

ATLANTIC CITY
TOURISM ADVISORY COMMISSION

MEETING MINUTES

Date: Tuesday, May 28, 2013
Time: 5:00 p.m.
Location: 15 S. Pennsylvania Avenue
Atlantic City, NJ 08401

PRESIDING: Sarah Beth Johnson, Vice-Chair

PRESENT: William Cheatham, Keturah Jackson, Joseph Kelly, Cortez Martin, Keith Mills, Ali Reynolds

ABSENT: David Greenblatt, Joseph Maher

CRDA STAFF: Susan Thompson, Sharon Dickerson, Laura Berrios, Heather Walls

OPENING STATEMENT

The meeting of the Atlantic City Tourism Advisory Commission was called to order at 5:00pm.

ECONOMIC DEVELOPMENT AGENDA

Housing Sales/ Procida

Ms. Thompson introduced Mr. Rich Jinks from Procida Construction. Mr. Jinks explained the largest issue in building in Atlantic City is the infrastructure which is not up to current standards. Subsidies are important to the developer in order to be able to build a market value home. Hurricane Sandy caused issues with the Eastwind II project because the preliminary flood map has changed potentially necessitating a re-design of the current project.

- Mr. Mills – Did Eastwind I sell out? Yes with the last unit selling for \$248,000.
- Mr. Cheatham – How can the city address the infrastructure issue? Mr. Jinks stated the burden generally falls on the developer.
- Mr. Mills suggested the Authority host a meeting to discuss the infrastructure. Ms. Thompson stated the Authority usually donates land and provides construction subsidy rather than addressing infrastructure.

- Mr. Cheatham mentioned the need of paving on Pacific Avenue and at the Inlet. Ms. Johnson stated an ordinance should be on the books requiring utility companies to repave the entire street when they need to open it up.
 - ✓ *Mr. Kelly motioned to have a memo prepared and sent to the CRDA Board regarding infrastructure, taxes and the need for incentives to provide more motivation to investors. The motion was seconded by Mr. Cheatham and approved by unanimous vote of the Commission.*
- Mr. Lamaine asked what the current issues were since the market is going up. Mr. Jinks stated the major issue now is the new flood map.
 - ✓ *Ms. Thompson stated there is a civil engineering report from 2009 that can be presented to the commission at the next meeting to explain the various transportation challenges.*
- Paul Herrold suggested creating an easement behind new housing for maintenance.
- Ms. Thompson stated infrastructure could be rebuilt through city bond.

Miss America Economic Analysis/Land Use Schedule

- ✓ *The report and schedule will be emailed to everyone and also posted on our website.*
- *Heather will send to Mr. Cheatham since he does not use a computer.*

Gardner's Basin

- Mr. Lamaine reported it was an ongoing process to rebuild; the parking lot needs new pavers and lighting. Scales/Flying Cloud needs to rebuild. Estimated cost is \$2 million.
- The goal of the foundation is to keep the current atmosphere just updated.
- They are investigating temporary food & beverage service
- Will present pictures and/or power point to commission detailing its progress
- Commissioners were all in agreement that the area is one of the gems of the city
- Mr. Herrold expressed concern about the condition of the parking lot
- Mr. Dunn inquired about a legal ad for an engineering consultant. Mr. Mills stated it was for boardwalk seawall and added there is not enough funding to complete the entire boardwalk. Ms. Thompson added the Authority recently approved funding to repairs sections along the parade route.
- Mr. Frank Formica inquired what was necessary for road maintenance at Gardner's basin. Mr. Lamaine said paving. Ms. Wills added the entire area from New Hampshire Ave to Gardner's Basin.
- Ms. Thompson stated a grant was provided to Gardner's Basin through the Authorities Capital Grant Program to Gardner's Basin.

EDUCATION & WORK FORCE DEVELOPMENT AGENDA

Workforce Investment Board

- Mr. Francis Kuhn of the Workforce Investment Board discussed the current unemployment rates and issues.
 - The WIB works with the unemployed and those who want to change their job skills. They also develop relationships with employees.
 - Provide literacy and GED services

- Assistance beyond the casino industry – medical, retail, hospitality
- Guide clients toward unsubsidized employment
- Ms. Thompson inquired if consideration had been given to opening a WIB office in Atlantic City. The county building could be a possible location. Mr. Kyle stated that location may not be limited to public assistance.
- Mr. Martin inquired if WIB offers job placement or internship assistance. Mr. Kuhn stated the focus of WIB is on-the-job training. ACCC and Stockton emphasize internships.
- To Mr. Mills’s question, Mr. Kuhn stated the state determines which jobs it will train for.
- Mr. Kelly stated the emphasis now is on training and should be on getting a job. If employment rate goes down, so does crime rate.
- Mr. Kuhn acknowledged the need to increase awareness of businesses to the incentives of the WIB labor pool.
- Mr. Formica stated the program needs to train for jobs that exist.
- Ms. Jackson inquired if businesses were agreeable to hiring ex-offenders. Ms. Rita Mack stated it depends on the offense.
- Ms. Thompson suggested an intervention program for employees who are at risk for termination to which Mr. Kelly added case workers at WIB could manage.

Workforce Development Center

- A representative from ACCC was not available so we will reschedule for June.

GENERAL COMMENT

Ms. Johnson reminded the Commissioners to send emails to David regarding ideas of the end of their term.

Mr. Cox apologized for coming in late and offered his availability if anyone had any questions.

Mr. Earl Harvey suggested his publication, AC Times, be used to disseminate information to city residents

Ms. Mollineaux stated the Fannie Lou plaque is not there and requested the commission take it further. Ms. Thompson stated SID has the plaque but there is an issue with where it should be installed.

Hearing no further comment, the Chair requested a motion to adjourn. A motion was made by Ms. Jackson and seconded by Mr. Mills. Motion approved by unanimous vote of the commissioners.

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

NOTE: Items marked with ❖ indicate a recommendation or action to be taken.