

ATLANTIC CITY
TOURISM ADVISORY COMMISSION

MEETING MINUTES

Date: Tuesday, July 23, 2013
Time: 5:00 p.m.
Location: 15 S. Pennsylvania Avenue
Atlantic City, NJ 08401

PRESIDING: Ali Reynolds, Acting Chair

PRESENT: Daryl Bulthius, Derek Cason, John Exadaktilos,
Joseph Kelly, Joseph Maher, Keith Mills, Sly
Stankovic, Rev. William Williams

ABSENT: None

CRDA STAFF: Susan Thompson, Sharon Dickerson, Laura
Berrios, Heather Walls, Don Guardian, Kim
Butler, John Palmieri

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.

EXECUTIVE DIRECTORS REPORT

Mr. John Palmieri welcomed the new commissioners and thanked them for their service stating the purpose of the Commission should be to help the Authority vet projects that will improve the city.

Ms. Susan Thompson updated the Commission on the following:

- Miss America – Don Guardian and staff are working on various improvements to the Boardwalk as well as other items to make the city shine. Tom Meehan and his staff continue to work with the Boardwalk Hall staff on building preparations.
- Bass Pro is expected to break ground in the fall.
- Stockton's Noyes Museum at The Wave Garage will have a ribbon cutting in late October.

- Consultants have deemed Atlantic City to have a strong vendor pool for the Public Marketplace and it will move on to the next phase which is designing a floor plan.
- The Lighthouse District Park continues to move along.
- We continue to work on getting signed agreements for the Main Street Facades on Atlantic Avenue and are also looking at certain facades on Pacific Avenue.

RATIFICATION of MINUTES

A motion was made by Mr. Mills to ratify the minutes dated June 25, 2013 with a correction that Mr. Mills was in attendance not absent. Mr. Maher seconded the motion which was approved by a unanimous vote of the Commission.

A motion was made by Mr. Kelly and seconded by Mr. Mills to ratify the minutes of May 28, 2013. Motion was approved by unanimous vote of the commission.

NOMINATION of CHAIR

Mr. Mills nominated Mr. Derek Cason to be Chair of the Commission. Mr. Exadaktilos seconded the nomination. Hearing no further nominations, the Commission approved Mr. Cason as Chair by unanimous vote.

NOMINATION of VICE-CHAIR

Mr. Mills nominated John Exadaktilos as Vice-Chair which was seconded by Mr. Cason. Rev. Williams nominated Daryl Bulthius as Vice-Chair which was seconded by Mr. Maher. After a roll call vote with an abstention from Mr. Kelly, the vote was tied 4-4. Mr. Exadaktilos deferred his nomination to Mr. Bulthius. A motion to approve Mr. Bulthius as Vice-Chair was made by Mr. Cason and seconded by Mr. Kelly. Motion was approved by unanimous vote of the Commission.

NOMINATION of COMMITTEE CHAIRS

Keith Mills nominated John Exadaktilos as Chair of the Clean & Safe Committee which was seconded by Rev. William Williams and approved by unanimous vote of the Commission.

Joe Maher nominated Joe Kelly as Chair of the Economic Development Committee which was seconded by Keith Mills and approved by unanimous vote of the Commission.

Keith Mills nominated Daryl Bulthius as Chair of the Marketing & Promotion committee which was seconded by Joe Maher and approved by unanimous vote of the Commission.

Keith Mills nominated Rev. William Williams as Chair of the Education and Workforce Development Committee which was seconded by Joe Maher and approved by unanimous vote of the Commission.

APPROVAL of ANNUAL SCHEDULE

Mr. Maher made the motion to approve the annual schedule as presented which was seconded by Ms. Reynolds and approved by unanimous vote of the Commission.

The Chair opened a discussion regarding PACE and the need for a separate meeting. PACE could meet during the hour before the meeting or on a separate day. The commissioners and PACE attendees discussed the purpose and accomplishments of PACE and how they fit in with the mission of ACTDAC. Mr. Ireland suggested the PACE attendees could serve on the committees. Mr. Lamaine suggested the PACE members meet immediately before the ACTDAC meeting so they could provide immediate feedback to their discussions. Rev. Williams confirmed the group would meet at 4pm on the fourth Tuesday of the month. Ms. Thompson stated that meeting notices would continue to be sent by staff however minutes would not be done for the PACE group.

CLEAN & SAFE

Commander Tom Gilbert updated the Commissioners on Miss America preparations, demolition and the Violent Crimes Task Force. Thursday Stockton will host a data walk to start to identify the issues causing the crime. The county is moving to a Single Point of Entry concept to streamline handling the homeless issue. Mr. Mills inquired if the school district was involved. Commander Gilbert stated both Atlantic City and Pleasantville are involved. Mr. Cortez Martin stated Pam Jacobs from the Housing Authority should also be involved.

