

ATLANTIC CITY
TOURISM ADVISORY COMMISSION

MINUTES
OF THE
TOURISM ADVISORY COMMISSION

Date: Tuesday, August 23, 2011
Time: 4:00 p.m.
Location: 1014 Atlantic Avenue
Atlantic City, NJ 08401

PRESIDING: Ali Reynolds, Chair

PRESENT: Keith Mills, Joseph Maher, Joseph Kelly, William Cheatham, David Greenblatt, Keturah Jackson, Sarah Beth Johnson and Cortez Martin

ABSENT: Tony Rodio

CRDA STAFF: Susan Ney Thompson, Sharon Dickerson and Stephanie Galantino

OPENING STATEMENT

The meeting was called to order by the Chair at 4:15 p.m. Ms. Galantino read a statement of compliance with the notice requirements of the Senator Byron M. Baer Open Public Meetings Act and called the roll.

The Chair opened the meeting by requesting a motion to approve the Minutes of the July 26, 2011 meeting. A motion to ratify the minutes was made by Ms. Johnson and seconded by Mr. Maher. The July Minutes were approved and adopted.

The Chair requested Susan Thompson, Interim Executive Director, present to the members a Tourism District Activity Report. Ms. Thompson stated there were a number of ongoing activities with Cleanliness and Capital Assessment Needs of the District. Ms. Thompson added the Authority has received 8 proposals for Master Planning Services.

The Chair formed a Task Force and appointed Joe Maher head of the Task Force. Members included on the Task Force are Sarah Beth Johnson, Cortez Martin and David Greenblatt. The Chair stated the mission of this task force is to complete the Mission Statement.

The Chair turned the meeting over to Mission Statement Task Force. Mr. Maher explained they are tasked with coming up with a Mission Statement. Mr. Maher commented the task force decided to put it in the form of a strategic plan that you would create business or nonprofit plans. Mr. Maher stated they looked at the legislation for guidance and came up with 3 components: 1) the formation of the Mission Statement 2) the statement of major goals and objectives 3) specific goals and activities.

Mr. Maher stated the task force spent an ample amount of time on the mission statement and are pleased with the outcome. Mr. Maher explained the mission statement should be broad and not specific. Mr. Maher also commented on major goals and objectives and specific goals and activities and the timeline in which they should be accomplished and general examples.

Mr. Greenblatt stated he would like to complete the mission statement. The Chair asked the members to read the mission statement currently and then make comments. Mr. Maher read the current draft:

- The mission of the Atlantic City Tourism Advisory Commission is to assist the CRDA in the promotion and positioning of Atlantic City as a premier tourist destination and a great place to live and work. To advance this mission, the Commission shall review the CRDA's annual budget for the Tourism District; make recommendations for the successful development of the Tourism District Master

Plan and accompanying implementation strategies, and strive to ensure coordination, compatibility and consistency between the Master Plan of the Tourism District and the goals of the Greater Atlantic City Area.

The Chair opened the matter to the members for discussion. Ms. Johnson stated the task force reviewed the statute creating the Tourism Advisory Commission. The Chair stated she read it and thinks it is very good but feels she needs clarification of the last sentence specifically the Greater Atlantic City Area. The Chair specified the Greater Atlantic City Area has not been defined and is concerned. Ms. Johnson referred the Chair to a section of the statute and the Chair advised Ms. Johnson the statute is specifically referring to Atlantic City. There was much discussion on the term Greater Atlantic City Area.

The Chair asked Ms. Dickerson if it would be a problem to leave Greater Atlantic City Area in the mission statement. Ms. Dickerson replied she did not believe it would cause a problem; first that you are making recommendations to the Board and the Board has adopted a policy of helping all of Atlantic City including the AC Airport because it has an impact on Atlantic City.

Ms. Thompson stated when keep the Greater Area you open the dialog to a greater number of people. It then involves the County, SJTA or Dot which then does expand it beyond the Tourism Commission as an advisory entity to the CRDA. Ms. Thompson advised it might be clearer if it's the goals of the Greater Atlantic City Area which pertain to the success of the Tourism District.

