

# ATLANTIC CITY EXECUTIVE COUNCIL

Tuesday, March 19, 2019

## Stockton University – Atlantic City Campus

### 1) REMARKS FROM GOVERNOR'S SPECIAL COUNSEL JIM JOHNSON

- a) Thanked the Casino Reinvestment Development Authority (CRDA) for its contributions to Atlantic City's revitalization efforts.
  - i) CRDA has provided land for a new supermarket in the city.
  - ii) CRDA is providing funding for Uplift, a consulting company that is helping with the supermarket initiative. CRDA and Uplift will hold three community meetings about the supermarket. The first will take place March 21 at the Dr. Martin Luther King, Jr School Complex and the other two meetings are scheduled for April 11 and April 23.
  - iii) CRDA is providing funding for the Atlantic City Initiatives Office.
  - iv) CRDA is providing funding and support for the expansion of AtlantiCare medical facilities on Ohio Avenue
  - v) CRDA is funding a Neighborhood Coordination Officer program to strengthen community policing and engage in community problem solving in the city with the help of 15 senior police officers.
- b) A draft of the Implementation Plan was provided to each of the Executive Council members.
  - i) There are many things to do, but the work is achievable.
  - ii) Implementation Plan organizes the tasks in a way that makes sense.
  - iii) Executive Council members encouraged to review the Plan.
- c) Results of the Developmental Assets Profile (DAP) survey are in.
  - i) Survey of city youth between 4<sup>th</sup> grade and 12<sup>th</sup> grade was administered by the Superintendent of Atlantic City Schools in partnership with the non-profit Search Institute.
  - ii) Survey conducted to better identify the needs of the community's youth and provide a strong basis for funding for community-based youth programs.
  - iii) A little more than half (53 percent) of the city youth surveyed scored in the adequate or thriving range, meaning they have substantial assets to make positive life choices and prepare for a productive future. Almost half (47 percent) of the youth surveyed scored in the vulnerable or challenged range.
  - iv) Scores suggest there is considerable room to improve Atlantic City youth's experience.

### 2) IMPLEMENTATION PLAN

- a) Plan structured around nine (9) areas and each area broken down into strategic objectives, resources needed, execution, and legislative action.
- b) Plan's second section features a chart that takes each strategic objective and breaks it down even further to include lead agencies doing the work, the strategy to get the work done, implementation, impact and goals.
- c) Need feedback on the Plan from Executive Council members by Tuesday, March 26.

- d) In October/November 2018, Executive Council members provided strategic goals from their organizations. Implementation Plan tries to incorporate those goals in order to build on efforts already underway.

### **3) COMMUNITY CALENDAR**

- a) Atlantic City Initiatives Office is developing Connect A.C., a website database of all organizations in Atlantic City broken down by category. The categories include arts & culture, business, civic associations, community, education, health & human services, housing, etc.
- b) Connect A.C. will also include a master calendar of the organizations' events and activities.
- c) The goal is to bring awareness of what is going on in Atlantic City and to show the City is alive with positive, interesting things to do beyond the casino properties.
- d) Once completed, the Atlantic City Initiatives Office intends to promote Connect A.C. through word of mouth, social media, Google search optimization, and outreach by Executive Council members.

### **4) PROMOTE ATLANTIC CITY**

- a) There was discussion around the current state of marketing for Atlantic City and agreement that more can be done.
- b) Decisions have to be made on where money for marketing would come from, if there should be a direct marketing organization (DMO) that is specific to Atlantic City, and which Executive Council member or organization would lead and manage the marketing initiative.
- c) Jim Johnson said that Atlantic City residents in the past have been promised things that didn't happen, which has resulted in unhappiness among residents. This unhappiness isn't conducive to residents striving to be good hosts to visitors. Therefore, work must be done to advance positive change and give people hope in the future.

### **5) DAP SURVEY RESULTS PRESENTATION**

- a) Jim Johnson said the Developmental Assets Profile (DAP) survey was done in order to understand what needs Atlantic City youth have. This can inform policy and plans moving forward.
- b) The survey, which was conducted by the Search Institute, showed that assets youth have in the home and at school are Ok, but assets in the community can use improvement, particularly in such areas as constructive use of time, positive values and social competencies.
- c) One issue is there is limited to no transportation in Atlantic City to get children to and from after school activities.
- d) Schools Superintendent Barry Caldwell said after school activities have to be centered on social and emotional wellness.
- e) Jim Johnson said a break out session would follow the regular Atlantic City Executive Council meeting to discuss the DAP survey results and talk about next steps.

### **6) GOOD OF THE ORDER**

- a) Joyce Hagen of the Atlantic City Arts Foundation talked about its programs such as ARTeriors, Chalk About AC, and 48 Blocks Atlantic City.
  - i) Arts Foundation entering fifth year.

- ii) Want to now incorporate youth into Arts Foundation projects and programs.
  - iii) Need office space and financial support to take Arts Foundation to the next level.
  - iv) Goal of 48 Blocks this year is to create 10 large, high-quality murals.
- b) Atlantic City Initiatives Project Office provided handouts about homeownership programs.
- c) NJ Housing and Mortgage Finance Agency Executive Director Chuck Richman talked about the Agency's First Time Homebuyer program, which offers \$10,000 in down payment assistance.
  - i) NJHMFA looking for partners in the Atlantic City area to potentially increase the amount of down payment assistance.
  - ii) Would like to set up direct working relationship with realtors in Atlantic City.