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**PUBLIC HEARING**

before

**ASSEMBLY SELECT COMMITTEE ON TOURISM**

on

**The Development of Tourism in the State of New Jersey**

May 27, 1986  
Conference Room A  
Lakewood Municipal Building  
Lakewood, New Jersey

**MEMBERS OF COMMITTEE PRESENT:**

Assemblyman Guy F. Muziani, Chairman  
Assemblyman Joseph A. Palaia, Vice Chairman  
Assemblyman John Paul Doyle  
Assemblyman Jeffrey W. Moran  
Assemblyman Robert W. Singer

**ALSO PRESENT:**

Anne Raughley  
Office of Legislative Services  
Aide, Assembly Select Committee on Tourism

**New Jersey State Library**

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MUZIANI  
-son  
A. PALAIA  
Chairperson  
E. KOSCO  
Y. W. MORAN  
T. W. SINGER  
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May 6, 1986

M E M O R A N D U M

TO: Members of Assembly Select Committee on Tourism  
Advisory Committee Members

FROM: Assemblyman Guy Muziani  
Committee Chairman

SUBJECT: MEETING NOTICE

(Address comments and questions to Anne Raughley, Committee Aide)

The next meeting of the Tourism Committee will be held on Tuesday, May 27, 1986 in Conference Room A of the Lakewood Municipal Building, 231 Third Street, in Lakewood, New Jersey from 3:00 P.M. to 6:00 P.M.

Mayors, freeholders and State legislators from tourist communities have been invited to address the committee at this meeting.



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ASSEMBLYMAN GUY F. MUZIANI (Chairman): May I have your attention? I would like to call to order the Assembly Select Committee on Tourism. We certainly appreciate your taking time out to participate here this afternoon. We have about nine or ten speakers. Of course, they will all be limited regarding the time they may take, so that we can complete all of the testimony within the time frame of three hours. If we are able to finish sooner, Bob Lattore has offered the showing of a film that he thought might be beneficial for everyone, if we have time to do it. We will consider that at the proper time.

First of all, before I make any opening comments, may I introduce to you those of us who are sitting up here who will be listening to this testimony, and digesting it, and eventually evaluating it, and making, I hope, some meaningful decisions in the future concerning tourism in the State.

To my far right are David Inverso and Kurt Sakowski, the two gentlemen who are here as hearing reporters. Everything we say here today will be taped. They will then prepare official minutes for us. Next we have the honorable Assemblyman from the Ninth District, Jack Hendrickson, and the honorable Assemblyman Jeff Moran, also from the Ninth District. And, of course, we have the illustrious Mayor of the City of Lakewood, and the Assembly person representing this district, Bob Singer.

Following the Mayor we have the Republican representative who works with the Committee, Debbie Smarthe (phonetic spelling) and to my right, of course, the Vice Chairman of this Committee, Joseph Palia, the Assemblyman from the—

ASSEMBLYMAN PALAIA: Eleventh.

ASSEMBLYMAN MUZIANI: Eleventh District. I should know that.

ASSEMBLYMAN PALAIA: You're from One. I know where you're from. (laughter). I'm from Eleven; you're from One. That's okay.

ASSEMBLYMAN MUZIANI: I'll remember it next time.

ASSEMBLYMAN PALAIA: You won't forget it.

ASSEMBLYMAN MUZIANI: I know.

ASSEMBLYMAN PALAIA: I won't let you.

ASSEMBLYMAN MUZIANI: To my left is the Legislative Aide, Anne Raughley, who has been very helpful, along with Debbie, in preparing all the work that has to be done as far as the details and the administrative end of a hearing are concerned. To Anne's left, is Gail Saxer, representative of Assemblyman John Paul Doyle. He is in court at the present time, but has every intention of being here if he is able to free himself from the case he is on. Gail will be sitting in in his place.

Before I make my opening statements, I would ask at this time for the Mayor to extend an official welcome, please, to the Committee and, of course, to those of you who are here to help us out.

ASSEMBLYMAN SINGER: Thank you, Mr. Chairman. I first want to thank the Committee and the Chairman for selecting Lakewood as the site for this hearing on tourism. Certainly we all appreciate how important tourism is to Ocean County. It plays a major, major role in the economy.

Lakewood, as you saw as you drove in, I hope, is going through a massive redevelopment. We are spending upwards of \$6 million on our renovation program in the hope of recapturing some of that tourism. It use to be the major industry of Lakewood. Bob Lattore can certainly tell you, as well as George Tompkins and many other people, that at one time Lakewood had 105 hotels and was one of the major tourist attractions in the entire area.

ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED

Today we are the industrial hub, but we are redoing our town and, hopefully, we will recapture some of that tourism business that comes down to the Jersey Shore.

Again, I want to welcome you, and I want to thank you for having your hearing here today. I hope you will all enjoy taking a look at Lakewood.

ASSEMBLYMAN MUZIANI: Thank you very much, Mayor. At this time, I wish to also introduce, representing the Division of Tourism, the illustrious Charlie Geter. He is a man who has been around for a long time, and he knows his business. Charlie, thank you for coming.

C H A R L E S G E T E R (speaking from audience): It is my pleasure to be here, Assemblyman.

ASSEMBLYMAN MUZIANI: I would also like to recognize those who are here today who are serving as advisory members to this particular Committee. They are very conscientious about attending these hearings and, of course, they have expressed themselves. We are hoping to hear more from them as time goes on.

Bob Lattore is right here in front. Bob, will you stand up and be recognized. Bob is from Seaside Heights. He is the PR Director for that City. Michael Redpath, Executive Director of the New Jersey Amusement Association, is here. Walter Sachs, Cape May County Economic Development Director, is with us, and I saw Mayor George Tompkins from Seaside Heights come in. Mayor, welcome.

We have had four other hearings to date on this subject of tourism. Our purpose, of course, is to hear those who are in the industry, as well as those who are in public office, express their feelings concerning what it is they feel that tourism should be all about, where they feel we are doing the job, where they feel we are not doing the job, and any suggestions and recommendations they might offer to this Committee for its consideration in order to enhance tourism in the State.

As everyone knows, tourism is very important as far as the State of New Jersey is concerned. It generates millions of dollars of taxes. Economic development is also a vital part of the State's purpose. Of course, in doing so, tourism plays a vital part in that regard; for instance, the jobs that it creates. Everyone knows it is one of the largest industries concerning job opportunities, the jobs that are actually functioning at this time.

We are interested in trying to do what we can to improve upon this business of tourism. There are many areas we think have to be addressed that possibly have not been addressed in the past. The purpose of this Committee will be to sit down and evaluate, along with the representatives from our Advisory Committee, all of the testimony we have gotten; evaluate it, digest it, understand it for what it all means, and discuss among ourselves ways and means whereby we can come up with some specific ideas, possible changes in legislation, if necessary, as far as regulations are concerned, whatever it might take, so we can operate more effectively.

The industry itself is becoming more competitive every day. There is no question about that. Those who are in the industry realize the benefits to be derived, so they are spending more money in promoting tourism. Money spent in promoting tourism should really be looked upon as an investment, not as a cost, because there is a definite return for every dollar invested. That, I think, is one thing the Committee understands, and understands full well, that we have to expand upon that concept, and do whatever we can to try to get New Jersey in the forefront as far as its promotion of tourism is concerned.

We have come a long way in the last five years, a long way. When the Governor took office, we were spending less than a million dollars to promote this industry. Today, it is up to \$8 million. He made a commitment, and he has lived up to that

commitment. He has lived up to the commitment he has made as far as tourism is concerned. I am hopeful that by the time he finishes his term — which will be in another three years — that figure will have doubled. That itself would not be too much to ask because we have states that spend that kind of money today.

Illinois is a state that is spending more money promoting tourism in this country of ours than any other state — \$15 million. I don't know what the attractions are in Illinois, but the fact is, they are spending \$15 million. New York is spending \$12 million. Pennsylvania is spending about \$9 million. We are about, I guess, fifth or sixth at the moment as far as expenditures are concerned. Nevertheless, we have a lot to offer here — natural resources, recreational facilities, and historic sites.

So, it's all here in this State. The Assembly Speaker saw fit to recognize the importance of the industry, and has appointed a Committee. This is the first time this has ever happened, where the Assembly now has a working Committee trying to find ways and means of improving the business of tourism in the State of New Jersey.

I'll tell you another responsibility we have. We are going to have to educate -- and I say this with all due respect -- the other legislators as to what this is all about, because many legislators really do not get themselves involved. They take it for granted that this industry is a vital industry and is functioning, but, nevertheless, they don't really feel it is that important, I guess. I think it is going to be our purpose to try to educate others in the Legislature as far as the importance of this industry is concerned, in an attempt to gain their support when the time comes for meaningful legislation or changes in concept.

At this time, I wish to extend my welcome to everyone. I am very thankful that the good Mayor here has

offered his facilities. I'm certain we will be listening to some very constructive ideas here today. I know you wouldn't be here unless you thought it was important enough for you to take the time to come out and share your views with us.

Now, there have been a number of requests made. There are three in particular which, because of other commitments, I will certainly honor. I will ask at this time that Mr. Paul Ridner, Monmouth County Director of Public Information, be the first to give testimony.

Now, may I ask that whenever you speak, please give your name so that the hearing reporters will be able to identify you when they make up their minutes?

**P A U L R I D N E R:** My name is Paul Ridner. I am Public Information Officer, Promotions Director, and Tourism Director for the County of Monmouth, which County has 53 miles of gorgeous beaches.

I come here today with an open mind, and to tell you that I appreciate-- I was not in office last year. I have been and out of office depending upon certain things, but I have been in this business for 35 years. I appreciate the fact that the Division of Tourism gave us a matching grant with Ocean County to produce this book, which I will leave with you today. It is a quality book and it is well-received. I thank the Division of Tourism for this matching grant money.

I also bring to you some of the quality work we do in Monmouth. I believe this is our Monmouth County Directory for 1986. I think it is also a great piece.

My big concern is the fact that we do road shows, along with Cape May County, which really puts out and deserves an awful amount of credit -- Lou Rhodia down there, and all of his team. We were with them in Cleveland this year. Our tour schedule this year was light because coming back into office I did not have the time to organize it. Next year we will do 28 cities, from Cleveland to Syracuse and all over the East Coast.

This coming Sunday I leave for Reno, Nevada, to the National Sheriffs Convention to promote Monmouth County out there among the Eastern Region sheriffs.

When you are on the road and you're going eyeball-to-eyeball with people, it is a very gratifying experience to talk to them about your County and your State. Since I have been in office — since January 2 of this year, on this term — I have produced close to one-half million pieces of literature to be given out to people who want to come to Monmouth County. The map hanging behind you there we are going to unveil on June 12 at the NJAC Convention in Atlantic City; a County map such as this.

Now, when we are in Cleveland, and I think Lou and everybody will back me up on this, and we walk down the aisles and look the show over, or any show, we see maps from Pennsylvania, Ohio, Michigan, Alabama, West Virginia, New York — the White Mountains — Louisiana — the crocodile state — South Carolina, and Kentucky. We didn't have one map from New Jersey with us when we were out there, not one. Consequently, when I got back I called DOT and tried to get some. They have been turned over to the Division of Tourism.

Only this last week, Fort Monmouth, which gets a big influx during the summer months, called us for maps. We had to tell them we didn't have any. They called the State, and 200 were delivered the next day. Now, if they have them, they should give us a fair share of them. I went out, got a release from a map man, and made my own map. It's not a map like the State of New Jersey should be represented with, but it shows Monmouth County and how to get here. I had 2,000 of these made.