Mr. Kelly stated he has seen organization spend whole days designated to their mission statements only. Mr. Kelly suggested keeping it simple and broad and maybe some of the mission statement could be listed in the goal statement.

Ms. Thompson commented that most members are in agreement with the basic premise of the tourism district and that is its success is linked to the success of the city and the region as a whole.

Mr. Mills stated he came today to talk about community development and specifically community economic development. Mr. Mills believes that is one social component that has been missing from the casino experiment. Mr. Mills would like to add community development to the mission statement. Mr. Mills also commented he feels it should be the goals of the City of Atlantic City and the functionality of the components of the region.

Ms. Johnson disagreed. The Chair suggested the task force make it comply with the [statute](#). Ms. Thompson added Greater Atlantic City Area needed to be dropped as they are not consistent with how the Tourism District is defined within S-11.

Mr. Mills does not feel that he can go back to his community without the word community in the mission statement. The members explained community runs throughout their plan in major goals and is contained in the mission statement by the phrase a great place to live and work.

Ms. Thompson suggested a premier tourism destination and community needs. The members were having much discussion and having difficulty agreeing on the wording of the Mission Statement.

Mr. Cheatham stated live and work is a wonderful line however not everyone lives here. Mr. Cheatham commented we need residency laws enforced.

Mr. Mills would like the word community and development in the mission statement. Ms. Thompson then suggested broaching community in a different way in the mission statement that said to advance this mission the commission shall conduct outreach to the community.

Mr. Kelly suggested changing place to community in the mission statement. Mr. Kelly recognized if community is in the task force's goals why wouldn't it be in the task force's mission statement.

The Chair asked Ms. Thompson to read again what she had suggested. Ms. Thompson stated it would indicate to advance this mission (beginning of the second sentence) the commission shall conduct community outreach and then would go forward shall review CRDA's annual budget for the Tourism District;

Mr. Maher read:

- The mission of the Atlantic City Tourism Advisory Commission is to assist the CRDA in the promotion and positioning of Atlantic City as a premier tourist destination and a great place to live and work. To advance this mission, the commission shall engage in community outreach, review the CRDA's annual budget for the Tourism District; make recommendations for the successful development for the Tourism District Master Plan and accompanying implementation strategies.

The Chair requested a motion to move the Mission Statement. A motion was made by Mr. Maher and seconded by Mr. Martin.

The Chair tabled the Ethics Commission Training Session until next month's meeting.

The Chair appointed an Annual Budget Review Committee. The Committee consists of the following members: Joseph Kelly, Chair, Keith Mills, Tony Rodio, Sarah Beth Johnson and David Greenblatt.

Ms. Dickerson passed out the Ethics packaged and asked the members to have the package with them for the next meeting.

Mr. Maher asked that the members have their comments ready on Major Goals and Objectives for the next meeting.

PUBLIC COMMENT

The Chair opened the meeting to public comment. Ms. Trina Wilson addressed the Committee. Ms. Wilson questioned if the goal of this commission to look out for the needs of the community? Ms. Reynolds, Chair responded they can bring any concern to the CRDA. Ms. Wilson inquired if there is a need, do the people have to go to CRDA? Ms. Thompson replied all casino investment obligations must go through the casino board for approval. Ms. Wilson also asked the Governor stated he wanted to keep all money in Atlantic City. Are all of the RFP's being considered based in Atlantic City or are you accepting proposals from other counties. Ms. Thompson responded at present we are not working on anything outside of Atlantic City except that which was already in our pipeline.

Ms. Linda Steel of Galloway Township addressed the Committee. Ms. Steel asked as changes take place will the Mission Statement also change. Ms. Thompson stated that could be a possibility.

The Chair requested a motion to adjourn. A motion was made by Joseph Kelly and seconded by Sarah Beth Johnson. The meeting ended at 5:20 pm.