

New Jersey Commerce, Economic Growth & Tourism Commission
January 8, 2007
Board Meeting Minutes

Members of the Board Present: Gary Rose, Designee for Governor Corzine, Secretary Virginia Bauer, Joseph Fede, Public Member, Dr. Sang Kim, Public Member, Barbara Tomalino, Public Member via teleconference call, and John Torok, Public Member.

Also present at the table, DAG Elizabeth Renaud, Dominic Rota - Board Liaison; Melissa Liebermann, Governor's Authorities Unit and Patricia Warford – Board Secretary.

Minutes

The meeting was called to order at 10:05 a.m.

Open Public Meetings Act Statement

Patricia Warford announced that this is a regular meeting of the New Jersey Commerce, Economic Growth and Tourism Commission. Adequate notice of this meeting has been provided in accordance with the Open Public Meetings Act. On January 3, 2007 notice was mailed to the Star Ledger, Trenton Times, Trentonian, Courier Post, Atlantic City Press, Bergen Record and Home News, and has been duly filed with the Secretary of State and posted on the Secretary of State's bulletin board at the State House.

Communications and Reports

Secretary Bauer wished everyone a Happy New Year. The Secretary reported to the Board that the annual Governor's Conference on Tourism will take place March 28-30 at the Trump Plaza Hotel and Casino. The Secretary also reported that she was actively participating at regular Ft. Monmouth Revitalization Planning Authority meetings in her capacity as Vice-Chair. The Secretary also reported that an article on the Chairman, Bob Lucky, appeared in the Star Ledger and that she is proud to be working with him.

Mr. Rose indicated that this is a critical and important project to the State, that so many jobs are at stake and that its transformation over time will serve as an economic engine for the State.

Resolutions:

Res. No. 07-32 Resolution ratifying Minutes of October 18, 2006 Meeting.

Dr. Kim made a motion to approve Resolution NJC07-32 and Mr. Torok seconded the motion.

There were five members who voted to approve Resolution NJC07-32. Mr. Fede abstained. Motion approved.

Res. No. 07-33 Resolution authorizing the CEO/Secretary to enter into a Memorandum of Understanding (MOU) with the New Jersey Department of Environmental Protection (NJDEP) for the operation of a Visitor Information Center at the Liberty State Park Central Railroad Terminal located in Jersey City, Hudson County.

Secretary Bauer made a motion to approve NJC07-33 and Mr. Fede Seconded the motion.

Nancy Byrne, Director of Travel and Tourism reported that study shows that visitors who make contact with a tourism welcome center spends approximately \$123 more than they normally would. Mr. Fede asked how you would resolve a dispute with a private entity. DAG Elizabeth Renaud indicated that since we only distribute literature at the site, Commerce could walk away and that the resolution allows for thirty-day notification of termination by either party.

Motion was approved by a vote of 6 to 0.

Res. No. 07-34 Resolution authorizing the CEO/Secretary to enter into a Memorandum of Understanding (MOU) with Jersey Gardens for the operation of a Visitor Information Center located at 651 Kapkowski Road in the City of Elizabeth, Union County.

Dr. Kim moved for approval of NJC07-34 and Mr. Torok seconded the motion.

Motion was approved by a vote of 6 to 0.

Res. No. 07-35 Resolution authorizing the CEO/Secretary to enter into a Memorandum of Understanding (MOU) with the Somerset County Business Partnership for the operation of a Visitor Information Center located at 360 Grove Street, in Bridgewater, Somerset County.

Mr. Torok moved for approval of NJC07-35 and Mr. Fede seconded the motion.

Motion was approved by a vote of 6 to 0.

Res. No. 07-36 Resolution authorizing the CEO/Secretary to enter into an Agreement with First Choice Marketing LLC through the

Cooperative Marketing Grant Program for an amount not to exceed \$50,000.

Secretary Bauer moved for approval of NJC07-36 and Dr. Kim seconded the motion.

Nancy Byrne indicated that First Choice Marketing is the exclusive independent marketing agent for the Hambletonian Festival of Racing, the Haskell Invitational and the Breeders Crown. Secretary Bauer indicated that both she and Nancy serve on the Breeders Cup Host Committee, which will be held October 2007 at Monmouth Park.

