

ATLANTIC CITY
TOURISM ADVISORY COMMISSION

MINUTES OF THE
TOURISM ADVISORY COMMISSION

Date: Tuesday, August 28, 2012
Time: 4:00 p.m.
Location: 15 S. Pennsylvania Avenue
Atlantic City, NJ 08401

PRESIDING: Joe Maher, Chair

PRESENT: William Cheatham, David Greenblatt, Sarah Beth Johnson, Joseph Kelly, Cortez Martin, Ali Reynolds

ABSENT: Aaron Gomes, Keturah Jackson, 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 June 26, 2012. Mr. Cortez made a motion to approve the minutes with a second from Sarah Beth Johnson. Minutes were approved by unanimous vote of the Commission.

CRDA BUDGET UPDATE

Ms. Thompson requested Ms. Dickerson review the statute creating the commission and its responsibility in reviewing the budget.

Ms. Thompson stated there are 3 aspects of the budget that can be considered: Operating, Special Improvement District and Tourism District. The Operating Budget handles the daily operations of the Authority including salaries, office space, supplies, facilities, etc. The SID Budget, which works toward the Clean and Safe goals of the Tourism District, is scheduled for Public Hearing on September 18. The Commissioners could attend the

public hearing or a detailed presentation could be scheduled for the September 25 meeting of the Commission. The third aspect of the budget details the use of the casino licensee's Investment Alternative Taxes. Projects that have utilized these IAT's include the Flex Fields, Innovation Pavilions, Atlantic Avenue Facades, Pacific Avenue improvements and other non-gaming projects. A detailed presentation of the IAT balances could also be presented to the Commission on September 25 at the Commission's request.

Mr. Martin inquired if the budget operated on the Calendar year which Ms. Thompson confirmed it did. The CRDA budget must be approved by the Board and sent to the State Treasurer's office in October. Mr. Maher stated the Commission would be more interested in the SID budget and the Atlantic City Fund and suggested the Commission could attend the September 18 public hearing. Mr. Maher requested a draft of the SID budget be distributed via email prior to the public hearing.

Ms. Thompson noted there is a disparity between the income and expenses due to the new responsibilities of the Special Improvement District which has been subsidized by CRDA this year. This disparity will increase for the coming year also because the seasonal Ambassadors staff was increased.

Ms. Thompson explained the casino IAT donations and how they are obligated. Mr. Kelly stated the SID income is an additional tax separate from the IAT donations and Ms. Thompson further stated the tax is also paid by all commercial properties at \$38 per \$100,000 of assessed value. The CRDA will also collect the luxury tax which supports the Atlantic City Convention and Visitors Authority when it is brought under the umbrella of the CRDA.

Mr. Martin inquired what happened to funds in the Tourism and Community Development fund at the end of a year to which Ms. Thompson stated they are rolled into the next year. Ms. Thompson stated if a project was approved and did not move forward, the funds would revert back to the original source fund. Each project is negotiated to the terms so this is different with each project.

Mr. Kelly reiterated that one-third of the casino obligations go to the operating budget and two-thirds go to the investment fund.

Mr. Greenblatt inquired to the types of comments the Board will be looking for. Ms. Thompson replied the public hearing is just a presentation, not a question and answer session. Mr. Kelly suggested the Commission attend the public hearing on September 18 if their schedule allows and then have the staff do a budget presentation at the September 25 meeting. The focus of the Commission should be how the resources are being used with relation to the Tourism District Master Plan. Mr. Maher concurred. Mr. Kelly stated we need to see a return on the investment since the current SID income is not supporting the current responsibilities of the SID.

Ms. Thompson stated the visitors are responding to the Ambassadors very positively.

SETTING DATES AND TIME FOR MEETING

The Commission determined the date and time for the 2012-13 meeting dates will be the fourth Tuesday of the month at 5pm. A motion was made by Ms. Johnson to change the time to 5:00pm and seconded by Mr. Kelly. Motion was approved by unanimous vote of the Commissioners.

ELECTION OF OFFICERS

Mr. Maher stated he would no longer be able to serve as Chair and suggested an Atlantic City resident would better serve the Commission and its responsibilities. The election should have been held in July but the meeting was cancelled. Mr. Greenblatt expressed interest in being Chair. Mr. Kelly agreed that the Chair should be an Atlantic City resident. Ms. Dickerson confirmed the Atlantic City residents' terms on the commission were 2 years. A motion was made by Mr. Kelly to appoint Mr. Greenblatt to the position of Chairman of the Atlantic City Tourism Advisory Commission. Mr. Maher seconded the motion. Motion was approved by unanimous vote of the Commission. A motion was made by Mr. Cheatham to reappoint Ms. Johnson to the position of Vice-Chair and seconded by Mr. Maher. Motion was approved by unanimous vote of the Commission.

COMMISSION MEMBER COMMENT

Ms. Johnson inquired about the LEAD Atlantic City program for a neighbor. Mr. Greenblatt expressed interest in applying to which Ms. Reynolds stated she would further discuss the program with him and give him an application.

Mr. Martin inquired when the street signs for Kentucky and Tennessee Avenues on the Boardwalk would be installed. Ms. Thompson explained that the signs would be installed with the second phase of the light pole and security camera installations and most likely would not be wood due to maintenance issues.

Ms. Johnson inquired if the bicycle ordinance on the Boardwalk could be relaxed during the week. Police were telling riders to get off their bikes and there was no one else on the Boardwalk but the riders. Bicycle congestion during the week is not an issue. Ms. Thompson stated the city is working on a dedicated bicycle section of the Boardwalk with a DOT grant so the goal is that cyclists would be able to ride on the Boardwalk all day. Ms. Reynolds stated Keith Mills and a representative from DOT will be invited to the next PACE meeting on September 27 and the Commissioners were welcome to attend as well.

Mr. Cheatham stated the Casinos need to maintain their properties better. Ms. Thompson stated the property maintenance code needs to be enforced. Mr. Martin stated enforcement is the responsibility of Public Works and suggested Mr. Jerkins is

contacted regarding the maintenance issues. Ms. Thompson stated the Authority was not given the responsibility of property maintenance issues. Mr. Martin stated he would draft a letter to the casinos from the Commission and copy Public Works and the Mayor's office.

Mr. Martin inquired if the plaque that was suggested for Tony Rodio would be done. Ms. Thompson stated a plaque would be appropriate and we could put it on the next agenda.

There being no public to comment, the Chair requested a motion to adjourn. A motion was made by Mr. Cheatham and seconded by Ms. Johnson. Motion was approved by unanimous vote of the members.

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