

ATLANTIC CITY
TOURISM ADVISORY COMMISSION

MINUTES OF THE
TOURISM ADVISORY COMMISSION

Date: Tuesday, November 27, 2012
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 Kelly, Joseph Maher, Cortez Martin, Keith Mills, Ali Reynolds

ABSENT: none

CRDA STAFF: Susan Thompson, Sharon Dickerson, Heather Walls

OPENING STATEMENT

The meeting of the Atlantic City Tourism Advisory Commission was called to order at 5:00pm. The Chair requested a motion to approve the minutes of October 9, 2012. Mr. Kelly made a motion to approve the minutes with a second from Mr. Mills. Minutes were approved by unanimous vote of the Commission. Mr. Martin inquired about the Commission's request to see a study of the impact of CRDA investments on the city. Ms. Johnson stated it was discussed at the August meeting and was referenced in those minutes.

PROPOSED BIKE PATH PLAN – Keith Mills

Keith Mills presented the preliminary bike plan to the commission for comment. Mr. Cheatham expressed concern for the elimination of parking on Maryland Avenue and resident safety. Mr. Mills stated they hoped to develop an agreement with Showboat to address the loss of parking to those residents affected. The study is addressing the safety of residents as well as developing the bike plan. Ms. Jackson asked if they were

developing bike paths to which Mr. Mills responded in the negative. Ms. Jackson further inquired who conducted the study to which Mr. Mills replied Baker, planning consultants for the DOT. Ms. Jackson stated the majority of crashes in Atlantic City were by residents to residents. Tourists were not involved as much. Ms. Johnson stated jaywalking is a major problem. Mr. Cheatham stated it had been enforced for awhile but so many people complained they took the signs down. The city should not operate that way. Mr. Greenblatt confirmed the plan would be utilized for both recreational and transportation purposes. Mr. Cortez inquired if they looked into using Delaware Avenue to which Mr. Mills stated no because it runs into the porte cochere at Showboat just as Connecticut runs into Revel. Commissioners continued their discussion of bike lane locations. Mr. Mills stated Maryland Avenue was the best option according to the consultant.

Mr. Kelly inquired if the 3rd page provided to commissioners was the recommendation. Mr. Kelly stated that the proposal will be beneficial for residents and attract visitors and expressed support of the plan.

Mr. Mills stated the bike route will be at least 2 miles in response to Mr. Cheatham's inquiry and explained the reasons behind where it is located.

The members discussed resources to implement the plan, possible DOT funding due to the accident statistics in the city and the need to educate residents about bike and pedestrian safety.

Ms. Jackson inquired if people can sue the city if injured on the bike route. Mr. Mills responded not if the bike route is maintained properly. Ms. Jackson further stated she would prefer no bike route in the city and to keep them on the boardwalk.

Mr. Mills discussed the possibilities of a designated bike path on the boardwalk and its location.

Mr. Greenblatt expressed his support of the plan stating it would attract more visitors if there are more recreational options.

Mr. Cheatham expressed support of expanding hours of the bike path. Ms. Jackson stated it should only be done in the off season.

Mr. Mills stated the additional goal is to have a safe bike route from all the neighborhoods.

Mr. Mills stated there would be a final steering committee meeting on 12/4 12 at 11am in City Council Chambers. Ms. Thompson stated a representative from CRDA would attend.

Action Committees

The Chair stated this item would be table until the next meeting and requested any ideas be emailed to him prior to the meeting.

Special Event

Mr. Greenblatt noted that the one-year anniversary of the approval of the Tourism District is February 1, 2013 and suggested a celebration or event to commemorate the occasion.

Mr. Martin suggested possible sponsorship from the casinos and local businesses.

Ms. Thompson inquired what the role of the Commission would be and whether ACA and/or ACCVA would/should be involved.

Mr. Mills stated at a minimum the Commission would support an event.

Mr. Maher asked if there were other events that week it could be 'piggy-backed' on.

A motion to recommend an anniversary event of the Tourism District approval was made by Mr. Maher and seconded by Mr. Cheatham. Motion was approved by unanimous vote of the Commission.

Past Commissioner Recognition

The commissioners discussed recognition of past commissioners. A motion was made to recognize past commissioners Anthony Rodio and Aaron Gomes by Mr. Mills and seconded by Mr. Maher. Motion was approved by unanimous vote of the Commissioners.

Mr. Greenblatt inquired how the resolutions would be delivered to which Ms. Thompson stated they could be mailed.

Mr. Cheatham asked when a new casino representative would be appointed and Ms. Thompson stated she would follow up with the Casino Association.

Member Comment

Mr. Mills inquired about the letter the Commission sent to the CRDA and city regarding the study related to the cost of CRDA-owned property to the city. Ms. Thompson stated it is currently being discussed. Ms. Jackson inquired to the cost of such a study to which Ms. Thompson responded in the area of \$100,000. Mr. Maher suggested using data already available. The commission continued the discussion of various resources for data.

Mr. Greenblatt stated a discussion of CRDA-owned properties could be put on the agenda for next meeting. Mr. Mills stated he would bring the city's map of CRDA-owned property to the next meeting.

Mr. Martin stated Warren Massey had contacted him regarding the relocation of South Inlet residents. Ms. Thompson explained that formal notices to relocate had not gone out yet but information notices about the project were sent. Ms. Thompson requested Mr. Martin set up a meeting with Mr. Massey and CRDA to discuss his statements to the media. Mr. Martin agreed. Ms. Thompson further discussed the two projects in the area and explained the formal notice has occurred for the Lighthouse project but not the Mixed Use project. Ms. Jackson stated the problem is a misperception.

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