

**ATLANTIC CITY**  
**TOURISM ADVISORY COMMISSION**

MINUTES  
OF THE  
TOURISM ADVISORY COMMISSION

Date: Tuesday, October 25, 2011  
Time: 4:00 p.m.  
Location: 1014 Atlantic Avenue  
Atlantic City, NJ 08401

**PRESIDING:** Ali Reynolds, Chair

**PRESENT:** Keith Mills, Joseph Maher, Tony Rodio, Joseph Kelly, William Cheatham, David Greenblatt, Keturah Jackson, Sarah Beth Johnson and Cortez Martin

**ABSENT:**

**CRDA STAFF:** John F. Palmieri, Susan Ney Thompson, Sharon Dickerson and Stephanie Galantino

## OPENING STATEMENT

The meeting was called to order by the Chair at 4:03 p.m. Ms. Galantino 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 began the meeting expressing the purpose of this meeting is; make preparations to address the CRDA Board and Master Planner with recommendations and summarizing recommendations.

Mr. Maher addressed organizing the Commission's thoughts to present to the Master Planner through the CRDA Board. Mr. Maher explained most documents presented to the Commission Members had been reviewed previously. Mr. Maher stated new documents included policy considerations for utilizing environmentally friendly materials and designs. The Chair asked for comments and questions.

Mr. Rodio inquired as to the Commission's role as it relates to the Master Planner. The Chair responded first the Commission will present their recommendations to the CRDA Board. Then, hopefully, the consultant will attend the next meeting and the Commission will present its ideas directly to the Master Planner.

Mr. Rodio believed all of the Commission's ideas should be integrated into one document. Mr. Maher stated he didn't feel he should take it on himself. The Chair agreed and stated it needed to be completed before the next CRDA Board Meeting on November 9, 2011. The Chair made arrangements for Ms. Johnson and Mr. Maher to coordinate and integrate the documents.

The Chair then suggested having a Special Meeting to review the final document. All members were in agreement. The next meeting of the Atlantic City Tourism Advisory Commission will be on Wednesday, November 2, 2011 at 4:00 pm.

The Chair introduced Mr. John F. Palmieri, Executive Director of the NJ Casino Reinvestment Development Authority. Mr. Palmieri stated he understood this is a new Commission and the Commission's job is to work with the CRDA Board to identify opportunities to address challenges to create a path forward on tourism. Mr. Palmieri expressed the Commission's input is invaluable and he looks forward to working with the Commissioners. Mr. Palmieri added there is a very aggressive schedule with Jones, Lang LaSalle, the Master Planner Consultant and Jerde who are also working with the Master Planners. The plan needs to be adopted by February and normally it would take twice as long.

Mr. Palmieri added the Authority is also working with Atlantic City Alliance headed by Liza Cartmell. Mr. Palmieri stated the Alliance is committed to advancing the branding

and marketing campaign for Atlantic City and the Tourism District. The Alliance is devoting a substantial amount of money to the City. Mr. Palmieri told of the work being done on the Partnership Agreement with the Alliance.

The Chair commended the members on all their hard work and thanked them.

Mr. Cheatham complimented Ms. Thompson for her meeting with Showboat. Mr. Cheatham remarked after the meeting the garage was cleaned up and it looked like someone really cared. Mr. Cheatham encouraged the City citizens to speak up when they see something wrong. Mr. Cheatham believes the City is the citizen's responsibility.

### **PUBLIC COMMENT**

The Chair opened the meeting to public comment.

Mr. Ireland of Atlantic City expressed to Mr. Cheatham how important it is to have a computer. Mr. Ireland stated that is how he researched Mr. Palmieri. Mr. Ireland went on to state he was very happy to live in the middle of the Tourism District however you have to get the ghetto off the beach block.

Mr. Baltice of Atlantic City stated the City passed an Ordinance regarding Certificates of Occupancy for renters and why isn't the City encouraging that type of business. Mr. Mills stated the City is discouraging short term rentals in neighborhood communities.

The Chair requested a motion to adjourn. A motion was made by Mr. Kelly and seconded by Ms. Johnson. The meeting ended at 4:45 pm.