Now, in Cleveland I had 453 people ask for maps. I had them put their names on a card, and we mailed them this map. This is a fine illustration of the State of New Jersey, when we've got Louisiana tagging us out.

We ask for literature. Now, I know literature is hard to put together, and some time in the month of July, or somewhere comparable to that, we will probably get some literature from the State. I have been so isolated from the State Division of Tourism, I wouldn't even know what number to call out there any more. When you call, you get, "They're in production." Now, here are brochures from Michigan, New Hampshire, a State Travel Guide from New York, South Carolina, Alabama, Massachusetts, and Southeast Michigan. It gets very discouraging when you are out there.

I love to see Governor Kean walking on the beach and saying, "Perfect Together." That's fine, but we in this industry are not perfect together with the State. I will do anything in my power to take them on board and distribute their literature. The only thing we usually get on time is your Calendar of Events, and you can get all of those you want. But as far as anything else is concerned, it's no dice.

Now, if the State takes this attitude -- and I hope they won't keep this attitude -- I don't need the State of New Jersey. I am promoting Monmouth County. I'm getting paid for that. I would love to have the stuff with me from the State because it shows our strengths, but when you can't get it, what are you going to do?

Eight million dollars is fine. I would like to know how much the ad agency is getting to produce what they are producing. Some money has to be thought up and used for the regions. I am not speaking of any other region but my own right now. We have 53 miles of beach front, and the beaches get packed.

I love this job so much that every year I go to England. I have some British tours coming over this year. I have been to Edinburgh, London, Blackpool, and York. Last year, I was fortunate enough to tag on with British Travel and Tourism. We flew into West Germany. I met Helmut Kohl --

Chancellor Kohl — and I met Francois Mitterrand, President of France. Every year I usually get together with Margaret Thatcher, and they have tea in the morning around 10 — on a Saturday morning. I was never so surprised in my life as when these white-gloved gentlemen gave out the tea. I took a big gulp of it thinking, "Boy, this is going to really hit me." It was pure Scotch.

But anyway, there are a lot of things we can exploit in tourism here. A person from the U.K. comes over here. Where do they get their money exchanged except in Newark Airport? There is not one bank in Monmouth County that will do it, and I wonder how many banks in any other counties will do it. It is something we should look into. We should talk to one bank to do the exchanging of money. It seems to me that in the area we're living in, we're lacking quite a few things.

Now, as I said before, I am going to leave this material with you. I hope something can be done. I want to work with the Division of Tourism in Trenton, and I want to do my fair share for them. But, if I get negative results, as I have been getting, I don't need them.

ASSEMBLYMAN MUZIANI: Mr. Geter, you have an option. Would you like to respond, or would you rather wait until the end?

MR. GETER: I would rather wait and sum up at the end.

ASSEMBLYMAN MUZIANI: Sum up at the end, okay.

MR. RIDNER: Let me say one other thing, and then I will get out of here. That gentleman back here, Mr. Geter, is one of the greatest workers in this State. They should all copy him because he is tops. I think Lou Rhodia and the other people will back me up on that.

As far as Lakewood is concerned, I am happy to be back here. I did spend some time working on The Lakewood Times when it was in production.

Thank you for your time. I hope you consider my thoughts and try to help me out, and help the State out, too.

ASSEMBLYMAN MUZIANI: Thank you for your testimony. Do any members of the Committee have any questions?

ASSEMBLYMAN PALAIA: No questions, but it's good seeing you again, Paul.

MR. RIDNER: Pardon?

ASSEMBLYMAN PALAIA: It's good seeing you again.

MR. RIDNER: Thank you, Joe.

ASSEMBLYMAN MUZIANI: Thank you, Mr. Ridner.

MR. RIDNER: Thank you.

ASSEMBLYMAN MUZIANI: Mr. Peter Schnell, Ocean County Tourism Council.

P E T E R S C H N E L L: My name is Peter Schnell. I am the Coordinator of Marketing for Ocean County College and, for the past two years, Chairman of the Ocean County Tourism Advisory Council. Also, a past Chairman, for two years, of the Shore Region Tourism Council.

Unlike in Monmouth County, we have approximately 35 people who sit on the Ocean County Tourism Advisory Council, who advise the Ocean Board of Chosen Freeholders on problems, solutions, ideas, concepts, anything that comes along in the field of tourism, hopefully with the idea that within our own County some of these things will be adopted.

Each year for the past three years, we have had a \$25,000 budget. We are all volunteers. We do not go to England; we do not go to Syracuse. We, unlike our sister county from the region, spend most of our time within our own County promoting, as people come here, the value of returning.

With the respected Division-- Obviously, the Chairperson has given the first remarks, but I have been doing this for the past six years. When we started out working with the State, we had a budget of less than \$1 million, and surely, from Ocean County's standpoint, as well as the Shore Region, we are very pleased that the Governor has increased it.

One of the things we have been very pleased with, which Paul touched on, has been the matching grants. As I am sure you've heard before, the first year it was done, which was two years ago, it was \$50,000; last year it was \$250,000; and, this year it's \$350,000. This has allowed a County like Ocean to produce brochures, with Monmouth County as well as alone, which allow us to spend that \$25,000 and get a lot more for our dollars.

The other thing that has helped our County tremendously has been the advertising program, obviously, when a Bill Cosby or a Brooke Shields or Governor Kean gets on and talks about the shore. On the way up here, I heard Bill Cosby. He is going to go to a safari park. Well, obviously, not too far from here in Great Adventure, and we have the largest safari park actually in the United States. So, we are very pleased with that.

With that, we believe there are a couple of points that have to be made in terms of things we would like to see changed. One of the things that our own County has been very cooperative with, but obviously has a concern for, is signage. Now, I know that goes through DOT, and I know we have spoken to the Division a number of times, but one of the things I think the tourism industry needs more than anything else is really-- If they are going to have a destination point, people have to know how to get from one place to another. I am not necessarily discussing just maps. I'm talking about when you drive along a particular road, you should know you are heading in the direction you originally intended to. That is an area I know the people on the councils I sit on are very concerned with.

One of the other things -- and I'm glad to see that the Speaker of the Assembly has set up this Committee -- is a constant input from the industry to the Division. Over the last number of months, a number of people from both Ocean

County and the Shore Region, including Paul, have discussed problems with the Division. At times we feel we are getting a real good listen. As most of you know — and I know the Chairman was there, as well as the Vice Chairman and I believe Assemblyman Singer, also — we had a Governor's Conference on Tourism, and a lot of good dialogue went on. But once a year in an industry that generates anywhere between \$7 and \$13 billion? You need more time to sit and talk, not only with the Division, but with other people. So I strongly suggest that the people who have attended the last three Governor's Conferences would like to see things happen more often.

And the last thing, which is a real problem — and I alluded to it a few seconds ago — Tourism is somewhere between a \$7 billion and \$13 billion industry, depending on what time of the year it is. By that I mean, early in the year we talk about \$7 billion, and then I think there was a breakfast last Friday where it was \$13 billion. I think we have to have a way of telling what type of business it is. Over the past few years, I know that our County, as well as the Shore Region, has asked for figures, sales tax figures that are generated out of a county. It is not broken down. You get things like, "Well, we have \$800 billion." The numbers go back and forth. When you are talking about the second, the third, the fourth, whatever number industry we are -- or the first, which a lot of us still believe we are — there is no way to calculate that.

I think that is real important to the industry. We sit as people who try to figure out how important this industry is. I'm sure there is no one who would say it is not important coming off the last Memorial Day weekend — the recent one. But I think we have to put it into dollars and cents. I know both the Shore Region and Ocean County have, for the last four or five years, discussed, not only with this Administration, but with the previous Administration, the idea of getting sales tax figures for each county.

Now, my understanding was that for a couple of years they broke it out for a couple of counties. One I think may have even been Cape May or one of the counties in the southern part of the State. But we have never heard for our own County and we would be real interested in it.

Thank you.

ASSEMBLYMAN MUZIANI: I wish to answer your question about the sales tax because it is ironic that you would bring it up at this time. I just got off the phone. I received a call from an Atlantic City Press reporter. They pulled out Joe Chinnici's bill, a bill that has been in there for about 10 years, asking for a breakdown of the sales tax figures. There are a number of us, of course, who are co-sponsors of the bill. I am hopeful we can convince enough of the legislators to realize the importance of this piece of legislation as far as South Jersey is concerned, and the tourism industry, to get it posted on a committee level so we can have some public testimony. That is what I am hoping for.

But I think they are going to put out a story tomorrow concerning that particular bill. I don't remember the number of it, to tell you the truth, because it has been so long. It has been put in year after year after year, and, of course, it has been falling on deaf ears. It's like anything else. I mean, if we realize — and I think we will once we get those figures, if we are able to get them — we are getting a disproportionate share of State moneys into the areas where it would generate so much by way of sales tax, gas tax, liquor tax, and all the other taxes, as far as tourism is concerned, then someone is going to have to receive less in order for us to receive more. That could be a problem in itself.

But, nevertheless, I think at this time — and it is probably the right time for it — we could get enough support. This Committee could be very supportive of the idea of at least getting that posted in committee, and getting some public

testimony to find out whether it is justifiable to at least have the Legislature consider it.

The one answer you are going to get is that there is no way of breaking down the figures because the chains don't report their individual operations. They report one lump sum figure. I don't know whether that is correct or not. They have been telling us that for years, and we have had to accept it. But I think that if there is a push, like if you had a concentrated effort on the part of many of us, we could at least get that posted. Now that we are in control of the Assembly, I think that if we gave our reasons to the right legislators and, of course, to the people who would be making the difference as far as getting the bill posted, or not getting it posted, I think we could probably get some action this time, which we have not been able to get in the past.

MR. SCHNELL: Yeah. One additional item. The Chairman mentioned educating other representatives. Coming from Higher Education, being an administrator there, I would also really like to see the Division taking on some form of education for other than legislators, for the general populace, on the real value of tourism. The people who represent Ocean County know that somewhere around Labor Day we get what is commonly called -- and I'm sure in Monmouth it is no different -- the "Bennies go home" syndrome, you know, there are parties on the beach, and things like that. Truthfully, the Bennies -- the name comes from the beneficial sun -- are an extremely important entity, not only to this County, but I'm sure right up and down the 126 miles of beaches, anywhere along there. I think that if the Division were to undertake something through the school systems, maybe in the years to come it wouldn't be so prevalent that the Bennies have to go home. There is a value to them. Those who go to Florida know this. They welcome the Snowbirds because they know what their tax rate is since the Snowbirds are there in the winter.

I think we — and I include Bob Lattore in this, who has done an excellent job — in our own County, have spent a lot of time out there educating people that the beneficial sun and these Bennies really have a value to us. Even though I wouldn't want to be on the road on the Friday or the Saturday of Memorial Day, it is still a value.

ASSEMBLYMAN SINGER: Mr. Chairman, just one comment. You know, I think Peter — and I know you and I have discussed this in the past -- I think we over-react a little bit today. Certainly all of us understand that during the summer months, especially in this County, the restaurants are busier, you have to wait in line a little bit longer, and the roads are a little bit more congested. If it is a rainy day, the mall is packed. That is the nature of the summer season. People move around; people travel more, and that's tourism. And I think that certainly when the summer ends, things just slow down a little bit in the County, and that is really what people are talking about, not so much the people, but the idea that you don't have to wait in line as long in the restaurants. I have never met anyone who seriously was really into the type of comment, "Bennie, go home." It was more of a joke than anything serious.

