

ATLANTIC CITY
TOURISM ADVISORY COMMISSION

MEETING MINUTES

Date: Tuesday, September 24, 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 Kelly,
Keith Mills, Sly Stankovic, Ali Reynolds

ABSENT: Joseph Maher, Rev. William Williams

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 with the amendment that the Chair also attended the Marketing and Promotion meeting with Kim Butler. A motion was made by Mr. Mills and seconded by Mr. Bulthius. The motion was approved by a unanimous vote of the Commission.

DEPUTY EXECUTIVE DIRECTOR'S REPORT

Ms. Thompson recapped the Miss America Weekend including the non-pageant related activities: AC Triathlon and Seafood Fest.

- Bass Pro has started construction and the ribbon cutting will take place on October 1. All are invited to attend.
- Pacific Avenue Mill and Pave bids are under review and could be awarded in October or November. The project will be completed by summer 2014.
- Bids for Atlantic Avenue Facades in the 1600 Block have been released.

- Community Capital Development Grants were awarded to: Asbury United Methodist Church, Marine Mammal Stranding Center, YouthBuild of the Boys & Girls Club, AtlantiCare Behavioral Health Center, The Covenant House and Community Baptist Church. Ms. Reynolds and her Associate Laura Berrios were an integral part of the award process.
- Challenge Family Triathlon was approved at a special meeting of the board this morning. It is an iron distance triathlon that will be co-sponsored with ACA and will bring thousands of participants, supporters and volunteers into the area.
- The Authority has released an RFP for an operator of the new homeless program. Mr. Mills inquired where it would be located. Ms. Thompson stated most likely in the County offices.

ECONOMIC DEVELOPMENT

Mr. Joe Kelly introduced the new business portal, acinvest.org, which is a partnership between the CRDA, Chamber and County. It is a preliminary view to show the concept. Mr. Kelly asked the commissioners for comment and suggestions as they continue to build the website. It is anticipated it will be completed by the first of the year.

Mr. Cason inquired whether it will provide information on state and federal programs or only local. Mr. Kelly stated initially it would be focused on local but as it is developed, information on federal and state may also be included.

Ms. Butler asked how it would be found and promoted. Mr. PJ Rebovich reported it could be found through search engines, direction from local offices handling development and links on other sites. To Ms. Butler's second question, it could handle other municipalities in addition to Atlantic City but the municipalities would need to invest in it.

Mr. Cason inquired why the city was not a partner. Mr. Kelly stated it was a city approved project however the city is not a funding partner. Mr. Cason further suggested other links including the Small Business Development Center, Facebook pages, municipal websites, etc. Mr. Cason also suggested a press release when completed with video links on how to use it.

Ms. Butler asked who would manage the content. Mr. Kelly stated initially it would be the Chamber of Commerce but eventually it needs a dedicated person in charge of the site, i.e. full time director of economic development.

MARKETING AND PROMOTION AGENDA

Mr. Bulthius gave an overview of upcoming events. Mr. Cason is excited for the Challenge Triathlon recently announced. Ms. Butler explained the Challenge Family Triathlon model. A portion of the entry fees will be donated back to the community. The commission could begin to think of ideas to use the funds within the city.

Mr. Exadaktilos suggested using local, foreign born residents as ambassadors to help the foreign athletes with the language barrier.

Mr. Cason presented the FACEBOOK page and stated links to local events can be posted on the page. Mr. Lamaine expressed concern about those that do not use FACEBOOK. Mr. Cason stated this is just one way to reach the residents.

Mr. Stankovic discussed street performers and suggested a registration process to promote them as an attraction. Mr. Cason inquired if there had been an issue with them in the past. Mr. Mills stated the problem is clustering and competition for prime locations. Mr. Bulthius stated there is already an ordinance that needs to be enforced. Mr. Mills stated at one time the city interviewed and screened the street performers. Mr. Stankovic suggested the casinos sponsor one near each of their properties. Ms. Butler stated the ACA already funds a summer entertainment series.

Mr. Bulthius stated the newsletter has been distributed. Ms. Butler reminded the Commissioners that the newsletter needs to be filled with information from the commissioners, not CRDA. Any ideas for newsletter content should be filtered through Mr. Bulthius.

CLEAN & SAFE

Mr. Exadaktilos discussed problems with the cab service in town. Issues included:

- Overcharging
- No credit card capability
- Poor knowledge of area
- Driver appearance
- Cleanliness of vehicles
- Poor customer service

Mr. Cason requested commissioners bring ideas for solutions to these issues to the next meeting. Ms. Libbie Wills suggested taxi court. Mr. Mills stated issues need to be reported with the cab number. The city inspects the cabs. Mr. Cason will get information about the ordinance from Mr. Mills. It was decided Mr. Exadaktilos would have extra time next month to report his findings on his cab research. Mr. Cason will ask Rev. Williams if he minds moving to November.

- Ongoing issues with the Ducktown area between Atlantic and Pacific Ave. SID has cleaned up the areas and found several squatters. To Mr. Mills's question, Mr. Exadaktilos said he was not sure if anyone had been apprehended.
- A meeting at Dante Hall that included many local businesses and thought a representative from the Commission should attend.
- Request to be sure the Columbus Statue ceremony is accessible for handicapped.

EDUCATION AND WORKFORCE

No report.

General Public Comment

Mr. Lamaine requested that PACE be listed on the agenda rather than as part of the general public.

On behalf of PACE, Mr. Lamaine stated the noise ordinance is not being enforced at the Bungalow Beach Bar. It was discussed that the Beach Bars are exempt from the ordinance. Steve Pasculi, from the beach bar, stated that the sound carries depending on the weather. Mr. Cason suggested repositioning the speakers and signs to read "subject to noise ordinance". Mr. Ireland stated the entertainment is good; however, the city is not enforcing the maximum decibel level.

Mr. Bob Weppel stated he has treated poorly when he was dancing to a live band and told it was illegal to dance on the boardwalk.

Ms. Price suggested "How's my driving?" signs in the cabs. Ms. Butler also suggested TIPS411 signs in the cabs if a customer feels he is being cheated. Ms. Cason stated there needs to be a public information message to let visitors know how to deal with a dishonest cab driver.

Regarding the use TIPS411, Ms. Thompson suggested recording a training session and posting it on the internet.

Mr. Exadaktilos suggested "How's my driving?" information cards could be handed out by the concierge at the hotels.

Ms. Reynolds suggested the drivers need customer service training. Mr. Stankovic stated in Europe, drivers receive 2 years of professional training.

Mr. Cason suggested meeting with the cab companies. Mr. Exadaktilos stated he could meet with PACE for suggestions and input regarding the cab issue. Ms. Johnson suggested putting information about in the tourist packets.

Ms. Mollineaux requested pedestrian signals on MLK Blvd.

Ms. Alma Johnson thanked the Authority for its support of the recent art event.

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