

# ATLANTIC CITY TOURISM ADVISORY COMMISSION

## MEETING MINUTES

**Date:** Tuesday, May 27, 2014  
**Time:** 5:00 p.m.  
**Location:** 15 S. Pennsylvania Avenue  
Atlantic City, NJ 08401

**PRESIDING:** Derek Cason, Chair  
**PRESENT:** Daryl Bulthius, John Exadaktilos, Joseph Kelly, Sly Stankovic,  
Rev. William Williams III  
**ABSENT:** Keith Mills, John Peterson, Ali Reynolds  
**CRDA STAFF:** Susan Thompson, Sharon Dickerson, Rick Santoro, Laura Berrios,  
Heather Walls

### OPENING STATEMENT

The meeting was called to order by the Chair at 5:00PM. Ms. Walls 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 March 25, 2014. A motion was made by Mr. Stankovic and seconded by Rev. Williams. 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.

- Rick Santoro, new Director of the Special Improvement District was introduced.
- Project updates:
  - Toll Brothers broke ground in front of West Hall.
  - Bass Pro is on schedule with an opening planned in early 2015.
  - South Inlet is progressing with demolition and a public park development near the lighthouse.
  - Single Point of Entry will be operated by Jewish Family Services and will coordinate with other jurisdictions.
  - Harrah's Conference Center is planning to be ready by April 2015
  - Groundbreaking for the Public Marketplace should take place by the end of the year.
  - Tropicana is renovating the facades and rooms and activating space on the street level.

- Atlantic Avenue Facades are under construction in the 1600 Block.
- The Sales Team of the former ACCVA will be moving to MEETAC Convention and Meeting Planners.

**CHAIRMAN’S REPORT**

- The Chair offered thoughts and prayers to the Mills family and requested a moment of silence.
- The Chair reported the remaining Boardwalk in disrepair has been demolished.
- The Chair expressed concern regarding the progress of the South Inlet development.

**Committee Reports**

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

- Mr. Bulthius offered congratulations to Kim Butler for her new position.
- The Beach Bars are adding new life to the Boardwalk
- Could Kennedy Plaza kiosk be used for visitor information?
  - Ms. Thompson indicated that is not the plan for the kiosks but there is a wayfinding plan in the works to provide visitors with accurate and timely information.
- Summer Concerts – how will they be marketed?
  - Mr. Exadaktilos inquired how the money would be spent. Ms. Thompson indicated it is monitored.
- Lighthouse Park rendering should be posted on the website
- Recent land auction – who bought and what’s their plan? Ms. Thompson did not have this information.

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

- Mr. Cason mentioned the Future with Hope program run through Rev. Williams’s church and how it benefits the community.
- Rev. Williams introduced and described the following resolution:

**RESOLUTION OF THE ATLANTIC CITY TOURISM DISTRICT  
ADVISORY COMMISSION RECOMMENDING TO THE CASINO  
REINVESTMENT DEVELOPMENT AUTHORITY THAT A  
TASKFORCE OF EDUCATIONAL AND BUSINESS STAKEHOLDERS  
BE CREATED TO DEVELOP A PLAN FOR INVESTMENT IN THE  
ATLANTIC CITY COMMUNITY AND WORKFORCE**

Mr. Exadaktilos stated the opportunities were shrinking. Mr. Kelly agreed with the need to start in elementary school but it does not address the current unemployment issues in the city. Mr. William Cheatham expressed his support but also felt current unemployment needed to be addressed as well. Ms. Thompson stated the resolution could look to another agency to take the lead because this issue is not the focus of the CRDA. Commissioners continued to discuss whether the CRDA should be involved. Mr. Kelly stated the task force should recommend not implement. Mr. Kelly further

stated he would endorse without the CRDA lead and stated the Workforce Investment Board would be a more appropriate agency to lead. To Mr. Cason's question, Ms. Thompson indicated the Authority would work with the task force and suggested revising the resolution. Mr. Exadaktilos stated it would be helpful if major employers in the city were involved. A motion to amend the resolution with revisions removing CRDA as the lead agency was made by Mr. Exadaktilos and seconded by Mr. Bulthuis. The amended resolution would be distributed to the Commissioners prior to the next meeting.

### **Clean and Safe – John Exadaktilos**

- Expressed concern regarding marketing of Boardwalk Hall events.
- Continued concern over the condition of Georgia Avenue.
  - Ambassadors have not been present
  - Problem homes need to be addressed – state is placing tenants in subsidized housing units

### **Economic Development Agenda – Mr. Joseph Kelly**

- Mr. Kelly sees six major developments as a very positive for the city.
- Mr. Cason inquired if the new housing would present opportunities for first time homebuyers to which Ms. Thompson responded in the affirmative and added the Authority has approved \$35 million in new housing recently.

### **General Public Comment**

Ms. Joyce Mollineaux requested the Authority get involved in cleaning and refurbishing Brown's Park. Mr. Cason stated AC Public Works is responsible for Brown's Park.

Mr. William Cheatham suggested the lighthouse of Route 40 be used for advertising and expressed support for the many non-gaming initiatives in recent years.

Mr. Sly Stankovic introduced new restaurant owner, Chip Spuhler of Destination Dogs. It is located at 142 S. Tennessee and will be open in June or early July.

Mr. Rick Santoro stated he has checked out the lighthouse on Route 40 and must work with the SJTA in order to do anything with it. The SID is also addressing side street and street end challenges.

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