MR. SCHNELL: Well, I am going to make a comment. I started in 1979 or 1980. On Memorial Day Sunday -- and I hope the representatives from the newspapers-- Really, the reason I got involved with tourism is, I happened to have been at that time the Executive Director of the Chamber right in Lakewood. One of the problems was, there was a newspaper -- it is still in existence -- and the headline on that Memorial Day Sunday, in bright red, said, "Bennies Go Home." In my estimation, that was when Bob Lattore and a few people on the Council decided-- It was not The Asbury Park Press, but it was the other one; we'll leave that alone. But it is the type of thing that I believe, over the last four or five years, with the County having one of the lowest tax rates of the 21 counties-- I

believe people have begun to understand it. But at the same time, I think if we spend some of the dollars in the Division budget on general education, let's call it, of individuals, I think it would have a tremendous value. I'm sure it's not just in Ocean County, or Monmouth County; I have a feeling it is a New Jersey problem because anywhere I have been along the Jersey Shore, some time or another that reference is made.

ASSEMBLYMAN MORAN: Guy, if I may, please.

ASSEMBLYMAN MUZIANI: Yes, Assemblyman.

ASSEMBLYMAN MORAN: Peter, first of all, I want to commend you on the job you are presently doing. I think a few of the points you brought up are points that each and every one of us—

ASSEMBLYMAN SINGER: Excuse me, he must be a friend of the family's. (laughter)

MR. SCHNELL: That's right, and I don't even get paid. I always tell them to hold back my check.

ASSEMBLYMAN MORAN: I was making reference to the (indiscernible).

MR. SCHNELL: Well, there goes that.

ASSEMBLYMAN MORAN: But I just want to say that your question on the tax revenues derived from our tourism throughout all of New Jersey is something that we have all been talking about. It was just at our last meeting that we had people in from the Division, and they are asking the same question. So, we are on top of that, although the more you get into it in the privatization of what they are paying in taxes, I think they start shying away from it. So you have to be very, very careful about the manner in which you do that in this particular industry.

Regarding the signs, I think we have more signs in Ocean County now -- put up by the County, not by the State -- than anyplace else.

MR. SCHNELL: Absolutely; oh, I agree.

ASSEMBLYMAN MORAN: I go into Trenton and I get lost. When I come to Ocean County, it's a blessing.

Regarding your last point about educating the populace, Stockton State College is presently trying to generate a program which was funded by the State. I think we are going to see some results from that.

But I think you're definitely right. We don't want those Bennies to go home necessarily because we want to get rid of them. We want them to go home so we can have our highways back. I do remember that article; I remember it well. Those things happen. I think people like yourself, and myself, and many of us here, took that in the wrong manner than it was intended by the newspapers. I think those things are always going to happen.

I think we've got a great attraction here in Ocean County, not just in Ocean County, but in the total State of New Jersey. And I think we've got to sell it. I think the ads that are on TV are doing a great job, but we've got to do more. We've got to do more with the map handouts. I know whenever I get the map handouts for school, which we get from the Department of Transportation -- we used to, anyway -- they are a big attraction for kids. I mean, every kid wants to take home a map of New Jersey, and it's not just to throw someplace. They want to know what is going on in New Jersey.

In closing, I just want to say, again, that I think you are doing a good job in both capacities.

MR. SCHNELL: Thank you.

ASSEMBLYMAN MUZIANI: Assemblyman Palaia wants to say something.

ASSEMBLYMAN PALAIA: Peter, I appreciate your remark about the increase of the \$8 million that the Chairman alluded to. One of our major problems, as you know, is restrictions within the budget itself. I think the numbers we are looking for on sales taxes should be a primary concern to us because if

we can show justification, point out that an increase in our publicity will bring an increase in funds to New Jersey, that could be very important when constructing a budget and increasing that \$8 million to a more realistic figure, maybe of \$12 million, or what have you.

So, that is a good point. But by the same token, we need some background in order to convince the Governor to convince the legislator to convince the people that this money is well spent. So that part is something — as the Chairman said — that we are going to be working on. We won't let up on that until we can get those figures because they are going to prove us to be an ongoing industry which is working.

ASSEMBLYMAN MUZIANI: Anyone else? Any questions? Assemblyman Hendrickson?

ASSEMBLYMAN HENDRICKSON (sitting at Committee table): Thank you, Mr. Chairman. Peter, I wish to congratulate you, also, but I would just like to pick up and expand a little bit on the Bennies statement. I know Bob Lattore and Mayor Tompkins have, for years, wanted more than anything to extend the season from the 12 or 14 weeks. If we are going to direct additional moneys, I believe part of the publicity we put in the handouts ought to be on extending the season, to show the people of the United States of America, and Canada, if you will, how beneficial Ocean County, Monmouth County, Atlantic, and Cape May are April through September and October; just what benefits they can get from the sun and the enjoyment of our natural geographical areas.

So, on the one side, we can generate more tax dollars, more jobs, by directing Tourism to concentrate on the Jersey Shore and extending the season from April through sometime in the middle of October, maybe the end of October, because we really have some weather comparable, I would say, to Virginia and North Carolina. You see a lot of ads coming up now for Virginia, Virginia golf courses, and so forth. So, whatever the Tourism Committee can do—

I was going to testify, Mr. Chairman.

ASSEMBLYMAN MUZIANI: You are going to be next.

ASSEMBLYMAN HENDRICKSON: Well okay, I'll be quiet then.

ASSEMBLYMAN MUZIANI: Does anyone else have any comments? (negative response) All right, thank you very much, sir.

ROBERT LATTORE (speaking from audience): I'm Bob Lattore. I want to remind Peter, through his testimony, that several years ago Ocean County College's marketing class conducted a survey of Ocean County residents. The objective was to discover their attitude toward tourism. One of the most frightening things we found was that in this survey of Ocean County year-round residents, we had an 89% negative response to tourism.

Now, we are particularly unique because at least half of our population commutes out of the County. So, they feel it has no benefit to them at all.

In addition, about 30% of our population are senior citizens and retired people, who feel they derive no benefit directly from tourism. It becomes a major stumbling block if you want to create an ambience in the area. It is just as important for a gas station attendant on Route 37 to be appreciative of a tourist as it is for someone ringing up a cash register on the boardwalk. We felt that was one of the major points we had to direct ourselves to. So, it is more than just a simplistic "Bennies go home" philosophy. It is deeply lodged in the psychology of most of our residents. So, it's a problem for us. I know it continues in Monmouth County, and it may in Atlantic and Cape May, as well.

ASSEMBLYMAN MUZIANI: Very good. Anything else, sir?

MR. LATTORE: No, thank you.

ASSEMBLYMAN MUZIANI: Thank you very much. At this time I will call upon our Assistant Majority Leader, Assemblyman Jack Hendrickson, please, for his comments.

ASSEMBLYMAN PALAIA: Do you mean we've got him on the witness stand and we can--

ASSEMBLYMAN MUZIANI: Do you want us to--

ASSEMBLYMAN MORAN: You've got him now, Joe.

**A S S E M B L Y M A N J O H N T. H E N D R I C K S O N, J R.**  
(speaking now from witness table): As an elected official, I present myself. Seriously, Mr. Chairman, as one of the legislators in the great County of Ocean, I would like to congratulate you and your members for bringing this prestigious Committee on Tourism to Ocean County. We know how important tourism is to our County, for jobs, income, just the attractions which bring in the needed tax dollars.

You have heard most of what I wanted to say. I didn't prepare anything printed to hand out. Regarding the Bennies, yes, I was a businessman here in southern Ocean County for 17 years. We always tried to promote a 12-months-of-the-year business. I think the most stable side of tourism for the County of Ocean would be to expand the season -- we've heard that, and from the professionals, Mr. Lattore, from Seaside, and the Mayor of Seaside Heights, for many, many years -- in an attempt to expand the economy, if you will, and jobs, and to generate tax dollars.

It could be possible. I know Assemblyman Chinnici, our Assistant Speaker pro tem, I believe, has done everything he can to see the sales taxes. I think the weight of this Committee, along with all of the Assemblymen, the South Jersey Coalition, if you will, of the Assembly, will take that direction, and see to it. I don't see why where could not be something on the form perhaps as a geographical area, on generating tax dollars. When they turn their tax moneys in, they have to be turned in in a bookkeeping manner, and that bookkeeping manner, perhaps, could allude to what geographical area of the State it was coming from, i.e., Ocean, Monmouth, or Atlantic, to give us an easier handle, or a little less cost of

financing, to know directly how much tourism is generating in taxes.

I don't want to be redundant, but I think to benefit the State of New Jersey, we should no longer try to advertise for 12 or 14 weeks, depending on the weather, Memorial Day being the opening day, and Labor Day being the closing day. We should be looking to advertise our State throughout the Jersey coast, the benefits of our weather, water temperatures, and so forth, for tourism, because without tourism, I think New Jersey perhaps will never have that \$800 million surplus in sales that it had once before.

Thank you very much for allowing me to testify.

ASSEMBLYMAN MUZIANI: Thank you, sir. At this time I am going to call upon the representative of Cape May County, the Mayor of Wildwood, Victor DiSylvester. That's my old stomping grounds — the City of Wildwood.

V I C T O R D I S Y L V E S T E R: Thank you, Assemblyman Muziani.

ASSEMBLYMAN SINGER: Excuse me. Thank you for leaving last night to get here in time, right? (laughter)

MAYOR DiSYLVESTER: Let me tell you how impressed I am with what you are doing down here with this revitalization. As soon as I testify, I am going to walk out, Guy, because I am trying to revitalize our center-city business district. It looks like you're really ahead on the dream here. It looks super; it really does.

ASSEMBLYMAN SINGER: Thank you; I appreciate that.

MAYOR DiSYLVESTER: I only have a few areas that I would like to be locally get into. I think probably the most important thing for me to do first is try to explain where my mentality is coming from, my credentials, and where I see this thing, to bring it down to a more personal level.

I am the Mayor of the City of Wildwood presently, but before that I was the Public Relations Director of the City of

Wildwood; the first Chairman of the Southern Shore Region Tourism Council for the State of New Jersey; and, I have also been a director in a motel association locally. Currently, I am a motel owner and a businessman of my town.

So, I do wear different hats, and when I speak on this topic of tourism it is very dear to my heart. It is hard not to try to go into different slants to see where some of the problems are. The way I view it, it certainly is to be broken down into different areas. There are certain problems we have as far as legislation is concerned. There are certain problems I think we have that we can correct administratively to reach that final area, which is the policy-making decision on the State level.

Up until a few years ago when Governor Kean really made a major contribution as far as tourism is concerned, we basically had been doing this by ourselves. When I say "by ourselves," we have never looked to the State. We have been in this business down there for about 80 to 100 years, and we have never asked for money. We basically never asked for assistance, and we went our own way. For the most part, we still do that. The City of Wildwood-- We generates approximately 250,000 visitors a day on our island. We have been successful, and will continue to be successful because we are not really in a position to have other people do the job for us. We have too much at risk because we only have one industry, and that industry is tourism. If we fall on our faces, we have a problem. It's called, "You don't eat during the wintertime." The registers close in September, and they do not reopen until May. It's that easy.

That is the problem I think we have sometimes when we discuss this on a State level. I don't know if we get beyond the case study into the guy who is hanging there paying \$50,000 or \$60,000 in the summer for the renting of a boardwalk store, standing over a grill cooking the hot dogs, who is depending on

the body, not sitting here in a vacuum sometimes, as we all do, trying to say, "Well, we can do this, and we can do that."

There is only one game here, and it is called "Bodies." You need the bodies to come over the bridge onto the island to spend their discretionary money on recreation. Nothing else matters. That is what it is, because you know if we have "X" amount of people, there is basically going to be "X" amount of money in the cash register. And that is the way this game really works on the local level.

