

ATLANTIC CITY
TOURISM ADVISORY COMMISSION

MINUTES OF THE
TOURISM ADVISORY COMMISSION

Date: Tuesday, February 26, 2013
Time: 5:00 p.m.
Location: 15 S. Pennsylvania Avenue
Atlantic City, NJ 08401

PRESIDING: David Greenblatt, Chair

PRESENT: William Cheatham, Keturah Jackson, Sarah Beth Johnson, Joseph Kelly, Joseph Maher, Cortez Martin, Keith Mills, Ali Reynolds

ABSENT:

CRDA STAFF: Susan Thompson, Chris Filicello, Heather Walls

OPENING STATEMENT

The meeting of the Atlantic City Tourism Advisory Commission was called to order at 5:00pm. The Chair requested a motion to approve the minutes of January 29, 2013. Mr. Martin made a motion to approve the minutes with a second from Mr. Cheatham. Minutes were approved by unanimous vote of the Commission.

Tourism District Video

Ms. Thompson introduced the Tourism District Video. At its conclusion, Ms. Thompson discussed the possibility of a reception to introduce the video to the community. Mr. Kelly stated the Chamber of Commerce could help plan the event, possibly in conjunction with the MBCA.

Ms. Johnson motioned for Mr. Kelly to coordinate with MBCA to facilitate a public viewing of the Tourism District Video. Ms. Jackson seconded the motion. Motion was approved by unanimous vote of the commission.

Ms. Price suggested the video also be distributed to the national media. Mr. Kelly stated the video was shown at the Chamber of Commerce event in Washington DC and was well-received.

Ms. Butler – ACA has been active in disseminating message that Boardwalk and city is still intact after Hurricane Sandy.

Ms. Thompson – ACCVA also contacted their entire network with same message

Mr. Martin – idea: adopt certain cities – through Chamber of Commerce in other cities

Ms. Butler – ACA working with marketing agencies from DC, NY, Baltimore

Ms. Jackson – Is ACA in a position to promote individual events?

- Ms. Butler – They will always jump on opportunity to promote Boardwalk
- Ms. Jackson – develop Calendar of Events to avoid conflicts
 - Need to have one collector of information
 - Butler- daily sheet is in development to provide to all those in contact with public
- Mr. Greenblatt - changing message monitor on Boardwalk
 - Promote businesses that are part of Atlantic City history
- Ms. Price – information needs to get to residents of region also
- Ms. Butler – last summer- weekly DOAC events sheet sent to radio
 - ACCVA promotes Conventions, Convention Center and Boardwalk Hall events
- Mr. Lamaine – Miss America Parade – promote city through the history of the event
 - Bring each contestant to city as soon as they are chosen
- Ms. Thompson – ACA looking to tie into Miss America with her homecoming (New York resident)
- Mr. Greenblatt – Miss NJ can also promote the city and Boardwalk
- Mr. Dunn – suggested reunion of former Miss Americas
- Mr. Lamaine – will have no problems getting assistance for parade
- Ms. Reynolds – public works advertising they are selling pieces of the Boardwalk which is detrimental to message that Boardwalk is still intact.
- Ms. Thompson – possibly ask city to donate back to CRDA to repurpose
 - Mr. Guardian – ask Bob Williams to look at condition
 - Mr. Mills – city on deadline to clean up temporary dump

CRDA- owned Properties Map & Analysis

Keith Mills discussed the proposal to conduct an analysis of the effect of CRDA-owned properties on the city. The Mayor submitted a letter he is not in favor of the analysis because there have already been similar studies done over the years.

- Ms. Thompson – Authority recently approved a land swap with the city so city could take ownership of properties outside of the Tourism District and CRDA could take ownership of properties within the TD.
- Economic and community benefits of some of the CRDA-owned properties
- Mr. Martin – the study would indicate the value of those actions
- Mr. Kelly – re-approach the mayor and provide data to help move forward
 - Discuss assessment of jobs created
- Mr. Mills – Mayor looking for CRDA to address properties outside Tourism District
- Ms. Thompson – auction held a few years ago for excess land and most still sit vacant with no positive use
- Mr. Cheatham – why no tax ratable at Pauline’s Prairie
 - Ms. Thompson – owned by Housing Authority
- Ms. Jackson – any plans for tract between Atlantic and Pacific, NJ & Showboat?
 - Mr. Mills – possibly entertainment complex
- Mr. Lamaine – purpose of land swap?
 - Ms. Thompson – to provide more housing stock for city
- Ms. Johnson – Properties need to be maintained and issues from Hurricane need to be addressed
 - Atlantic Gardens has roof issues and the owner is not dealing with it
- Mr. Greenblatt – Ruffu Ford property is eyesore
 - Bader Field – develop arena to utilize year round
- Mr. Lamaine – year round park at Bader Field
- Ms. Thompson – try again to jointly fund analysis
- Mr. Cheatham – Why do people not want to live in AC?
 - Residency requirement not enforced
- Mr. Lamaine – build the new homes and the buyers will be attracted to the city
- Ms. Thompson – ask Procida to discuss challenges of marketing homes in Atlantic City
- Mr. Martin – need to build appealing properties without low-income restrictions
 - Mr. Lamaine agreed

PACE Integration

The Chair asked for feedback from the Commission and PACE attendees on integrating the two groups.

- Mr. Martin recommended the integration
- Mr. Ireland questioned the structure of the group
- Ms. Thompson – both groups have been discussing the same issues
 - Idea is they are both stronger being united
 - TAC has power with no public participation
 - PACE has participation but no power
- Ms. Jackson – Still need a casino representative for their perspective
- Mr. Kelly – create standing committees

- Clean & Safe, Economic Development, Marketing, Education & Workforce
- Meetings need to be more efficient
- PACE should be part of these committees
- Ms. Thompson – Authority members will begin to receive minutes from each of the TAC meetings in their meeting packets
 - TAC Quarterly report at Board meeting
- Mr. Lamaine – infuse ideas – committees not necessary
- Mr. Kelly – need structure for implementation
- Ms. Johnson – clarified the commission does not implement, it recommends
- Mr. Lamaine – send minutes of meetings to those who can implement – let them act on the viable recommendations
- Mr. Greenblatt – the commission needs to see the recommendations before they go to Board
- Ms. Thompson – suggested change in agenda format
 - Discuss topics of each committee

Public Comment

Ms. Mollineaux – Councilman Small looking to CRDA with help with the city-wide surveillance camera project

- Mr. Martin – Commission was in favor of the Cordero group project
- Mr. Greenblatt – question of funding
- Ms. Thompson - \$3.5 million in CRDA funding for IT upgrade –
 - Need foundations of system first

Ms. Mollineaux – missing Fannie Lou plaque?

- Mr. Guardian – a re-creation of the plaque is at memorial at Kennedy Plaza
- Thanks to Mr. Guardian for MLK flags

Mr. Greenblatt – PACE will still take place on Thursday

Mr. Martin – need more wheelchair-bound ramps

- Mr. Guardian – Boardwalk is not ADA compliant – suggested lifts at certain areas
- Mr. Mills – city engineer is addressing ADA compliance
- Mr. Guardian suggested it as a great Eagle Scout project

Mr. Martin – update on Master Plan progress

- Annual Report distributed

Hearing no further business or public comment, the Chair requested a motion to adjourn. A motion was made by Ms. Johnson and seconded by Mr. Kelly. Motion was approved by unanimous vote of the commissioners.