CASINO REVENUE FUND ADVISORY COMMISSION

REGULAR MEETING ON JUNE 22, 2012

MINUTES OF MEETING

The regular monthly meeting of the Casino Revenue Fund Advisory Commission was held on Friday, June 22, 2012 at the State House Annex. Those in attendance were:

James Thebery, Chair

Enid Torok, Vice Chair

Kay Nest, Fort Lee P.A.

Joanne Fetzko NJ4A

Michele Leblanc, for David Rosen (OLS)

Joe Tyrell, CANJ

Bill Moen for Asm. Fuentes

Support Staff:

Steve Xanakis, OMB

Rose Kosin, Dept. of Treasury

Karen Storcella for Pat Maguire, Dept. of Treasury

Guest:

Liza Cartmell, Atlantic City Alliance

Ed Hoff, NJ Transit

Tim Sharpe, NJ Transit

Mike Accevedo, Aide to Asm. Moriarty

Janice Pepper, NJ Transit Research

Yona Baer, NJ Transit

The meeting was called to order by James Thebery at 10:45am, followed by the Flag salute led by Enid Torok. James Thebery welcomed commission members and guests to the meeting and thanked them for attending. The minutes of the March 23, 2012 meeting were approved.

Minutes

Chairman Thebery introduced new members to the CRFAC – Angel Fuentes and John F. Amodeo. Also, there was a moment of silence for the passing of David Ricci from DOH.

Liza Cartmell (ACA) gave a presentation regarding the different strategies to bring more tourists to Atlantic City.

Marketing: Reversing the decline of visitors by having city wide events (concerts, festivals, encourage overnight stays).

Advertising: Billboards, Website, Radio, TV commercials and print.

TV Commercial: we viewed a commercial “DO AC” – the city of dreams, city of freedom, city of spectacles and the city of risk.

Jim Thebery was very pleased with the presentation and turnout of the advertising. Joanne, Joe & Kay thanked Liza for the presentation.

Chair Thebery questioned the train from Manhattan (they need to readdress issue – because of the timing of trains). Possible special rates on rooms?

Janice Pepper (NJT) mentioned customer travel satisfaction research via trains, shuttles. Ed Hoff (NJT) also mentioned a travel instruction program (TIP) to assist people how to travel on trains/buses. Is there advertising for the elderly/disabled? Yes, brochures are distributed at the rehab centers & hospitals. NJT is looking into a reduced fare care program. Transit cards can be issued at a lesser price if note is presented by doctor.

Jim Thebery mentioned increasing NJTransit monies from 8.5% to 9%.

Steve Xanakis (OMB) stated there was a $2 million increase in transportation.

Miscommunication re: the Annual Report. The final report (from Jim Thebery) will be distributed in September, 2012.

Chairman Thebery asked for a motion to adjourn, Joanne Fetzko made a motion and Kay Nest seconded the motion. Meeting was adjourned at 1:00pm.