The advertising we currently have as far as the media in the State is concerned, I think, is excellent as far as soft advertising — Bill Cosby and so forth. I think it is good to build an image in the State. But, I do believe that some of this money should be targeted to the top tourist areas in the State of New Jersey, because when people make their vacation plans, they are still picking the resort they wish to go to.

Now, Atlantic City being the major tourist destination point in the world, in excess of 30 million visitors a year, certainly has to be a hub of this advertising. There is no doubt about it. Even though they are competitors with my City — the City of Wildwood — we are still basically selling a different product. We're selling family; they're selling an industry. But, by the same token, I think some of these moneys should be targeted where the big numbers go, because we have the facilities, we have the attractions. We have in excess of 20,000 rooms for people to stay in. We have 400 motels. We have the widest and the largest beach, probably, in the world. We have the only real major boardwalk that is two miles long, with more rides than Disney World on it.

But, I don't think the State is telling anybody. The State of Florida advertises Disney World heavily. Disney World, theoretically, cannot really compete with the facilities we have just in our City, the City of Wildwood. There is no way if they go up onto that boardwalk; no way. I think that

some of these dollar bills should be targeted on a marketing basis into these areas because we are the anchor stores. If we bring the people into our community and they have to come all the way down that Parkway, everyone benefits. When they are in the City of Wildwood, the campgrounds benefit, Stone Harbor benefits, Cape May benefits, but if Wildwood doesn't do the business, Cape May County doesn't do the business, believe me.

Also, the casinos are going to do the business because they advertise heavily into our area to pull the people up into the casinos during the evening. So, I think the State should give some consideration as far as that is concerned.

One of the other areas of advertising for the State where I think there could be some improvement is in the area of the literature. The literature that is being produced, although better than what we had before, which was basically very little, does still not hit the target. I don't believe that public relations people, perhaps in New York, or upstate New Jersey in a firm, understand what we are marketing. They are not marketing people. They are advertising people. We have been marketing and we know our product in the City. We are better able to market our product than these individuals. They should sit with us and let us give them the input for their literature. When I pick up the literature, I say, "Why isn't there a picture of our boardwalk? Why aren't there proper pictures of our beaches? Why are they not showing what we show in our own literature?"

They are not promoting what they should promote, and what basically happens is, when the time comes to do the literature, nobody has pictures. Unfortunately, it's December. Well, we cannot produce anything on the beach or on the boardwalk during the month of December. So, they are running around looking for stock photos. I think they must come down and speak with the individuals who are in this business and who really know it. That is not only for the City

of Wildwood. I say that's for Seaside, Ocean City, Atlantic City, all the major tourist areas. Talk to the people who have been in this business for years. Honest to God, we know what we're doing because we have been successful at it.

Another area I think I have to develop, because we had, in previous years, until the State made the commitment, spent more money advertising our community than the State spent advertising the State of New Jersey-- You have to follow the chain of events because it is extremely important. Unless you are in this game, sometimes you lose sight of that. The State advertises and they generate what is called "a label." Someone writes in for literature. The literature is sent to that individual. Now that label is sitting up at the State. We spend hundreds of thousands of dollars a year in our City to put hard advertising in newspapers from Canada down to D.C., and out to Ohio, to generate a label, because then we can send them our motel accommodation books, our Chamber of Commerce information, and pull them in, because you have to generate a reservation at a motel.

People when they do their one- and two-week vacations don't go onto the road without confirmed reservations. They have children in their cars. They want to know where they are going. But I think everybody loses sight of this. I know because I am in the motel business. These labels the State has are extremely valuable to us. Give them to me. They are extremely valuable. You are sitting on diamonds and you don't realize it. We are spending fortunes to get these labels.

I am suggesting, again -- and the State has a problem with this-- They have been trying to help me, and I have to give thanks to Victoria Schmidt for this. She has been helping. They have 23,000 sheets of computer paper with these labels on them. I don't want the 23,000 sheets. What I want are the people who called in, or who have written in, asking about vacations at the shore. Someone who has written in where

they have sent them a brochure for the mountains — I don't need that. The ones I need are those who want to take shore vacations. I want to compete with Bob Lattore, and I am going to beat him. But, I want to compete with him. (laughter)

Again, I really want to be able to send our literature to these people. The State would benefit because our literature, honestly, is better than the State's literature. We are able to generate the reservations and the dollars. I think that is something the State Legislature should look at, some sort of a line item, or whatever, in the budget, to give them the computer capability to set up a data base where they can do a search and pull out those names according to requests. When you generate your advertising, if someone asks about the shore, send those labels to the shore. I'll buy them from the State because it is cheaper for me to buy those labels than to put the ads in to generate my own. I'll pay costs, plus, if you want it. It's worth it to us. I really believe you should take a hard look at that.

ASSEMBLYMAN MORAN: Victor, may I ask you a question on that before you move on?

MAYOR DiSYLVESTER: Yes, sir.

ASSEMBLYMAN MORAN: You might do this. Do you take the industries you have in Wildwood and solicit addresses from those particular industries to make up a list to use as a mailing list?

MAYOR DiSYLVESTER: What we have done is set up an 800 number -- all right? We have what is called a "Joint Promotion Fund." We have different funds. The one fund has \$92,000; the other has \$150,000 on the island. We take "X" amount of those dollars and do the hard advertising. We hire a firm that does insertions of ads from Quebec all the way down to D.C. and out to Ohio. We put those ads in. We mean the 800 number, but in addition to the 800 number where people can call in, they write in. When we get those names, we turn them over to our Chamber

of Commerce, which sends its booklet, and also to the Greater Wildwood Motel Association, which sends a beautiful book of all the motels. Now, I am on the other end of it as a businessman, too. As soon as those ads hit, and you have your ad in the book, the phone rings off the hook at your motel. But, that is how the chain happens.

ASSEMBLYMAN MORAN: Okay, but you— You own a motel?

MAYOR DiSYLVESTER: That is correct.

ASSEMBLYMAN MORAN: You, as an owner — do you have a mailing list of your own that you have coordinated over the years?

MAYOR DiSYLVESTER: The mailing lists are people who have spent time at your property.

ASSEMBLYMAN MORAN: Correct, but if you were to take all of those from the community—

MAYOR DiSYLVESTER: Right?

ASSEMBLYMAN MORAN: Then you could run--

MAYOR DiSYLVESTER: It doesn't work that way, Assemblyman.

ASSEMBLYMAN MORAN: They won't share?

MAYOR DiSYLVESTER: Oh, God forbid. (laughter) Everyone protects their own turf. I mean, it would be— That is a great idea, but it wouldn't work.

ASSEMBLYMAN SINGER: They'd have a new mayor.

MAYOR DiSYLVESTER: Oh, yeah.

ASSEMBLYMAN HENDRICKSON: Probably a new Assemblyman, too.

MAYOR DiSYLVESTER: He and I would be in the business of cutting lawns up here, I'm sure. Yeah, they won't give out that—

ASSEMBLYMAN MORAN: Not necessarily to take business away from people, but to find out where you could key in, where your clientele is coming from.

MAYOR DiSYLVESTER: We know our markets. Philadelphia is our biggest market, naturally, but we all then hit—

ASSEMBLYMAN MORAN: Everybody I know in Canada comes to Wildwood.

MAYOR DiSYLVESTER: Yeah, but that is a big market for three weeks or so, maybe four weeks out of the year.

ASSEMBLYMAN MORAN: Everybody in my whole county goes to Seasi . Maybe I know the wrong people.

ASSEMBLYMAN HENDRICKSON: Cape May is the biggest attraction for--

MAYOR DiSYLVESTER: We do know our markets. See, we key all of our advertising so that when we get the calls on the 800 number and the written requests, we have that in our computers, and we know geographically where they are coming from. The Lancaster area is real big for us; the Harrisburg area, York. You know, we all know our markets down there.

ASSEMBLYMAN HENDRICKSON: You got that, Seaside?

MAYOR DiSYLVESTER: I can't really--

ASSEMBLYMAN MORAN: Do you have a small Canadian infiltration?

MAYOR DiSYLVESTER: Yes, but, of course, as everybody knows, because of the problems with the currency -- the international currency -- it is a major problem for our City. That used to be 25% of our business three weeks out of the year -- latter July and the first two weeks of August. But, the money exchange killed us. We are able to retain basically what we have now, but it is not a growth market for us right now until the international climate changes with the currency. I thought it would have gotten better with 30%-35% of the weakening of the dollar on the European market, but there has only been a two-cent increase on the Canadian market against the dollar.

ASSEMBLYMAN MORAN: What is your vacancy rate now?

MAYOR DiSYLVESTER: Well, see, we go into senior citizens during the month of June, from Sundays to Thursdays. And then Thursdays— There is a convention every weekend Thursday through Sunday, so we book in. Yeah, we go pretty strong.

ASSEMBLYMAN MORAN: Well because, it must be two or three months ago we were talking — Guy and I — about the vacancy rates throughout the whole shore area. Then, it wasn't three weeks later, and Guy said, "Wildwood's great. We're pretty much booked up."

MAYOR DiSYLVESTER: Yeah, we're in good shape, but you have to maintain that. You can't get lazy. If you do— If you lose one week of an eight-week season, you're in trouble.

ASSEMBLYMAN MORAN: That's it.

ASSEMBLYMAN MUZIANI: Yeah. Assemblyman Palaia?

MAYOR DiSYLVESTER: I only have just a couple--

ASSEMBLYMAN MUZIANI: He has one more question he wants to ask.

MAYOR DiSYLVESTER: Oh, I'm sorry.

ASSEMBLYMAN PALAIA: When you finish your testimony, Mayor.

ASSEMBLYMAN MUZIANI: Oh, okay.

ASSEMBLYMAN PALAIA: Finish your testimony. I will come back to you.

MAYOR DiSYLVESTER: Just a couple little odds and ends.

I think one of the biggest problems we have, and it's unfortunate because tourism, if it isn't number one, is certainly very close to number one in the State of New Jersey, and I think we all recognize that— It is so fragmented. All of us as business-people know that if you are running a business, with this octopus we have out there, it's not the way you conduct the business. We have more layers of officials, more layers of jurisdiction, more layers of singular effort in this State than probably, I think, in the history of this country — as far as any kind of effort.

I think we really have to sit down and deal with the mechanics of it on a structural basis, because if you don't have that tightness, you are not going to make a major thrust into the marketplace. We have a lot going for us in this State, and I think every one of us realize that, but we're not getting the message out there as we should because of this fragmentation. Believe me, I am thrilled to death when anybody brings people into this State because we are all going to get a piece of it. But you've got to tighten the system up.

I say to you -- and this is a legislative problem I put to your feet now -- there should be a Department of Tourism in the State of New Jersey. I am not saying that on a political basis or any other basis. It's just common sense. This industry will never get attention unless you give it what you should, and that is the stature of a department. We are not just dealing with promotion. There are other problems. There are environmental problems. Listen, we took a beating last year on that environmental issue. I don't even want to speak to it. All right? There should have been a department, not the DEP. There should have been a Department of Tourism up there helping us. All right?

The insurance problems-- You should be helping us with those. The police problems-- There are laws passed in the State. I have to hire 73 seasonal cops, and they're saying, "Give them 300 hours of training, and pay them \$5.00 an hour." Come on, guys, you know, you've got to give us something up there that deals with reality. We have our problems. Give us the department status and the attention. We will all benefit from it.

ASSEMBLYMAN HENDRICKSON: Mayor, if I may.

MAYOR DiSYLVESTER: Yes.

ASSEMBLYMAN HENDRICKSON: Some of our problems up there-- Every time something happens in our major cities, it becomes a big problem, i.e., the training of police. That just

overwhelms them. Not that it was right, but that is one of our problems up there, also. If it happens within the city police departments, everything seems to move very quickly.