The Chair inquired if the improvements from the Clean & Safe efforts are being documented and promoted. Commander Gilbert stated he could provide the commissioners with a jitney ride to discuss the challenged areas. Mr. Kelly stated there is not a consistent message in community regarding improvements and development. Mr. Bulthius stated that information could be put in a resurrected PACE newsletter. Mr. Exadaktilos stated many eyesores have been demolished and Ms. Reynolds stated at least 20 pocket parks have been installed with 10 more to be installed this year.

MARKETING AND PROMOTION AGENDA

Ms. Butler briefed the committee on the current marketing efforts for the City. The mission of Atlantic City Alliance (ACA) is to promote Atlantic City in the outer markets. The Atlantic City Convention & Visitors Authority (ACVA) recently merged with CRDA and will continue its efforts to market the city locally and create more awareness of its activities. We have partnered with Earl Harvey and the AC Times which is dedicated to reporting local news.

Mr. Cason stated channel 2 is underutilized but free and reaches all residents. He suggested a film be created of the improvements in the city. Mr. Exadaktilos stated radio not as effective and emphasized the importance of social media. Mr. Butler asked everyone to monitor the media habits and send a report to Daryl so it could be reported on next month. Mr. Lamaine stated radio is an effective source of local information. Regularly scheduled programming is important

so viewers/listeners know what will be on when. Mr. Lamaine and Mr. Cason will discuss further how Channel 2 can be more efficiently utilized.

Miss America update –

- A video memory booth has been installed in Boardwalk Hall for your memories to be recorded
- Getting the community involved with Miss America – window decals, lawn signs, welcoming the contestants
- Mr. Exadaktilos suggested decorating the Albany Avenue monument or hanging banners across the street

Ms. Butler further stated the SID Ambassadors were presented with the 100th defibrillator by AtlantiCare this morning at a press conference at the Ambassadors operations center.

The DOAC Free press release will be available on CRDA website. Send any new events to Kim Butler. AC Boardwalk was voted the #2 Boardwalk in the world by Budget Travel magazine. Beach Volleyball tournament will be held in August that includes an appearance by Olympian Kerri Walsh. Mr. Exadaktilos mentioned the Zombie Walk on October 19 is generating lots of interest. NJ Biz featured the Tourism District in a 2-page spread. Sherrie Kendall requested the DOAC press release be emailed. Ms. Walls will provide the PACE and ACTDAC distribution lists to Ms. Butler. Rev. Williams suggested using Instagram to promote good pictures of the city. Ms. Butler stated the merger will give us more staff to monitor Social Media. Mr. Cason stated there are applications that will post to all your social media outlets at once. Mr. Bulthius suggested the PACE newsletter change to the ACTDAC newsletter and interested people can opt in.

General Public Comment

Cortez Martin discussed an editorial in the Press and stated the Ambassadors are getting a bad rap because they are on their cell phones. The general public doesn't realize they are not doing personal business. Ms. Thompson suggested a camera follow one of the ambassadors to do a "Day in the Life" documentary.

Sherrie Kendall stated there are many organizations in Atlantic City and most residents do not know exactly what their purposes and missions are. We need to get the message out to educate the general public.

Mr. Kelly stated the business owners need to see the challenged areas and suggested a program that would give them a closer look.

Mr. Guardian stated the Arts Commission has adopted the electrical boxes to paint murals. The first ones have been done on Missouri and Arctic Avenues.

Mr. Herrold stated the ordinance needs to be enforced that requires boardwalk businesses to clean up around their outside tables and chairs. Mr. Herrold further stated the ongoing improvements to the Boardwalk are very impressive.

Mr. Cason suggested an Ambassador Award for the cleanest business on the Boardwalk to promote pride in their area. Mr. Guardian suggested he come back with detailed recommendations next month.

Colleen Price stated their needs to be a public message that the jitney routes have changed. Mr. Guardian stated more signs and cut outs are needed along the new routes. Ms. Price also stated the taxi drivers are very rude. Commander Gilbert stated ordinances related to jaywalking and taxi drivers need to be enforced. Libbie Wills stated the police caught flack for enforcing and they backed off. Mr. Mills stated the open container laws need to be enforced as well. Commander Gilbert stated the liquor stores cater to the open container issue by the products they sell. Ms. Reynolds stated the open containers could be permitted in Tourism District but not in the community.

Hearing no further discussion, the Chair requested a motion to adjourn. A motion was made by Rev. Williams and seconded by Mr. Maher. Motion was approved by unanimous vote of the Commissioners.