Motion was approved by a vote of 6 to 0.

Res. No. 07-37 Resolution authorizing the CEO/Secretary to enter into an Agreement with Liberty Science Center through the Cooperative Marketing Grant Program for an amount not to exceed \$80,000.

Ms. Tomalino made a motion to approve NJC07-37 and Mr. Fede seconded the motion.

Dr. Kim indicated that the Liberty Science Center has approximately 1.2 million visitors annually.

Motion was approved by a vote of 6 to 0.

Res. No. 07-38 Resolution authorizing the CEO/Secretary to enter into an Agreement with the Morris County Visitors Center through the Cooperative Marketing Grant Program for an amount not to exceed \$75,000.

Secretary Bauer made a motion to approve NJC07-38 and Ms. Tomalino seconded the motion.

Motion was approved by a vote of 6 to 0.

Res. No. 07-39 Authorizes the CEO/Secretary to fund monthly contracts with the foreign trade representative in Brazil for November and December for services already rendered, to bid the services of a foreign trade representative no later than March with an award no later than June 2007, and extend the funding of the office in the interim pending the re-procurement so as not to interrupt the services provided.

Secretary Bauer made a motion to approve NJC07-39 and Mr. Fede seconded the motion.

Celeste Armenti, Vice President of International Trade and Protocol indicated that Resolutions 39 and 40 authorizes continuance of our Foreign Trade Program in Brazil which serves South America and all of Latin America and Israel. These foreign representatives provide free international trade counseling services to New Jersey companies and offers a variety of in-market export assistance to the State's business community. The Foreign trade representatives are also responsible for foreign direct investment lead generation and development. Mr. Torok asked about the selection criteria. Ms. Armenti explained the process for these two representatives. Secretary Bauer acknowledged Ms. Armenti for her good work.

DAG Renaud indicated that Executive Order #37 requires that all Authorities and Commissions utilize a competitive bidding process. Bids for the foreign trade Representatives will go out in March and will be awarded in June. These Resolutions allow for the contracts to continue until the public bid is awarded. It also allows for payment of services for the months of November and December.

Motion was approved by a vote of 6 to 0.

Res. No. 07-40 Authorizes the CEO/Secretary to fund monthly contracts with the foreign trade representative in Israel for November and December for services already rendered, to bid the services of a foreign trade representative no later than March with an award no later than June 2007, and extend the funding of the office in the interim pending the re-procurement so as not to interrupt the services provided.

Mr. Torok moved for approval of NJC07-40 and Mr. Fede seconded the motion.

Motion was approved by a vote of 6 to 0.

Res. No. 07-41 Resolution authorizing the CEO/Secretary to enter into a Memorandum (MOU) with the Office of Economic Growth.

Mr. Torok made a motion to approve NJC07-41 and Ms. Tomalino seconded the motion.

DAG Renaud indicated that Governor Corzine signed Executive Order #50 on Friday, which formally recognizes the Office of Economic Growth (OEG) as an in, but not of, the Department of the Treasury. This MOU permits the transfer of certain employees from the Commerce Commission to the OEG, with the salaries

for such employees being paid by Commerce until the end of the Fiscal Year. With the commencement of the new fiscal year, the OEG will be funded directly in the FY 2008 budget. This MOU also recognizes the need of the OEG to contract with consultants/research or outside experts in order to meet its mission. Provided that the Secretary and the Chair of the Commerce Commission are previously notified, such contracts will be paid by Commerce.

Mr. Torok asked if this would cede the ability of the Board to approve expenditures. DAG Renaud indicated that OEG through Treasury, Division of Purchase and Property, will be utilizing the bidding process and procedures and that all requests for funding must be submitted in writing for approval by the Secretary.

Mr. Fede asked if the employees have been identified. Mr. Rose responded that it was a work in progress and that OEG was created without funding and that this MOU allows their office to move forward. Commerce, through Secretary Bauer, has been quite generous with support. Secretary Bauer indicated that this MOU memorializes what has already been done. Secretary indicated that she would continue to keep the board informed.

Motion was approved by a vote of 6 to 0.

Mr. Fede made a motion to adjourn the meeting at 10:45 a.m. and Dr. Kim seconded the motion.

Motion was approved by a vote of 6 to 0.