MAYOR DISYLVESTER: Yes, sir. And the other thing that I think has to be spoken to is, volunteerism, as you all know, is dying. People really have a difficult time any more volunteering their services. I think the State really did a fine thing when it set up the Regional Councils. But, if you take a hard look at the Regional Councils, there are no jurisdictions. There are no teeth in the Regional Councils. Unless you get the municipal people who are handling the dollar bills, the real money, and with the jurisdiction, it is difficult to be effective.

We have staff. We have year-round staff. But the poor Regional Councils are sitting out there without one paid person on their staffs. I don't believe they can have staying power under those circumstances, because eventually people are going to say, "Hey, we're spinning our wheels, but we're really not effective." We've got to be able to get the satisfaction that something good is happening. They are doing their jobs, and I am very happy that I had something to do with it as far as giving input and working with the good people who are on those Councils. They do a good job, but they need staff. You know yourself, without somebody to do some of that work for you, it's difficult.

So, I would say, give that a little consideration. The matching fund program is a very successful program. I'm glad to see that the Governor got behind it and has put more money into it. I don't believe that we, as the City of Wildwood, as far as officials are concerned, should have to go out there and really prove ourselves with small grants for \$5,000. It's too fragmented. Everybody now is in promotion. Every little town that never was in promotion is getting \$5,000 to do a little marathon run; or this one is getting some money

to do that, or whatever, all under the guise of the umbrella of tourism.

Put the money where we are bringing in hundreds of thousands of people. You know, I applaud their efforts; I really do. But if you want to be in tourism, you've got to deal with the big numbers. That is what we are dealing with. Look at the money we're spending — TV, promotion, or whatever — and we really shouldn't have to be competing for these fragmented, like, maybe 100 applications up there that are competing against us.

In conclusion, the other one thing I want to mention is, there has always been the cry to expand the season. I am — as Guy has been for years — in the forefront of this cry, as are the other officials in every other community. The only way you are going to effectively expand the season at the seashore, in the beginning to get it going, is convention business. The State has to make a commitment to convention business. We have a convention hall. It only has 20,000 square feet, but we bring hundreds of thousands of people into our City because we have 20,000 square feet of convention hall. We have the Elks convention. We don't want a convention during the season. You know, we're not going to give rooms away at those prices. All right? But, if you take May and June in our City, and the month of September, those weekends are booked with major conventions. During one week of June, half of May, and September, from Sunday to Thursday is senior citizen business, with a package deal, and because we have a convention facility, we can give them their big ballroom, and their dancing, and a big dinner together like a jamboree.

The State should make a major commitment to the convention business. That is the way to expand the season. But, to spend a lot of money and say to your business community, "Keep your motels open; keep the boardwalk open," come on, I'm going to get two people in my motel. Fill my

motel, I'm open. Otherwise, the people are going to stand in the unemployment line. Believe me, that is the reality of life. Twenty weeks in — good bye. I am going to stand in the line for unemployment. That is what we have to deal with with our labor force. In order to keep enough open to make it a major attraction, you have to guarantee the business, and that is the way to do it, gentlemen, the convention business.

I thank you for your time, and I thank you for allowing me the input. Mayor, thank you very much for your hospitality. I appreciate it.

ASSEMBLYMAN MUZIANI: Joe wanted to say something.

ASSEMBLYMAN PALAIA: Mayor, what I was going to bring up I wish I had said before you did. I wanted to bring up the coordination.

MAYOR DISYLVESTER: Oh.

ASSEMBLYMAN PALAIA: But that was fine. You did that during the latter part of your testimony. I am quite concerned about that because I agree with you, there is no coordination among the different regions. Whether it takes a line in staff, or whatever it takes from the State on down, I agree with you. I think that is needed more than anything. You're right, you used the word "fragmented." That is the true word. We are fragmented in the State. It's a shame we are fragmented when our second leading industry is tourism.

I wholeheartedly agree with you, and I was going to make that recommendation. We have heard it before in our testimony down in Asbury Park, I know, about having a Department of Tourism. There is no question about it. If we go ahead with our Department of Energy, where it will not be one of our departments, I think tourism is the proper way to go. I think it is very, very much needed.

Your testimony is very apropos to what we are doing and what we have been hearing. But fragmentation, no question about it. We have to be coordinated. They are limited up in

the Division of Tourism. I know they work out of the Department of Commerce. They are really only an adjunct of them, but I think it is about time they had a higher status than that.

MAYOR DISYLVESTER: I think this is it. This is the first step. You know, we're behind you, believe me, because you can really help our industry.

ASSEMBLYMAN PALAIA: Well, if you look around at who we have here, we have one of the Minority leaders in John Paul Doyle, right on through to this side over here. We have people who can function and help, and I think that is what we are trying to do. That is why this Chairman has been great. He gets us all over the State.

MAYOR DISYLVESTER: He is going to work you to death.

ASSEMBLYMAN PALAIA: He's doing that. But anyway, thanks, Mayor.

MAYOR DISYLVESTER: Thank you, Assemblyman.

ASSEMBLYMAN SINGER: Just one quick comment, if I might. Again, I want to thank the Mayor for taking the time to come up here. I know it is a long trip.

I have some serious concerns, as you do, about coordination. I also have some concerns that what we are doing at present is not doing it correctly. That is part of the key, also. We have to get our act together a little bit more -- what we're doing, how we're spending our money now. You know, it's nice to talk about setting up a new department, and everything else like that, but what are you doing effectively now with the money you have, and why are you not doing it that way? It never ceases to amaze me that when we look at advertisements and things like that, for a person coming down to Atlantic City, it doesn't say, "Why don't you take a side trip to Cape May for the weekend and enjoy the Jersey shore down in that area. See what is down there; do some fishing," or this, that, and the other thing. Or, "Maybe take a day trip

and come up to Ocean County to go to Great Adventure for the day. Maybe you will want to stay at Seaside or Toms River overnight and spend some time at the shore there." We don't seem to share.

Or, if they are staying in Seaside, they could take a night trip up to the Meadowlands for harness racing or they could go to Monmouth Park, or something else. These are also within a few hours away. That type of understanding, where we keep the dollars. You know, I'm in the vending machine business, and the key factor when a person comes to make a buy is, you want to keep the whole dollar. You want to get every cent.

MR. LATTORE: I notice you're pretty successful at that.

ASSEMBLYMAN HENDRICKSON: Keeping the whole dollar.  
(laughter)

ASSEMBLYMAN MORAN: That is the key. Good and Plenty costs a dollar down there. The key is keeping the dollar in the State of New Jersey. Selfishly, we all want to see it in our particular town, but more importantly, we all want to see it statewide. So, if they are spending that whole dollar in the State, that is the key to success. I think we have to work more to make sure that the whole dollar is kept here.

ASSEMBLYMAN MUZIANI: Jack, do you have something to say?

ASSEMBLYMAN HENDRICKSON: Just one quick thing. I was kind of surprised — and sitting here I am a guest like everyone else — that one of the counties has a problem with the banks and their currency exchange. I know here in Ocean we have banks and we have no problem. I should imagine you don't have a problem.

MR. LATTORE: We don't have any bank that will convert Canadian money

ASSEMBLYMAN SINGER: In Seaside?

MR. LATTORE: In Ocean County.

ASSEMBLYMAN SINGER: They don't have a problem there.

MAYOR DiSYLVESTER: We have basically worked those problems out in our community. We've worked that out, as far as exchange is concerned. And, of course, in all of the motels we accept Canadian money. You try to give everybody a fair shake. Also, our Chamber, this year, is promoting 15% off, instead of 30%, at certain businesses. We can't go to 100%. It's impossible. You can't operate a business giving up 30%. But, some of the businesses can get 15% back. The food industry can't because they operate on too tight of a margin. But the amusements and some of the motels can, so it's good. At least we're trying. I applaud the motels and the Chamber for doing this.

ASSEMBLYMAN MUZIANI: Any other questions?

ASSEMBLYMAN DOYLE: I have a question.

ASSEMBLYMAN MUZIANI: John Paul has a question.

ASSEMBLYMAN DOYLE: First, I apologize for being late. Mayor, do we do enough advertising in Canada? I know you do it, but just picking up on Jack's question about the currency exchange, does the State do enough advertising in Canada, or is your business such a repeat business that we don't have to?

MAYOR DiSYLVESTER: I think we have to continue to at least retain what we have now. We have had major impacts as far as the State is concerned, I believe, of course, because of the exchange rate. But, also, I see more competition coming from the Myrtle Beach area and Ocean City, Maryland. See, the Canadians are sun worshippers, but beyond that, too, they look really for the value of the dollar. They are really good buyers. They are smart buyers, and I think that plays a big part. What we try to do is provide that value -- okay? -- and, also, we try to explain to them, you know, "This year, with the gasoline prices going down, that is a major thing, a savings to

you," and things of that nature. But we can't change that money rate. We advertise heavily in the Canadian market because that is a major market for our City.

ASSEMBLYMAN DOYLE: Privately, or through the trade associations like the Cape May County Chamber of Commerce or your own Chamber of Commerce?

MAYOR DiSYLVESTER: This is a combination of our motel association, our Chamber, and individual properties. I'll give you an idea. You know, we spend moneys up there just sending out brochures and things of that nature.

ASSEMBLYMAN MUZIANI: Yes, and, of course, the county also spends it.

MAYOR DiSYLVESTER: Yeah.

ASSEMBLYMAN MUZIANI: Lou Rhodia will address that.

MAYOR DiSYLVESTER: I'm sure he will address that, too.

ASSEMBLYMAN MUZIANI: He'll give you a clear picture of Canada's promotion.

MAYOR DiSYLVESTER: You know, we cannot afford to lose that market. At one time, as I explained -- and Guy knows this well -- three weeks out of our summer season, 25% minimum was from the French-speaking province around the Montreal area. That is major, major.

ASSEMBLYMAN PALAIA: That's impressive; that's very impressive.

MAYOR DiSYLVESTER: In fact, this past year, I was down in Hollywood, Florida, and I talked to the Mayor down there. They are just doing everything they can to promote the Canadians, but they are pulling a lot of the money out of Canada and moving it permanently to Hollywood, Florida. People are buying businesses down there; getting their money out of the country.

ASSEMBLYMAN DOYLE: Now, on another subject-- This question, Mayor, is a tougher one. Will 24-hour gambling in Atlantic City have an effect on you?

MAYOR DISYLVESTER: That is a pretty loaded question to a certain degree. I believe that in a certain way it will. When I say in a certain way—

ASSEMBLYMAN DOYLE: Positive or negative?

MAYOR DISYLVESTER: I think it will have more of a negative impact on the City of Wildwood than a positive impact. Now, if I am being selfish, I think I have a right to protect the integrity of our community. All right? We spend many thousands, hundreds of thousands of dollars bringing people into the City of Wildwood. We cater to families, and basically to blue-collar workers. That is how Wildwood has been set up for years, a carnival environment with a boardwalk and all. When people go away on vacation, they have "X" amount of discretionary dollars in their pockets. That's it. They pay for their rooms, and then there is the money left for entertainment.

Now, when this place is going to be open up there 24 hours, one or two days up there and they're done. They are going to come back and eat hot dogs the rest of the vacation because when somebody is making over a million dollars net win at the tables on a daily basis now, where do you think this money comes from? Honest to God, it comes out of people's pockets, people who are here on vacation. They are not calling back and saying, "Send me another \$5,000." I don't think it works that way.

