

ATLANTIC CITY
TOURISM ADVISORY COMMISSION

MINUTES
OF THE
TOURISM ADVISORY COMMISSION

Date: Tuesday, December 13, 2011
Time: 4:00 p.m.
Location: 1014 Atlantic Avenue
Atlantic City, NJ 08401

PRESIDING: Ali Reynolds, Chair

PRESENT: Joseph Maher, Tony Rodio, Joseph Kelly, David Greenblatt Keturah Jackson and Sarah Beth Johnson

ABSENT: Keith Mills, William Cheatham, and Cortez Martin

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

OPENING STATEMENT

The meeting was called to order by the Chair at 4:00 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 October 25 and November 2, 2011 meeting. A motion to ratify the minutes was made by Ms. Johnson and seconded by Mr. Maher. The October and November Minutes were approved and adopted.

The Chair stated the purpose of the meeting is to have Mr. Maher do a short presentation on the commission's recommendations and discussion with Jones Lang LaSalle. Then it will be followed by public comment.

Mr. Maher addressed the Members. Mr. Maher explained a packet was submitted to Jones Lang LaSalle and how that package was created.

Susan Ney Thompson, Deputy Executive Director, suggested the Master Plan Team introduce themselves and explain their input. Employees of Jones Lang LaSalle, Jerde, Birdsall and Hill, Wallach introduced themselves to the Commissioners.

The Master Plan team then made their presentation to the group.

Susan Ney Thompson commented there is much information to digest. The Master Plan team has been working extremely hard and spent several days in the City holding Stakeholder meetings to get a sense of interests and existing conditions. Ms. Thompson explained it is important to have this status update to the Commission so interaction may take place. Ms. Thompson added these are initial concepts that must be completed by February 1, 2012.

Ms. Keturah noticed in the presentation there wasn't any particular interest in natural resources and the fact that Atlantic City is an island. Ms. Keturah went on to comment a nice attraction would be water taxis or speed boats similar to when Ms. Keturah was younger. A member of the Master Plan Team responded they are thinking of an ocean, beach shaded structure that would be family oriented.

Mr. Greenblatt as a school teacher would like to see an educational center. The center would be part museum and aquarium and children wouldn't travel off shore for class trips.

Ms. Johnson believes the Plan needs to incorporate the Beach and likes the idea of the wind sculpture and possibly pony rides.

Mr. Rodio commended the Planners for doing a tremendous amount of work in a short period of time. Mr. Rodio thinks it's critical that the Master Planners have taken the pockets of dead space and contemplated how to marry that to activity in all directions. Mr. Rodio also believes Gardners Basin needs to be developed, expanded and advertised. Mr. Rodio comments the Plan is lacking enhancing the beach.

Ms. Keturah questioned how big the corporate kiosks will be. The Team Member stated some will be 2 levels tall so that you may see the water, approximately 1,500 feet.

Mr. Kelly stated he feels it's important not to undersell Bader Field. Mr. Kelly also recommended bringing back the business community.

Ms. Reynolds commented the feel is safer with the connectivity. Ms. Reynolds questioned if the team considered a water park possibly located at Gardners Basin or Bader Field as an attraction.

Ms. Jackson inquired as to the South Inlet Boardwalk and would it be repaired or improved. The team member replied there is a plan to make a pedestrian access walkway that will connect to the existing Boardwalk.

Mr. Kelly stated he thinks it would be wonderful if the Marine Mammal Stranding Center was relocated at Gardners Basin; he believes the façade treatments would be a great improvement.

Mr. Rodio believes the Master Plan is impressive and there is probably much money involved; once the Master Plan is finalized, what is the next step?

Mr. Paul Mas, of Jones Lang LaSalle responded for capital to be attractive, its showing people who have capital the path; for example, how to get zoning approval, how to get operator's license, etc. Mr. Paul Mas stated a Master Plan shouldn't be very prescriptive but should show where the opportunity is for people to come because there is limited subsidy.

Mr. Rodio believes the corporate kiosks will help to change perceptions and bring in major corporations. Mr. Maher trusts the Phasing Plan and feels it will be successful.

Ms. Reynolds thanked the team for their time and presentation.

PUBLIC COMMENT

The Chair opened the meeting to public comment. As there was no public in attendance the Chair requested a motion to adjourn. A motion was made by Ms. Johnson and seconded by Ms. Jackson. The meeting ended at 5:35 pm.