has his store filled with signs.

- Mr. Exadaktilos commented that the signs on Route 30 should be replaced because they are faded. Mr. Exadaktilos and Mr. Bulthius will follow up with Thomas Meehan.
- Mr. Cipollini inquired the status of the relocation of the relocation of the Rescue Mission and Sister Jean's Kitchen. Mrs. Terenik commented that no one wants it in their neighborhood. Mr. Exadaktilos commented that they should reroute the people and just cater to Atlantic City residents. Mr. Exadaktilos commented that 65%-75% of those who are in the Rescue Mission are not from New Jersey.
- Mr. Exadaktilos commented that Officer Wentz, who helped the homeless, is retiring.
- Sly Stankovic commented that Officer Gonzalez will be taking over officer Wentz position and recommended talking to Officer Gonzalez and Chief White about this issue.
- Mr. Cason recommended talking to Tom Gilbert about this issue. Mr. Bulthius agreed.
- Mr. Exadaktilos commented that there should be more lighting at the back of Bass Pro Shops Mrs. Terenik stated the first step is to change all bulbs in the city to LED. Afterwards, go back to the neighborhood and find out where poles should be placed.
- Mr. Marshall inquired if the city owns the lights. Mrs. Terenik responded that AC Electric owns the lights.
- Mr. Bulthius commented that Atlantic County Improvement Authority received the \$33 million for the purpose of redistributing the lights from the boardwalk into the city.
- Mrs. Terenik commented that the 150 lights that have been recently put on the boardwalk by CRDA are being repurposed to be used in the city, prioritizing in parks and playgrounds.

#### **Marketing and Promotion Agenda – Mr. Daryl Bulthius**

- Mr. Daryl Bulthius inquired why the World Championship Sand Sculpture was not funded this year. Mr. Bulthius commented that the fireworks did not bring the best crowd to the boardwalk.
- Mr. Bulthius commented that Atlantic City never had its own PR and relied on the ACCVA and the ACA to market.
- Mrs. Terenik commented that in her noon time talk show last week, she expressed that everyone needs to be a PR person since the city does not have a public information office.
- Mrs. Terenik commented that it would be beneficial for the city to have its own public information office.
- Mr. Exadaktilos commented that Atlantic City should have an app that includes casinos, restaurants, shows, ETC.
- Mr. Cason commented that there should be a response team when negative press is being released.
- Mr. Cason commented that the city is not taking advantage of tourists apps such as Yelp, in which tourists use to navigate when on vacation.
- Mr. Marshall commented that it should be a county wide effort to market this region.
- Mr. Cason suggested if this committee could reach out to Mr. Howard Kyle of getting county involvement to market Atlantic City.
- Mr. Bulthius and Mr. Exadaktilos commented that they would reach out to Mr. Kyle.

#### **Education & Work Force Development – Rev. William Williams**

- Rev. Williams informed the Commissioners that he recently met with Eric Reynolds, who is leading the Job Partnership program.
- Mr. Cason commented that he does not agree with education standards in Atlantic City. Mr. Cason commented that the students in the city are not being taught what they should be taught.
- Rev. Williams agreed with Mr. Cason.
- Mr. Cason commented that the superintendent of education should be more focused on developing a work force that is creative and has vision.
- Mrs. Terenik commented that the council is focused on hiring Atlantic City residents and there is an ordinance that prioritizes local hiring.

#### **Economic Development Agenda – Robert K. Marshall**

- Mr. Marshall discussed the Economic Development Committee which meets every two weeks with the city, county, development community and law firms.
- Mr. Marshall discussed several projects that are coming up such as the Aviation Research and Technology Park and the Air Show.
- Mr. Marshall commented that he would like to invite Jane Bokunewicz, Assistant Professor of Hospitality from Stockton College to present her survey as to why people come to Atlantic City.
- Mrs. Terenik discussed the situation that is currently taking place between Showboat Casino and Richard Stockton College.
- Mr. Exadaktilos inquired why Stockton did not attempt to purchase Atlantic Club. Mrs. Terenik responded that Stockton did initially try to purchase the Atlantic Club for \$16 million but the casino refused it and eventually sold for \$14 million.
- Mr. Exadaktilos inquired what is going to happen to Trump Plaza. Mrs. Terenik responded that the city does not own it, Carl Ichan does.
- Mr. Exadaktilos inquired if the Trump Plaza gets demolished, could the city keep the garage. Mrs. Terenik responded that the city would attempt to do so in the event the former casino property is demolished.
- Mr. Cipollini updated the members on the new outdoor club to be opened this summer at the Borgata casino.

#### **General Public Comment**

No public comment