I also have concerns when we have people who live in the City of Wildwood who are traveling those shifts. They're tired, returning home in traffic in the morning. I don't know how good that is. The gambling issue was sold to the State of New Jersey and to the residents, but not on a 24-hour basis. It was accepted, and I can live with that. But it's like chipping the iceberg away. Twenty-five years down the road they'll have it all. All roads lead to Atlantic City. Give us something. At least let us remain competitive. We get nothing

from the State, and we have to compete with these conglomerates. It's not easy. It has killed our night club business, and it has just about paralyzed our finer restaurants down there, because when people are giving away what they are giving away up there, how do you compete with it?

So, to answer you, I don't think it helps us at all.

ASSEMBLYMAN DOYLE: Thank you.

ASSEMBLYMAN ENDRICKSON: That was a good question.

MAYOR GEORGE TOMPKINS (speaking from audience): I would like to say that I could be sitting there saying the same thing because basically that pertains to Seaside Heights just as well as Wildwood.

ASSEMBLYMAN MUZIANI: You are referring to the 24-hour gambling?

MAYOR TOMPKINS: Yeah. Everything that Vic said here basically is what we're saying. If you are going to advertise in New Jersey, the major attraction of tourism naturally is the beaches. And if you are going to turn around and advertise up in New York State and Pennsylvania and so forth to come down and smell the roses, people are not going to come down because they have roses up there. They don't have beaches. I think you have to gear your advertising to the areas that are going to attract people, the purpose why people are going to travel. People are not going to come down here to look at flowers or something like that because they have them in their own hometowns. They are coming down for the beaches.

I think the other point he made which was very important was the police bill that went through. It is going to kill us. The shore area is going to die if you guys don't do something about changing that bill. If we have to train a summer cop for 300 hours, forget it. You are not going to do it. And if a cop cannot carry a gun, if a special cop, or a summer cop, can't carry a gun, he is not going to go out there at two and three o'clock in the morning to patrol the area.

MAYOR DiSYLVESTER: Just give me one second on this just to put it back into real life. We have 36 permanent policemen in the City of Wildwood, four shifts, and that includes command, as far as people who don't leave City Hall, the records, the dispatchers, the chief, the administrative officer, and the exec officer. We had come out of the academy, the Friday before Memorial weekend, 14 seasonal officers to complement the 36 permanent office to handle a quarter of a million people. Think about that for a minute. The maximum we had on any one shift in our City was 20 police officers to handle a quarter of a million people.

Tell me what I do if we have a problem on that boardwalk and there are a hundred thousand people on that boardwalk, if one kid throws a fist. I live with it. It's scary and it's frightening and it bothers me. I see laws being made, but no funding bill attached to them. It's like, "You guys deal with it." We can't deal with it. I know you are going to be in the same position I am, George.

ASSEMBLYMAN MUZIANI: May I just say, fortunately, Mayor, we have a representative now. One of the sheriffs from our County is on the Training Commission. He is very knowledgeable concerning the problems we experience in the industry. He knows it is not realistic; that it's impossible to train these people 300 hours. It's impossible. I think he is getting that point across to the members of the Training Commission. I think they are beginning to compromise their thinking. I am hopeful they will come up with a workable plan, one that will be more realistic than what they have suggested. They are hopeful, of course, that we can train these people to be on a par with a permanent policeman, a guy who is doing it as a profession. It will never happen that way. We have school teachers and students who are coming down because they are taking courses to become lawyers, or criminal justice courses, or whatever they're taking. They are coming down here

to spend their time to help us. But you certainly can't expect them to be trained like a professional policeman. It's impossible. They have to pass a test. They have a training program for them, but they have to work out a plan whereby the 300-hour requirement is done away with. It's impossible to do. They know that now.

ASSEMBLYMAN PALAIA: Let me expand on what George was saying about the— I can understand where you would be opposed to the 300 hours, but you mentioned something that bothered me about the possession of guns for these individuals. It would seem to me that in that particular case, I would want to make sure there was a lot of training. There better be something in there.

MAYOR TOMPKINS: Oh, Joe, in Seaside Heights we give them 130 hours of training.

ASSEMBLYMAN PALAIA: That's for whom though, George?

MAYOR TOMPKINS: For special officers.

ASSEMBLYMAN PALAIA: Okay, for special officers.

MAYOR TOMPKINS: We pay for 130 hours; we pay them at the end of the year for this training program to make sure they stay for the season. We pay for 130 hours of training. Those men are trained in every facet imaginable, and have to qualify with a gun before they can go out.

ASSEMBLYMAN PALAIA: If I am going to put a gun on a person, I am going to make sure— If he is going to go out on crowd control, as the Mayor is talking about here, I want to make sure he knows when to use that piece.

MAYOR TOMPKINS: We wouldn't take a chance and put a man out there unless he knew what he was doing.

ASSEMBLYMAN PALAIA: That's right, because that is dangerous. Then you get in a dangerous situation.

MAYOR TOMPKINS: But when you talk about 300 hours—

ASSEMBLYMAN PALAIA: Regarding the 300 hours, I agree.

MAYOR TOMPKINS: The other problem that goes with it is, there are a lot of laws that probably could be enacted. We have problems down there with the young people. We have a lot of group rentals. Years ago we used to ban group rentals, but of course the laws now say you can't ban group rentals. You can no longer put any type of an ordinance through to stop group rentals. When they come into a house and cause all kinds of problems, you have to actually pinpoint the guy who is making the noise before you can make an arrest. And if you want to go after the landlord for renting to that type of a person, it takes you all summer. We could start in June, and by Labor Day when the season is over, we're still going after the owner. He goes to court, and he winds up counter suing us.

So, I mean, those laws have to be changed to give us at least a little leverage. New Jersey is spending \$8 million, Wildwood is spending a fortune, we're spending a fortune, and we bring a person down here, we'll say from Canada, from Pennsylvania, from New York, and he rents a nice apartment or a nice cottage right next-door to a group rental. He is there for two or three days, and he is going nuts. He never comes back to New Jersey. He never comes back to Seaside Heights. And we do every damned thing to comply with the law.

ASSEMBLYMAN PALAIA: All right, but that is what this Committee is all about, George. That is why it is so great to have this Committee.

MAYOR TOMPKINS: I think it's a great Committee.

ASSEMBLYMAN PALAIA: I do, too, and not because I am a part of it. I think it's fantastic.

MAYOR TOMPKINS: Joe, I think you're one of the prime people on this Committee.

ASSEMBLYMAN PALAIA: Well, the thing is though, what we are trying to do is weed out these laws, the good from the bad, and to reemphasize the ones that are good in order to help you. I think that is what we are trying to do. That is why the Committee is so important.

ASSEMBLYMAN MUZIANI: Thank you, Mayor.

MAYOR DISYLVESTER: Thank you very much.

MAYOR DANIEL J. HENNESSY (speaking from audience): I would just like to say regarding the good-natured competition we have amongst us— In terms of the cooperation that has developed amongst — as the Mayor put it — the professional promoters of tourism in this State, it is absolutely startling when you think about the fact that very often we do compete. We have never hesitated to share anything we know. We have worked together on group projects. We have divided responsibilities with each other. We have had no problems with it at all. I think the only place we have felt left out is where people like those in the State's agency refused to come to us for guidance in what they were producing. We all have the same complaint. We can get along fine with each other, but somehow we feel left out of this whole statewide promotional activity.

I have special officers who have worked in our department every summer for 10, 12, and 15 years, and I am going to lose them if they are forced to go through this training program. I'll say to you that some of those officers are better officers than some of the full-time officers, just from the on-the-job experience they have had during the summer months. I know — several of them have told me — that if they have to go back and go to this 300-hour course, they're gone. I am going to lose them, and I don't know who we are going to get to replace them.

ASSEMBLYMAN MUZIANI: Mayor, may I ask if you have made your feelings known to Leo Kellew (phonetic spelling) at the Police Training Commission?

MAYOR HENNESSY: We have, through our Police Association. We try to work through them.

ASSEMBLYMAN MUZIANI: I think it is the right time for you to probably get in touch with them again to emphasize the

points you have made. I think it is important. You will be asked to testify in a minute, after Lou Rhodia. He's after Wish Zurawski.

Wish Zurawski is a community specialist for North Wildwood. He is representing Mayor Lewis Vinci of North Wildwood. Wish?

W I S H Z U R A W S K I: Thank you, Mr. Chairman. I appreciate our giving people the opportunity to be heard. It is certainly noteworthy of you to do this for us.

My name is Wish Zurawski. I am the Community Relations Specialist in the City of North Wildwood. I am here today representing Mayor Lewis G. Vinci.

We are the next-door neighbor to the City of Wildwood. My colleague, Mayor DiSylvester, has very adequately made points that I would have touched on had he not been here. What I would say would only be to validate much of what he said. The City of North Wildwood puts up a significant amount of money toward the Joint Promotion Fund you heard the Mayor speak of. We maintain our own 800 number, and through this 800 number all the inquiries that come in are shared by the Wildwoods. All the business people in the Wildwoods have an opportunity to reach out to these people who make inquiry through advertising that we do jointly. Just as Bob said, we share just about everything we get, and very willingly. We have been doing this for years.

Earlier I heard someone mention a State map. We have the same difficulty getting State maps, and they are very important to us. A lot of our inquiries — a great number of our inquiries — are people asking for maps, to the point where just this month, through the Mayor's office, I was able to raise, in three days' time, \$10,000 to put together 100,000 maps to respond to these tourists who are making inquiries.

Now, if a little city can do this, I can't imagine— We are having 100,000 copies made. A vital thing like a map,

if the State would help us with things like this, we could go a lot further than we are going. I only touched on the surface in reaching out to 20 people. As I say, it took three days' time to do this. We will have a map that will show people how to get from wherever they are coming from — outside the Philadelphia area, Baltimore, Washington, New York — to our municipalities. And, of course, they have to travel through the State to get there.

From what I see of your goal, Mr. Chairman, it would be very significant if the Governor could be made aware of just how much of an impact the ads the Division is running have, those using him as the focal point and drawing people to New Jersey. This is one of the best things I have seen in my 24 years in the field of tourism promotion in New Jersey. Once we get people into New Jersey, of course, it is then up to us to get them into our municipalities.

I find that one small criticism would be the workings of the various councils, the Regional Councils. I don't need more work, and that is what I find I have to do if I am competing for money for programs that are proven programs, things that we have been doing successfully for a number of years. We don't have to go to one regional group to get their permission to go to the State, to get someone at the State who might not know what impact that particular program has on our area. Consequently, when we set out to lay these things out, we have to make plans back in the early part of the year, or late in the previous year, to earmark money for this. If the State then decides somewhere along the line that they can't fund half of it, we are left with half a project if we decide to go along with it. If we do go ahead with it, we have to fund the whole project, and we have not provided for this. We are looking for State assistance, and sometimes it is not there because the State cannot share through the Tourism Councils all the money with everybody.

Someone mentioned before that there are a lot of programs which receive this money. Sometimes it is a whimsical thing, and that's good. But, when we have a very tried and true thing, why can't we help that along, too? We have done it before, but we need help to continue to do it.

I would also like to mention that I see the need for the Division of Tourism to be upgraded to a department level because, as you know, there are so many other things that impact on the tourist community. Again, you mentioned the police and the fire and our water systems and our sewer systems and just about everything in the life of a seaside community, or a resort community. I don't think anyone in the State of New Jersey has to be told today about the impact that tourism has on the State of New Jersey after the very successful Memorial Day weekend. The amount of money that is spent certainly filters down, not only directly to the businesses involved in the tourist industry, but, also, in the dollar ripple effect. It certainly does affect everyone in New Jersey, and we should then upgrade it because the money is there to do this. We feel there is a need. New Jersey has so much to offer that we should address all of these things.

