

**ATLANTIC CITY**  
**TOURISM ADVISORY COMMISSION**

MINUTES  
OF THE  
TOURISM ADVISORY COMMISSION

Date: Tuesday, February 28, 2012  
Time: 4:00 p.m.  
Location: 1014 Atlantic Avenue  
Atlantic City, NJ 08401

**PRESIDING:** Ali Reynolds, Chair

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

**ABSENT:** None

**CRDA STAFF:** Sharon Dickerson, Heather Walls

## OPENING STATEMENT

The meeting was called to order by the Chair at 4:02 p.m. Ms. Walls 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 January 26, 2012 meeting. A motion to ratify the minutes was made by Mr. Cortez Martin and seconded by Mr. Kelly. The January minutes were approved and adopted by unanimous vote of the members.

The Chair asked Mr. Don Guardian to provide an overview of initiatives and changes in the Special Improvement District Division.

Currently positions are available for Landscapers, Environmental Services and Ambassadors.

**Ambassadors** – A retired police officer has been hired to manage the Ambassador department. He has experience serving more than one community.

- Emphasis on customer service/concierge responsibility but also eyes and ears of their patrol area as well as first responder
- Increased number of ambassadors to 60
- Hours on duty will be 6am to 2pm
- 2 year associates degree in Criminal Justice required
- 20 ambassadors will be on duty at one time, a little less in the morning
- Moving around their patrols on foot and bicycle
- They will address several ongoing problems: proper licensing, homeless,

Mr. Maher inquired how they would be uniformed to which Mr. Guardian responded with the drill sergeant-type hat, green and secure appearance but also friendly and approachable. Mr. Cortez Martin asked the name of the Ambassador manager. Mr. Guardian stated it was Tom Burns but he has not passed through all the hiring requirements yet. To Mr. Martin's question, Mr. Guardian stated the starting rate is \$12 per hour and \$15 per hour for the shift supervisors. Mr. Guardian also clarified the positions are full time. The Ambassadors require a clean history however the Landscapers and Environmental Services must only be clean for the past 3 years. All must pass a drug test. Mr. Guardian also stated SID will give preference to any Veterans that apply. Ms. Jackson requested the job descriptions be emailed to her to send out to potential candidates.

**Environmental Services** –Mr. Guardian stated there will be 20 environmental services seasonal positions open. An ordinance has been passed to prohibit people being under the Boardwalk. Beginning May 1, three environmental services employees will be assigned to keeping the homeless from taking up residence under the

Boardwalk. Tractor cleaning and raking will be done at least twice a week so it is evident if someone has gone under the boardwalk by the tracks in the sand. There will also be an additional fourth steam-cleaning unit for the sidewalks.

**Landscaping** – There are six parks SID maintains. City Council has permitted the closing of parks at night and the police are patrolling to keep the undesirable activity out of it. The community is embracing the parks and using them. Mr. Guardian stated the Texas Avenue park is next to clean up. Tom Gilbert is working on cleaning up Florida Avenue by addressing criminal activity and code violations. Parents have been afraid to use Texas Avenue Park. It has been a joint venture with other community organizations getting cleaned up and will be utilized by the school as well. The Texas Avenue park will also have a cricket field because the residents in that area played cricket in their native countries. Ms. Jackson inquired about the fence. Mr. Guardian stated the current fence will be removed and a higher fence will be installed. Mr. Greenblatt asked if it would be open to other sports. Mr. Guardian stated it was too small for many sports but there will be a small baseball and basketball area.

The landscaping division will be working its way around the city. Ms. Jackson inquired about MLK Boulevard closer to Route 30. Mr. Guardian stated SID will also address MLK Blvd. Ms. Jackson also asked about street sweeping. Mr. Guardian stated a new street sweeper will be purchased and the areas in need of sweeping will be addressed as well.

**Trash Cans** – the current cans do not work in Atlantic City due to the weather elements and homeless reaching in. The new cans are designed with Atlantic City in mind and will last decades. The City will pick up the trash and CRDA will take care of the recycling. They will be placed at about every 60 feet. The areas around the cans and benches will also be landscaped. New benches will be backless so a visitor can sit facing the beach or the casino.

**Bus Shelters** – CRDA will be purchasing and installing 50 new bus shelters. They will have limited seating in certain areas to prevent homeless from sleeping in them. They will also be hurricane proof and will be ‘scratch-iti’ resistant.

Mr. Cheatham expressed his approval to see there will be enough staff to maintain all the areas of the city as well as the equipment. He is also glad to see so many city organizations working together.

Ms. Ali Reynolds stated the upcoming season is very exciting and reiterated Mr. Cheatham’s sentiment that it is wonderful to see all the departments working together. Ms. Reynolds toured all 10 parks in the city with Mr. Wilbur Banks to determine the needs of each park. We want to see them utilized more as they get cleaned up. If anyone has a wish list or ideas for their communities, now is the time to bring them up with Ali.

As initiatives move from ideas to realities, Ms. Reynolds will update the Commission of their progress.

Ms. Jackson asked if SID hired students, 15-17 year olds. Mr. Guardian stated they have tried but without success because the supervisory staff is not of the mind to train/mentor young workers.

Ms. Sharon Dickerson asked if there were any comments on the By-Laws distributed last month. We also need to elect a Chair and Vice-Chair. Ms. Jackson thought the Chair needed to be elected in July. Ms. Dickerson stated we could still elect in July as stated in our By-laws and then elections would be on an annual basis. Ms. Johnson stated there will always be reorganization meeting in July.

Ms. Jackson nominated Joe Maher as Chair and Sara Beth Johnson as Vice-chair. Mr. Greenblatt moved to close the nominations which was seconded by Ms. Reynolds. Mr. Kelly asked if the nominees were willing and able to serve to which they replied in the affirmative.

Ms. Reynolds opened up the meeting to the public. Mr. Darryl Bultheis stated he was here to get an update on what is happening in the Tourism District. Mr. Sonny Ireland expressed approval of all the progress being made.

Mr. Cortez Martin asked for an update on the delayed Boardwalk lighting. Ms. Reynolds stated the only area left to be installed is between Resorts and Boardwalk Hall. Mr. Keith Mills stated that city public works has been working on replacing the boards around the lights.

Mr. Joe Kelly suggested an agenda item for the next meeting should be an update on code enforcement. Our activities need to be coordinated with code enforcement. Mr. Keith Mills stated he would ask Anthony Cox, Director of Code Enforcement, to attend the next meeting. Ms. Reynolds stated Mr. Tom Gilbert is working with Code Enforcement to address certain issues so both should be invited. Ms. Dickerson stated CRDA also has a code enforcement officer, Roseann Lafferty, who addresses issues within the Tourism District.

Mr. Cheatham stated the residential trash cans need to be brought back to the houses once the trash is picked up. It is city ordinance and it is not being enforced. Mr. Keith Mills referred Mr. Cheatham to Public Works because it was a residential issue, not Tourism District.

Ms. Reynolds stated having representatives from different departments of the city and CRDA will give us the opportunity to bring up the issues that are important to us. Mr. Cortez Martin stated the Venice Park Association puts a note in the residents' doors when they are in violation of certain ordinances.

Ms. Reynolds stated the neighborhood associations could help with the trash issue by educating and encouraging their residents to abide by the ordinance.

Ms. Johnson made a motion to adjourn which was seconded by Mr. Greenblatt. Motion approved by unanimous vote of members. Meeting adjourned at 5:25pm.