

ATLANTIC CITY
TOURISM ADVISORY COMMISSION

MINUTES
OF THE
TOURISM ADVISORY COMMISSION

Date: Tuesday, April 24, 2012
Time: 4:00 p.m.
Location: 1014 Atlantic Avenue
Atlantic City, NJ 08401

PRESIDING: Joe Maher, Chair

PRESENT: David Greenblatt, Keturah Jackson,
Sarah Beth Johnson, Joseph Kelly,
Joseph Maher, Cortez Martin, Tony
Rodio, Ali Reynolds

ABSENT: William Cheatham, Keith Mills

CRDA STAFF: Susan Thompson, Sharon Dickerson,
Heather Walls

OPENING STATEMENT

The meeting of the Atlantic City Tourism Advisory Commission was called to order at 4:00pm. The Chair requested a motion to approve the minutes of March 27, 2012. Ms. Sarah Beth Johnson made a motion which was seconded by Mr. David Greenblatt. The minutes of March 27, 2012 were approved by unanimous vote of the Commission.

Rolling Chair Update – Anthony Cox, Director of Code Enforcement

The Chair introduced Anthony Cox, Director of Licensing and Inspections for Atlantic City, to continue his discussion from the previous meeting of the projects and progress of his office. The rolling chair ordinance to increase oversight of the operators was passed on first reading. Second and final reading of the stricter rolling chair ordinance will hopefully be approved at council meeting of April 25, tomorrow evening. The new ordinance will require drug screening and a background check of anyone wanting to be approved as an operator. The L&I committee has met with the rolling chair owners who have been responsive to the new requirements. The committee does not anticipate any resistance for 2nd reading. The Boardwalk Ambassadors will assist in ensuring the operators are properly licensed. Mr. Cox anticipates the operators will begin to police themselves as well. If an operator receives two violations, they will be suspended for the year.

Mr. Cox also discussed the progress of the demolition program. They are currently going into blighted areas and seeing small progresses to make things better. Staffing has been a challenge to making the progress they would like. Ms. Thompson stated the city is currently in budget preparations. The commission could voice their position to encourage the city to keep L&I staffing at the same level. Mr. Cox stated six mercantile inspectors have been hired to start May 1.

Mr. Kelly, going back to the rolling chair issue, inquired about the original plan to require the rolling chair owners to employ the operators rather than lease out the chairs. Mr. Maher stated the original ordinance was weak but now there may be operators that will not pass the more stringent requirements. Mr. Greenblatt inquired what behavior was permitted to solicit business to which Mr. Cox replied hawking is not permitted. Ms. Thompson stated the rules need to be condensed for easier reading, sent to the Chamber and local businesses and posted at all businesses so business owners and visitors know what is acceptable.

Mr. Rodio motioned to send a letter from the Commission to City Council asking to maintain or increase the level of staffing in the Licensing & Inspections department. Motion was seconded by Ms. Reynolds and approved by unanimous vote of the commission. The CRDA staff will draft the letter and send to the commission for approval.

TAC By-laws – Sharon Dickerson

Mr. Maher invited any questions related to the proposed by-laws emailed to the commission members. Ms. Dickerson stated the Commission should plan to approve the By-laws at the May meeting.

Mr. Cortez Martin inquired if Article III should include a section related to the state ethics regulations to which Ms. Dickerson stated it could be added. Mr. Martin also asked what the definition of a quorum is to which it was decided six members would be quorum. A motion will pass by a majority of those present as long as a quorum is in attendance.

Regarding the inquiry about the CRDA representative, Ms. Dickerson stated the legislation did not require the CRDA representative however the resolution did. Ms. Thompson stated both the legislation and the resolution need to be reflected in the By-Laws.

Mr. Maher suggested a timetable for the minutes to be submitted for approval.

Mr. Mayer suggested the commission meetings continue to operate on the abbreviated agenda rather than the one noted in the by-laws. Ms. Thompson stated it could be scaled down or eliminated from the by-laws if desired by the commission. Mr. Mayer further stated the meetings should be kept to 1 hour and Ms. Johnson added no meeting should ever be longer than one and a half hours.

Ambassador Program

Ms. Thompson cited the article in Sunday's Press regarding the Ambassador Program. The Ambassadors are to start on May 1 with a revamped program to meet the goals of the Tourism District. They have stricter hiring requirements and new responsibilities patrolling a larger area than in past years. A substation is located on the Boardwalk near the former Sands and is shared with the ACPD.

Commissioner Comments

Mr. Mayer would like to have the commission briefed on the open-space acquisitions and send a letter of support. Ms. Thompson stated she would invite Bunny Rixey, Director of Real Estate, to the meeting.

Ms. Jackson would like to invite ACA to the commission to get a first-hand look at the new DO AC campaign. Ms. Jackson would also like to see the CRDA participate in the mult-cultural festival June 1-3 and summarized the events of the festival. Ms. Thompson stated participation has not been discussed but a funding application has been received. Ms. Reynolds stated the Mayor is looking for 75-80 units for the parade.

Mr. Rodio stated he would ask Liza Cartmell to present the DO AC campaign to the commission at the next meeting on May 22. Ms. Reynolds stated the ACA needs to work with the city and county to get the campaign out all over the region. Ms. Thompson stated the "DO Team" is getting the word out all over the community.

Mr. Martin suggested inviting Liza to the Civic Associations. Ms. Reynolds stated she would coordinate the presentation to all the civic associations. Ms. Thompson also suggested presenting the campaign at city hall and the county building.

Mr. Cox discussed a Tourism District court to deal with licensing and code enforcement violations. The Mayor is open to supplying a judge but the program will need funding.

Mr. Martin suggested a partnership with the HERO campaign to promote safe enjoyment of the city and possible provide transportation as some local bars do. Mr. Rodio stated Boogie Nights offers free non-alcoholic drinks to the Designated Driver in a group. Ms. Thompson suggested asking the casino association to promote.

Hearing no further comment by the commissioners, the Chair requested a motion to adjourn. Mr. Kelly made the motion which was seconded by Mr. Rodio and approved by unanimous vote of the commissioners.

Meeting adjourned at 6:30pm.