I really appreciate your having me here today. Thank you.

ASSEMBLYMAN MUZIANI: Thank you. Any questions, gentlemen? (negative response) Thank you, Wish.

I think to clear the air about the Canadian business I am going to ask an expert in that field to come up next, a man who has been working at it for years. He probably started the entire operation up in Canada for Cape May County. He is Lou Rhodia, Director of Tourism for the County of Cape May. Lou knows more about Canada than any 10 people I know in the business.

MR. LATTORE: He's practically a Canadian.

L O U I S A. R H O D I A: Thank you Assemblyman and members of the Committee. It's refreshing to be able to sit at a meeting like this and feel as though we are talking to attentive ears. In the 21 years I have been involved at the County level, we have had many, many meetings with the Division of Tourism and various and sundry committees stemming from that, and we quite often feel as though we are being patronized and talked down to rather than listened to.

I prepared some notes and they are being distributed. I am not going to read all of them. I am just going to touch briefly on the items that are in there, and then I will spend some time with the Canadian situation.

One of the things we feel very strongly about is that the perception of the State advertising program — television and, to some degree, newspaper advertising and media advertising — has a great amount of pressure applied to the major metropolitan areas around New Jersey, and that, in turn, spills over into New Jersey and makes the State look good. Our only problem is that I think New Jersey needs some effort to make it look good.

But what we really need is some destination advertising, and in Point 1, I mention that the State should expand its efforts beyond the major metropolitan areas. The major markets we find for our area are: Ohio, Canada— Toronto is an accident waiting to happen as far as our ability to bring people here. We haven't any major thrust in Toronto. Montreal has proven itself. The New England market is virtually untouched. Maryland, Delaware, Virginia and West Virginia we get almost by default. Half of the nation's population lives within 400 miles of where I live. The emphasis seems to be day-use visitors coming out of New York and Philadelphia. That is what we see in the State advertising budget. We need more support money for getting those people out of those market areas into our area.

State maps: In 22 years, it is absolutely the most popular piece of literature that anybody ever created. We cannot get them. Two years ago we got 50,000 State maps. It took a lot of doing to get them. In 1986 we have not had any. It's embarrassing to sit as Paul Ridner does, and we did 20-some shows this year — consumer shows — and have person after person telling us they cannot get a State map.

If any of you would like to be enlightened as to what happens with the State advertising money, get a relative or a friend outside of New Jersey to write to the State of New Jersey for tourist information — we do this periodically to check to see just what happens; to see what the State is sending -- and then try to determine if you were a tourist just what effect that would have on you.

State maps are very important. They have durability. People put them in their glove compartments and they last for years. They are a very, very inexpensive piece of promotional literature, and very important.

Consumer shows: For any of you who may or may not know what a consumer show is, it is markedly different from a trade show. Trade shows are vertical in that they bring industry people in. Consumer shows deal with the buying public. They charge admission at most of them. It is as high as \$4.50 and \$5.00 a person to come through the door, so it is a selectively screened audience. It's like Wanamaker's asking you to spend \$2.50 to come in and buy a shirt. That is the very same principle that is used at consumer shows. The numbers are mind-boggling; 450,000 people through the Harrisburg show, 800 exhibitors, all trying to get pieces of the market, as we are.

Cleveland, Cincinnati, Columbus, Montreal -- a quarter of a million people at some of those shows, and the State does, at best, one consumer show. Trade shows are fine if you are in the business of promoting tourism through travel agents.

Eighty-five percent of all tourism travel is written through travel agents, except on the Jersey shore. Very little of that is written through travel agents. So, trade shows do not help us, relatively speaking. Minimally they help, at best.

Input to the State advertising program: I think the State agency, whatever it may be, should be required to have input hearings before they prepare a schedule, both for printed material and for advertising. We never know what the State is doing until after the fact. I can't coordinate my advertising with the State because we don't know where they are going to be. There is duplication and, in many instances, by having coordination, we could command a much larger piece of the paper for that particular issue, if we knew what the State was doing.

It has been my opinion, and I'm sure you've heard it from other people, that we know best what our markets are because we have had the experience and we think that we know best how to reach those markets. The State agency does not have that immediacy.

Information centers: There are two things. One, we should create a system of bona fide information centers at the major entrances into New Jersey, one of the reasons being that good information centers will extend the tourist's stay considerably by letting him know what is in the State. The State professes to operate 48 information centers under the contract they have with a private agency. I just looked at one at Forked River, and it is a disgrace. There are probably six or eight pieces of literature in it, most of them State brochures, but very little in the way of promotional material that would entice a tourist.

You have to pay to get your brochures in there. I think that is criminal. I think we are one of the few states — if any of them do it, I don't know of any other one — that charges people to put their literature at information centers. I think that should be abolished.

Additional funds from the State budget should be taken away from the State and put into the matching fund program, the quarter of a million dollars which has been a big help in a lot of ways. I think if we could get some of the tourism money at the local level — local meaning the professional entities which have been promoting for years and years, and our program, which we can trace, goes back to 1916— I think we better can tell where that money should go. As a case in point, in Fiscal Year '86-'87, we got about \$4,500 in matching fund grants. By the time we put all the work together to prepare those grants, process all the paper, if we count salaries, paper costs, postage, phone calls, and everything that goes into it, we probably will lose money on the grants, if we approach it realistically.

In addition, to keep the southern region active, Cape May County and Cumberland County are each donating -- giving, contributing, whatever you want to call it -- \$5,000 to the Regional Council to fund projects at the regional level. For the region to get matching fund money, we have to give the region money out of our budget so that they can get money from the State. It looks good. They are giving grants to anybody and everybody who applies for them, and that is not necessarily bad. But, as Vic pointed out, many of those people were never in the tourist promotion business until the grant program came along. That is good, but many of the programs that are being funded, I think, are frivolous. But that is a policy decision that somebody else has to make.

One of the problems with it is fiscal year versus calendar year. We don't know if we are getting a grant until March. We have to apply for it in October or November. We don't know if we are going to have the budget money. So, there should be some adjustment in the way that money passes to us.

To touch on the Canadian market, Cape May County, around 20 years ago, opened up a part-time office. We

recognized, as a County, that it was a prime market area for the County. We have spent considerable time, effort, and energy promoting that market. We have an office in downtown Montreal on St. Catherine Street. We spend, out of our OE budget — about a third of our OE budget — promoting in Canada, about \$60,000 to \$65,000 a year. We keep the office full time. We are the only county in the world, I think, that has an office in a foreign country. It is a rather active office for us. We also have a lighted billboard right on the main intersection on St. Catherine Street which is lighted 365 days a year.

The Canadian effort, to a large degree, was pioneered by Cape May County, very closely followed up by the City of Wildwood. We worked in concert for many years to develop that Canadian market, and we are affected by the exchange.

As far as State efforts in Canada are concerned, there are token efforts up there in the advertising. I don't know how much the State spent in advertising this year because I have not seen the State schedule. As a result, I don't know. But 1984-'85, when we opened our new office, we were promised a \$50,000 advertising campaign in Canada. That was cut back to \$25,000. Our office was opened up. We doubled the office space because the State and the County were to work out a cooperative program. They alluded to \$12,500 to help us open the new office. That deteriorated down to \$7,800. In 1984-'85, we got \$6,000; in 1985-'86, we got nothing, which is typical of State programs. I mean, they fund them here, and then gradually they disappear. Then you are stuck with the whole thing.

For the money the State expended, that \$13,000 — and it has cost us almost \$45,000 in rent — we give the State one whole wall in our information center. We have not had a new shipment of literature for 16 or 17 months, and what literature is up there that belongs to the State of New Jersey we transport in our own vehicle and take it up there.

Again, we have no State maps. We have nothing in French from the State of New Jersey. Cape May County has a considerable amount of literature translated into French. We operate the County print shop. We do a lot of printing out of my department, so a lot of our material is translated.

The Canadian market is an important one for all of New Jersey because it helps, in a lot of ways, the balance of trade, if you want to start at the Federal level. It is a popular place for Canadians to come, with the first warm water they can find coming south. The roads are good. The first traffic light out of Montreal is two blocks from my house, roughly speaking, so it is an easy place to get to. But the effort has been primarily a Cape May County effort that has developed that Canadian market, with some little support from the State, relatively speaking.

We are seeing tremendous amounts of competition. Places that never thought about the Canadian market are taking big bites of it. They have dollars to spend, and they are spending them.

The thing that we feel very strongly about is, there should be a working partnership between the Division of Tourism and the entities out in the field. That working partnership should include more dialogue, directly from us to them, and through the Regional Councils. The Regional Councils have deteriorated down to where most of the meetings are attended by people like myself who get paid to be there. The business people are too busy to show up. In fairness to them, they can't leave their businesses on a regular basis. I get paid whether I go to a meeting or it in my office.

So, as a result, even we at the local level do not get a clear opportunity to discuss a lot of things with the business community. I think that if the Regional Councils are to function, and continue to function with volunteers, they are going to need some kind of funding other than \$5,000 apiece,

from Cumberland County and Cape May County, for example, because we are diluting our efforts again and fragmenting. We are taking our money and putting it over there so it can be spent on a project that comes back to us, but it does not really have the efficiency built into it that it should. They really should have paid personnel, a full-time office, for simple things like answering phones and mail. JoAnn Ritter is the Chairman. Vic was the Chairman. If you wanted to find out something about the region, you called a busy person in his office while he was trying to do his own work. It just doesn't seem fair that the volunteers should carry that burden when we have this \$8 million. There should be enough in there to provide adequate funding for things like that.

Information centers are staffed by Green Thumb people and, in fairness to the Green Thumb people — and I'm sure all of you know who they are — they are very fine people, but they are not trained. They are not uniform. They do not understand tourism. They do not understand the State of New Jersey sufficiently well to be able to direct tourists in a professional manner. I think that is another thing we ought to address. If we are going to have information centers, they ought to be good ones, and we don't have good information centers now.

That is pretty much what my presentation is. It has been a long-time association with the State. We, for 20 years — 21 years; I'm on my 22nd year with the County — have gone both ways. We have tried cooperation. We found out that it doesn't work, so we tend to isolate ourselves as much as we can — not as much as we can, but because we have to — from the State program. We can't involve ourselves in the State program if we don't know what it is and if it takes us to places we don't want to go. We need help in Canada; we need help in Ohio; we need help in West Virginia, Washington, and places where we know our people are coming from — and western Pennsylvania, we need a lot of help there.

We need literature. We need printed pieces which not only sell the State and make us look good, but we need destination advertising. That is something else the State should be addressing.

I want to thank the members of the Committee for the opportunity of being here. If we are so permitted, if you have any other hearings, I would like to attend them as a spectator if I know when and where they are going to be because I have learned a lot here today myself.

ASSEMBLYMAN MUZIANI: Thank you very much. I think you were very informative. Does anyone wish to ask any questions of Lou Rhodia? John, any questions?

ASSEMBLYMAN DOYLE: No. I just hope that we would memorialize everything he said and send it to the Division. I have heard Lou testify for more than a decade, and either the Legislature hasn't done well enough to get the administration — whoever it is — in line, or— I mean, the idea about maps, that they are not available, is just not acceptable.

ASSEMBLYMAN PALAIA: That's mind-boggling, that maps aren't available. Every speaker who has gotten up here has said how important they are to their trade and to the business.

MR. LATTORE: But, you see, the maps had been in the hands of the Department of Transportation. For the Department of Transportation the production of a map is an expense. For the Division of Tourism, the production of a map is a necessity to promote the State. I think that is where one of the serious problems has been. Now I think it is in a state of transition and nobody knows who is supposed to—

ASSEMBLYMAN PALAIA: We'll straighten that out, Bob.

