

**ATLANTIC CITY
TOURISM ADVISORY COMMISSION**

MEETING MINUTES

Date: Tuesday, October 22, 2013
Time: 5:00 p.m.
Location: 15 S. Pennsylvania Avenue
Atlantic City, NJ 08401

PRESIDING: Derek Cason, Chair

PRESENT: Daryl Bulthius, John Exadaktilos, Joseph Maher, Rev. William Williams, Keith Mills, Ali Reynolds

ABSENT: Joseph Kelly, Sly Stankovic

CRDA STAFF: Susan Thompson, Sharon Dickerson, Laura Berrios, Heather Walls, Kim Butler

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 approve the minutes of September 24, 2013. A motion was made by Mr. Mills and seconded by Rev. Williams. The motion was approved by a unanimous vote of the Commission.

DEPUTY EXECUTIVE DIRECTOR'S REPORT

Ms. Thompson briefed the commission on recent events:

- The Bass Pro Shop broke ground on October 1.
- We are working with the Cordish Company on the Columbus statue relocation.
- SID is beginning to make preparations for our winter decorations.
- The city will be very busy with conventions in November and December.
- Boardwalk Hall will host PHISH for 3 days at the end of the month.

CHAIRMAN'S REPORT

- Representatives from the National R&B Museum will present a potential new project for Atlantic City.

- Discussed focus groups to begin to build better relationships between the community and the CRDA - First group will be the LEAD fellows from last year
- Suggested paving Arctic and Baltic Avenues as important arteries used by visitors.
- The Commission is required to review the CRDA budget. It was decided to move the November meeting to November 12. A motion was made by Ms. Reynolds, seconded by Mr. Exadaktilos and approved by unanimous vote of the Commissioners.
- The Commission's Facebook page is getting a lot of hits.
- Mr. Exadaktilos will be gathering more information and presenting it at the November 12 meeting.
- Mr. Cason requested a status update on the resolutions that have been passed. Ms. Reynolds indicated the newsletter and Columbus statue had been completed and a plan needs to be developed for the TV programming.

CLEAN & SAFE

Mr. Exadaktilos indicated to the public that concerns related to the Clean & Safe topic could be emailed to him.

Taxi ordinances from other cities were being reviewed for further discussion at next month's meeting.

MARKETING AND PROMOTION AGENDA

Mr. Bulthius suggested the TV production begin as just one show and then build from there.

Holiday Parking – offer free parking for residents. Ms. Butler indicated this will be offered on Black Friday and free gift wrapping will be offered on Wednesdays during the holiday season. Mr. Cason inquired if the free parking will be advertised to which Ms. Butler responded in the affirmative. Ms. Rita Mack will post signs about free parking at McDonalds. Ms. Libbie Wills suggested advertising in the Press. Mr. Bulthius stated the free offer should be when business is needed, not when we have the business already. Ms. Thompson explained the fee structure at the parking garage. The Authority cannot break the bond covenants but discounts can be offered through a subsidy. Ms. Butler stated that anyone with a receipt of a certain amount pays a flat fee.

Ms. Exadaktilos expressed concern about the safety of armored trucks stopping on Columbus Boulevard.

EDUCATION AND WORKFORCE

Rev. Williams stated there are many entities working to develop skilled workers. Unfortunately the number of future prison population is being determined by the 3rd and 4th grade test scores because this is the demographic entering the workforce in 10 years. It is imperative that we

invest in AC's future through education. CRDA has already contributed to local education efforts in many ways.

Rev. Williams further stated in order to attract business; the city needs a skilled work force. A program is needed to build work skills early. Commander Gilbert there is existing programs for youth development, i.e. Stockton. He suggested inviting Wanda Moore, who heads the program at the Attorney General's office, to connect with Rev. Williams and present the programs to the Commission.

ECONOMIC DEVELOPMENT

Mr. Kelly could not be attendance therefore no report was given.

R& B Museum

Ms. Vanessa Jordan, President and CEO, of the National R&B Music Society presented the history of the Society and proposed a museum be built in AC to grow the entertainment industry in the city. Mr. Stuart Bascum of Black Ivory discussed the rich musical history of the city and the vision of the museum including music venue, recording studio, gift shop and artifact display and storage. To Mr. Cason's inquiry, a library would be included and would grow once they had a facility to store it. The concept for the building would be a large complex. Mr. Lamaine inquired to the location of the proposed complex. Ms. Jordan responded it could be the cornerstone of the Kentucky Avenue Revitalization. Mr. Cason stated Kentucky Avenue might not be the best location. Ms. Reynolds stated those trying to revitalize Kentucky Avenue are not trying to bring back the old clubs but the spirit of the activity on Kentucky Avenue. Ms. Thompson suggested they contact her office to set up a meeting to discuss the feasibility regarding funding and a business plan. Mr. Cheatham expressed his support on the project and suggested Boardwalk Hall would be the ideal location for the museum. The Commissioners and attending public discussed possible locations. Ms. Jordan presented a concept of the building and stated it would be approximately 25,000 s.f.

Resolutions

RESOLUTION OF THE ATLANTIC CITY TOURISM DISTRICT ADVISORY COMMISSION RECOMMENDING THAT THE CASINO REINVESTMENT DEVELOPMENT AUTHORITY SUPPORT THE CONCEPT OF THE NATIONAL R&B MUSIC SOCIETY MUSEUM COMPLEX TO BE LOCATED IN ATLANTIC CITY

Ms. Walls read the resolution by title. Rev. Williams stated it needed to be explored further but supports the concept. Ms. Thompson stated the resolution is for a recommendation not the actual development. Mr. Mills suggested revising the resolution to read 'concept' rather than 'development.'

Hearing no further discussion, the Chair requested a motion. A motion was made by Rev. Williams and seconded by Mr. Mills. Resolution ACT 13-04 was approved by unanimous vote of the commissioners.

**RESOLUTION OF THE ATLANTIC CITY TOURISM DISTRICT
ADVISORY COMMISSION (“TAC”) SUPPORTING THE CASINO
REINVESTMENT DEVELOPMENT AUTHORITY DECISION TO
CONVENE COMMUNITY FOCUS GROUPS**

Ms. Walls read the resolution by title. Hearing no commissioner discussion, the Chair opened the discussion to the public. Ms. Libbie Wills inquired if the focus groups would include all the wards to which Mr. Cason responded in the affirmative.

Hearing no further discussion, the Chair requested a motion. A motion was made by Mr. Maher and seconded by Mr. Bulthius. Resolution ACT 13-05 was approved by unanimous vote of the commissioners.

General Public Comment

Mr. Tom Lamaine, speaking for PACE, expressed concern that AC events are not being promoted enough locally evidenced by low attendance at the concerts in the park and others. He suggested working with Stockton’s marketing students for promotion and event coordination. Mr. Exadaktilos added the Boardwalk Hall events are not promoted enough. If local businesses knew in advance of an event, they could plan and staff accordingly depending on the demographic of the event. Mr. Cason suggested Mr. Bulthius, Marketing Chair, could meet with ACCVA and include the AC Special Events Coordinator.

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