

ATLANTIC CITY
TOURISM ADVISORY COMMISSION

MINUTES
OF THE
TOURISM ADVISORY COMMISSION

Date: Wednesday November 2, 2011
Time: 4:00 p.m.
Location: 1014 Atlantic Avenue
Atlantic City, NJ 08401

PRESIDING: Ali Reynolds, Chair

PRESENT: Joseph Maher, Tony Rodio (via
teleconference), Joseph Kelly, and
Cortez Martin

ABSENT: Keith Mills, William Cheatham,
David Greenblatt, Keturah Jackson,
Sarah Beth Johnson

CRDA STAFF: Sharon Dickerson and Laura Berrios

OPENING STATEMENT

The meeting was called to order by the Chair at 4:00 p.m. Ms. Berrios 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 stated the purpose of the meeting is to review recommendations for the Tourism District Master Plan and grant approval in order to send to the CRDA Board. The Chair turned the meeting over to Mr. Maher.

Mr. Maher recognized Ms. Johnson for compiling comments and commended her work. Mr. Maher suggested one document be prepared to provide recommendations to the CRDA Board for the Master Plan Consultants.

Mr. Maher addressed the need for a second document to provide Commission recommendations for Implementation of the Master Plan. Mr. Maher explained the document in detail and asked for comments and questions.

Mr. Rodio commended the work of Mr. Maher and Ms. Johnson. Mr. Rodio stated the Boardwalk should be a main priority of Phase I for the Master Plan. Mr. Maher agreed. Mr. Cortez also agreed and stated it should include the Boardwalk up to Gardner's Basin. Mr. Rodio suggested instead of narrative form, perhaps it would be preferable to prepare the document as a list. The members discussed changing the format of the document.

Mr. Kelly raised concerns with various terms used in the document and the need to have elements defined clearly. Mr. Rodio suggested modifying the language.

Mr. Maher moved on to the next section of the handout which addresses Phasing and Prioritization. Mr. Kelly questioned the wide ranging marketing campaign for the Tourism District and promotion of an aggressive marketing plan.

The Chair then stated the next step is to decide how to present the material to the CRDA Board. The Chair suggested a Committee Member present to the Board. The Chair prefers the Committee choose a member to present to the Board. Mr. Kelly suggested Mr. Maher make the presentation. Mr. Rodio seconded. Mr. Kelly stated Mr. Maher has plenty of planning background and clearly has articulated to this group and for that reason Mr. Kelly feels he would be the natural choice.

The next CRDA Board meeting will be held Wednesday, November 9, 2011 at 12:00 pm. The Chair added the more members to support Mr. Maher the better. The Chair stated the next step would be to have the Master Planners at the next meeting.

PUBLIC COMMENT

The Chair opened the meeting to public comment. As there was no public in attendance the Chair requested a motion to adjourn. A motion was made by Mr. Cortez and seconded by Mr. Rodio. The meeting ended at 4:45 pm.