

ATLANTIC CITY
TOURISM ADVISORY COMMISSION

MEETING MINUTES

Date: Tuesday, June 25, 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 Maher, Keith Mills, Cortez Martin, Ali Reynolds

ABSENT: Joseph Kelly

CRDA STAFF: Sharon Dickerson, Laura Berrios, Heather Walls, Don Guardian

OPENING STATEMENT

The meeting was called to order by the Chair at 5:00PM. 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.

RATIFICATION of MINUTES

The Chair requested a motion to approve the minutes of May 28, 2013. Mr. Martin raised a question regarding the minutes of May 28, 2013. Mr. Martin inquired of the other commissioners whether Mr. Kelly had made a motion related to an internship program at WIB. Ms. Jackson concurred with the concern and added a comment about employing ex-offenders by Ms. Rita Mack was also not included. Ms. Reynolds stated that Ms. Walls would review the recording to clarify the statements made. The commissioners decided to table the motion until the recording has been reviewed. A motion was made by Ms. Jackson and seconded by Ms. Johnson. Motion was approved by unanimous vote of the commissioners.

Ms. Jackson also stated that Mr. Earl Henry's name should be corrected to Earl Harvey in the May minutes.

INTRODUCTION of NEW COMMISSIONERS

The Chair announced the incoming commissioners and asked them to introduce themselves: Daryl Bulthius, Derek Cason, John Exadaktilos, Sly Stankovic. Ms. Reynolds added Rev. William Williams is also a new member but was unable to attend this evening.

Recommendations to the CRDA

The Chair introduced the final recommendations to the CRDA. Ms. Johnson made a motion to submit the recommendations to the Authority which was seconded by Mr. Maher. The motion was approved by unanimous vote of the commission.

Mr. Maher suggested the new commissioners receive pertinent documents related to the functions of the Advisory Commission. Mr. Greenblatt also suggested the new commissioners review the master plan and the current recommendations. Mr. Cason inquired when the new commissioners would be able to review what is currently in the works. Ms. Dickerson recommended the outgoing commissioners attend next month's meeting to approve the minutes and discuss any ongoing projects. Any necessary documents could be provided prior to next month's meeting. Mr. Maher suggested a workshop to include the outgoing and incoming commissioners. Mr. Greenblatt recommended a revival of the PACE Newsletter. Mr. Martin suggested including PACE however Ms. Dickerson stated that PACE could participate but not vote in active discussions. Mr. Lamaine suggested PACE members could be at-large members of the Advisory Commission. Ms. Dickerson stated the Commission membership is designated by membership therefore it cannot be changed except through legislative action introduced by elected officials.

Mr. Cheatham stated nothing will get accomplished with too many levels of organization. Recommendations and suggestions have been made without being followed through. Mr. Greenblatt recommended putting suggestions by PACE on agenda.

Mr. Cason inquired how the advisory commission could be more effective. Mr. Greenblatt suggested pushing the Master plan and focusing on budget discussions. Mr. Cortez also suggested the new commissioners need to review the section of S-11 related to the Tourism District Advisory Commission. Mr. Dunn stated PACE seems to have lost its voting power to which Ms. Reynolds clarified that PACE was not a voting entity. The commissioners continued to discuss the purpose of the commission and how the new commissioners should proceed.

Mr. Cason asked the commissioners to give two examples of accomplishments they are proud of while serving as commissioners. Mr. Maher offered their original comments on the Master Plan and the initial set up of the Mission Statement, Goals and Objectives, and By-Laws. Ms. Kim Butler added the Tourism District Video was a suggestion that came out of ACTDAC and reviews the progress of the Tourism District since its inception. Mr. Exadaktilos suggested meeting more often in order to accomplish more. Ms. Reynolds stated that can be accomplished through committees. Mr. Greenblatt stated action committees were formed but had not met yet. Regarding the Master Plans of the City and Tourism District, Ms. Jackson stated they are both available for review on each of the websites and outlined some differences within the two plans. Mr. Martin added the major difference is the Tourism District boundaries. Mr. Lamaine stated

the Commission has accomplished much over the last two years but is always looking for ways to improve.

MARKETING AND PROMOTION AGENDA

Kentucky Avenue Commemorative Mural

Mr. Steve Young described the community project. To Mr. Greenblatt's inquiry, Mr. Young stated the location is between Atlantic and Arctic Avenues. Mr. Young provided the website to Mr. Maher's inquiry, www.kentuckyavenuerenaissance.com. To Ms. Jackson's question, Mr. Young stated the banner is 300 sq. feet. Ms. Jackson expressed concern for maintenance. Mr. Cason inquired what the funding would be used for. Mr. Young stated it would be for street improvements, artists and construction. The banner would be installed until the mural was approved. Mr. Lamaine inquired if the entertainment district was part of the Master Plan to which Mr. Young responded in the affirmative. Ms. Reynolds clarified the project has not been approved yet but the Authority wanted the commissioners to be aware of it. Mr. Greenblatt suggested the Commission support the mural and recommend to the Authority. Ms. Mollineaux liked the concept but is concerned with the maintenance and cleaning of the streets. Mr. Guardian addressed her concerns. Mr. Lamaine stated the development of the entertainment district would ultimately take care of the issues with the streets. Mr. Cortez stated a new organization is starting to encourage a "community-based agreement" so new developers need to contribute to the city. The commissioners supported the concept but chose not to recommend to the Authority until there was a proposed plan.

Summer Events

Ms. Kim Butler distributed a preliminary calendar of free events in the city. It will continue to be updated and if any events were not listed, an email can be sent to kbutler@njcrda.com to add the event. Also distributed was a list of the public meetings including CRDA Board, Civic Associations and this commission. Libby Wills noted the time for the first ward was 6:30pm not 7pm. Ms. Butler stated the calendar would be published in the AC Times as well as Channel 2 and on the CRDA website, www.njcrda.com. It will also be distributed to the Ambassadors and hotel concierge. Mr. Cheatham suggested the toll collector and jitney and taxi drivers as well. Ms. Mollineaux also suggested the City Library and City Hall. Mr. Greenblatt inquired if social media was being utilized. Ms. Butler stated the Authority has a Twitter account and the merger with ACCVA will provide a stronger social media presence moving forward. Ms. Jackson will email the city concert series to Ms. Butler.

Mr. Exadaktilos inquired to the structure of the Boardwalk for the Miss America parade. Ms. Butler stated the Miss America preparations include the infrastructure of the Boardwalk and the city.

Miss America preparations will be on the agenda for next month.

Hearing no further discussion, Ms. Johnson made a motion to adjourn which was seconded by Mr. Maher and approved by unanimous vote.