

ATLANTIC CITY TOURISM ADVISORY COMMISSION

MEETING MINUTES

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

PRESIDING: Derek Cason, Chair

PRESENT: Keith Mills, Ali Reynolds, Sly Stankovic, Rev. William Williams III

ABSENT: John Exadaktilos, Joseph Kelly, John Peterson,

CRDA STAFF: Sharon Dickerson, Kim Butler, 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

Due to no quorum being present, the minutes of January 28, 2014 could not be ratified.

DEPUTY EXECUTIVE DIRECTOR'S REPORT

The Deputy Executive Director was not available for the meeting.

CHAIRMAN'S REPORT

- Mr. Cason stated he and representatives from the R&B museum had a productive meeting with Mr. Palmieri and Ms. Thompson. The Claridge, under new ownership, may be a potential site.
- A local feature film, "Mom, Wake up" will be included in the Garden State Film Festival.
- The Chair expressed his support for the recent University of Pennsylvania report.

Atlantic City Alliance

Ms. Liza Cartmell presented an overview of the mission and functions of the ACA. Mr. Cason inquired why we do not see as much local marketing. Ms. Cartmell explained the 3 main priorities for the Alliance: 1) promote AC as a tourism destination, not just gaming; 2) enhance

the reputation of the city; 3) promote new events. Ms. Cartmell then presented research on the changing public opinion about Atlantic City.

Mr. Cason asked how the Commission could work with the ACA. Ms. Cartmell indicated they are not permitted to do sponsorships but will include events in Calendar, on website and on social media. The Alliance is also working on a mobile app. Ms. Cartmell also presented the various events they have or are currently promoting.

Mr. Lamaine offered praise for the Miss America promotion and asked about the proposed bus trips. Ms. Cartmell stated the bus trips are a special promotion, not ongoing and their purpose is to promote the city on social media.

Mr. Stankovic asked about city webcams. Ms. Butler stated the NBC40 Skycam is CRDA sponsored. Mr. Stankovic expressed concern the city and its offerings are not promoted within the city and also suggested promoting to the international visitor.

Daily Sheet – Kim Butler

Ms. Butler presented the Daily Sheet and its purpose. It will be distributed weekly in the off-season and daily in-season to any person/organization/business that is in contact with visitors. The daily sheet is intended as an internal document not to be distributed to the general public. Mr. Dunn requested phone numbers be added for the civic associations.

Committee Reports

Clean and Safe – John Exadaktilos

No report.

Marketing and Promotion Agenda – Mr. Daryl Bulthuis

No report.

Education & Work Force Development – Rev. William Williams

No report.

Economic Development Agenda – Mr. Joseph Kelly

No report.

General Public Comment

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