ASSEMBLYMAN MUZIANI: Okay, thank you.

MR. RHODIA: Thank you, gentlemen.

ASSEMBLYMAN MUZIANI: At this time, I'll ask Mayor Daniel J. Hennessy from Point Pleasant Beach to come up.

MAYOR HENNESSY: Thank you very much. One of the things I heard on the radio on the way over here — I think it was OBM — was that anybody who was anybody was in Trenton today for Hazel Gluck's swearing in. I can see that that is not true.

ASSEMBLYMAN PALAIA: We didn't have time.

MAYOR HENNESSY: We have all the distinguished Assemblymen from the Ninth and Tenth Districts here. I hope that is a sign. I hope that is an indication — it is to me — of how important tourism is to this County, this District, this State. The one message I can impart to you as far as how I feel about it is, I have been Mayor of Point Pleasant Beach for the past 10 years; well, actually, eight years as Mayor and two as a Councilman prior to that, and quite frankly, I didn't personally understand the importance of tourism until over the past, I'd say, four or five years, when I began to really realize just how important it is to the tax base in our local economy and to the whole State.

One of the things that I want to say to you is, I think tourism is good business for the State of New Jersey. I think that is what the Legislature has to realize, and get into the tourism business. Sometimes it takes money to get into business to make money. I think the benefits -- the sales tax revenues -- that are derived from tourism are quite evident. I think we have to get into the tourism business.

Now, I will give you an example of what I am talking about. We have the largest off-shore power boat race in the world in Point Pleasant Beach, and have had it for quite a few years. We almost lost it a few years ago because the major sponsor, a private businessman, decided not to put up the money any more. We were attracting, during race week — well, it depends on whose estimate you listen to — probably the lowest was 200,000 people a day, into our area. There wasn't a motel, a hotel available for miles. I'm not only talking about Point

Pleasant Beach. We are a small community. I am talking about the entire southern Monmouth County and almost all of Ocean County feeling a very positive impact from this race.

When we lost our sponsor, we did a scramble. It was a last-minute thing. We tried very, very hard to get the money that was needed to put this on, which involves probably about \$125,000, prize money, and things like that. There was really nothing available from the State. The County of Ocean stepped forward and gave us \$10,000, and we did have some private individuals come forward to put up some money to save the race that year. We did it on a bare-bones budget that year. Some of the things, as far as the race were concerned, had to be sacrificed.

We have a beauty pageant which runs in conjunction with it, and I am told it is the third largest beauty pageant in the State of New Jersey. These are the types of specific events I am talking about where we have to get into business together with the State of New Jersey. This can't just be an individual effort on the part of Point Pleasant Beach, or even Ocean County, for that matter. We have to be in business together, and we have to have the support of the State. I am talking about in terms of direct dollars.

You know, forming committees is a great step in the right direction, but we have to have a line item. And I'll tell you this much: I can't say enough for what I heard here from the Mayor of Wildwood, Mayor — is it DiSylvester? I think we ought to make him the director of the State agency for tourism. He really impressed me. A lot of what he had to say, I could say myself, but I will not be repetitious. However, I can sense that he certainly feels what I do, on a much smaller scale, of course, because, as I said, our community is much smaller than Wildwood. But we do share a lot of the same problems, a lot of the same fears about what could happen, say, for example, as I mentioned before with the police situation.

We feel sometimes that we are out on a limb and, you know, tourism is going to be extremely adversely affected. I don't know how we would operate if we didn't have our special officers in the summertime.

I talked to George Tompkins from Seaside Heights. He expresses the same fears. I don't know how in the world we would operate without our special officers. We couldn't do it; we couldn't do it. We have 30,000-35,000 people a day on a normal weekday in a town that is only a mile square. We have a little over a mile of boardwalk, which is mostly commercially operated beach front. Without our specials, we would be sunk. We couldn't enforce the laws; we couldn't maintain order. We would have to get the State Police in. We couldn't do it.

You know, the market is not out there for a lot of people to take this job for, I think, as was mentioned before, \$5.00 or \$6.00 an hour. As I mentioned, we have some guys who are very, very good, who have been there 10, 12, and 14 years. They have told me, "You take away my authority and put me in a different uniform, or take away my side arm, and I'm gone." Who are we going to get to replace those people?

These are the types of concerns we in the shore area, in the resort communities, share and have fears about. Again, we want the State Legislature to get into a partnership with us on this, to back us up on these types of things.

The main thing I want to leave with you-- A lot has been said here already, and I have another meeting to go to -- two more -- and I'm sure all of us have busy schedules, but I just want to say that I feel that the State Legislature has to come up with some direct funding for the special events that take place because we can't always do it on our own. It is very, very difficult. The benefits to us locally, and to the State, should seem very obvious. They do to me now, and hopefully they do to the State of New Jersey.

We would also like to see-- A few of the other things I was taking notes about I made mention of. Just recently, Bob Lattore produced an excellent film on Ocean County, which I was able to see at our Mayors' Association meeting. Now, one of the things he had a problem with was the funding for it, trying to get support for it, and trying to get the thing distributed so it could tell about Ocean County as a good place to live, as a tourist place to come and enjoy.

We have always billed ourselves as a family resort community. Most of our boardwalk is geared toward families. We don't even have adult rides. Almost our whole boardwalk is children's rides. This is the type of thing in Bob's film that we want to get across to people. You know, he produces a nice film, but it is difficult. Where does the money come from to get this around to Chambers of Commerce up north and into other states, but mainly in this State? It's a tough thing he is up against. I know he mentioned during his presentation at the Mayors' Association meeting that he was years trying to even get this film as far as it has gotten. It has been talked about and talked about, but it has never really happened. Right now, from what I understand, an excellent film has been produced by him, basically on a shoestring budget.

It shouldn't have to be that way. I really feel it should not have to be that way. The State is getting a lot of benefit in tax revenues from the tourist industry, and we ought to be getting some direct financial help in this area -- in these types of areas.

One of the things that I have had to deal with in our town-- We have a population of 5,400 people locally year-round. Someone said here earlier that, you know, they are not all always in favor of tourism because some consider tourists an invasion during the summer months. One of the things that I have been working very hard on is educating--

ASSEMBLYMAN DOYLE: Sometimes even some of the Councilmen.

MAYOR HENNESSY: What was that?

ASSEMBLYMAN DOYLE: Sometimes even some of the Councilmen, Mayor. (laughter)

MAYOR HENNESSY: I have been trying to educate some of the people as to the importance of good family-type tourism in our community. The boardwalk alone employs 1,000 people. I mean, in terms of our local situation, that is a very, very positive impact. I happen to have coached a baseball team for the last 10 years, and you know, some of the kids from back in around Jackson Township play baseball a lot longer because there is nothing else to do. They can't get summer jobs. My biggest problem is trying to get my team on the field because they are down working on the boardwalk, which is good. It is good for them; it is good for the family; it is a positive thing for the economy in our town and in the area.

So, I think educating the people in our area is something I have been working on in terms of the importance of the tax base, the ratables it gives to the homeowner/taxpayer who has been struggling. As we all know, every one of us struggles with trying to keep the tax base stabilized. Well, the business community in our town contributes a major effort in that respect.

I am not going to go on here. Does anyone want to ask me anything?

ASSEMBLYMAN MORAN: Yeah. Mr. Chairman, if I may. First of all, I hear your team is doing real well. They must not be working.

MAYOR HENNESSY: Well, I do get them down there. I do get nine of them down there occasionally. We do all right.

ASSEMBLYMAN MORAN: On a serious note, you know, I still find it difficult that just about everybody speaking is complaining about, you know, "We're generating 'X' amount of

dollars in sales tax and we are not getting a return on it. We can't get road maps." Everybody is saying basically the same thing. But what continues to come back to me, and this seems to happen at every tourism meeting we have, is the \$7 to \$13 billion generated in sales tax. How can anyone say a range between \$7 and \$13 billion, when we still can't find out how much, in fact, is generated? Is it \$7 billion, or is it \$13 billion? That is a heck of a big gap to say, you know, "around." It is very similar to your 200,000 people a day to see the race, not to mention your inner tube race, which I know is a big event every year.

MAYOR HENNESSY: That is a big attraction.

ASSEMBLYMAN MORAN: If I didn't go there, my daughters would kill me. I think the key thing is, we have to get to the bottom line of where those dollars are coming from, and how much, in fact, it is that is coming in. We have to key those areas that are generating the money. We have to give them more money for programs that are generating those tax dollars. If we don't, then those communities which are doing the kinds of jobs that many of you are doing-- You're doing it for us and, in fact, we are doing very little or nothing for you. That doesn't make sense.

MR. LATTORE: I couldn't have said it better myself.

ASSEMBLYMAN SINGER: Mr. Chairman, just one comment. Maybe I'm coming from left field, but I am not that hung up on how much sales tax is generated by the tourist industry. I never have been. We know it is big, big money. And whether we say it is \$7 billion, \$3 billion, or \$12 billion, we realize that the dollars from tourism are massive. The person who wants to stay in Cape May, or Seaside, or Point Pleasant, who passes through North Jersey and stops at a restaurant, or stops for gas, or if he has his trailer with him, stops at the grocery store, you can never measure how many millions of dollars are spent. We know it is a massive amount of money.

What bothers me more than anything else is, even with what we are spending now, even though it is not enough — and I think we have all come to that conclusion — we are not spending it correctly. It is ludicrous that such a thing as a State map, and we've heard that one division can't get it from another division— That should have been settled within one week. In one phone call that should have been straightened out.

Then we hear that we have 48 tourist places for people to come in. I notice as you cross over the borders in many states, the first thing you see is a tourist area with all the tourist information — where to stay, a tourist hot line, etc. You don't see that when you cross into New Jersey; you're right. When you're on the Turnpike coming in, you don't see that as the first major sight. I think it is ridiculous, also, the types of contracts we are giving out for 48 sites, where we have to think where they are, and where we have to pay to have a municipality put something in there. It's ludicrous.

I really think we have to get our act together in the State before-- I know the Chairman is a proponent of and very suggestive of a separate Department; however, I really believe we first have to be able to see what we are doing now and be able to do that right, before I would have enough confidence myself to ask for a separate Department, with a Commissioner and everything that goes along with it.

ASSEMBLYMAN PALAIA: May I ask the Mayor a question?

ASSEMBLYMAN MUZIANI: Sure.

ASSEMBLYMAN PALAIA: Mayor, if you do have a problem, like with the boat race and everything, do you know where you can go to get help from the State? It seems to me that we are not coordinating all of this anywhere, where you could go right to a number, and say, "Look, we've got a problem here."

MAYOR HENNESSY: That is an excellent point. We relied on the media.

ASSEMBLYMAN PALAIA: They did a good job.

MAYOR HENNESSY: The media covered the problem very well.

ASSEMBLYMAN PALAIA: Yes, they did.

MAYOR HENNESSY: They did an excellent job. We got letters from different legislators saying, "Is there anything we can do to help?" and I said, "Yeah, send a check." I don't mean to be facetious, but it would be good to have a strong agency with a budget. I mean, you could make the Mayor of Wildwood the head of this thing, but without the money, his ideas would go right down the drain. You have to have the money. I don't want to call it seed money, but any good business has to have capital -- operating capital -- and then you, of course, get a return on it. In this situation, it seems like the return is already there, and the money needed is really not forthcoming for a lot of the specific types of events. We have to rely too much on the local area, on volunteerism.

I have one woman who runs this beauty pageant. She doesn't get a dime. This is a big, big beauty pageant, and she doesn't get anything. We have to go out and beg, borrow, or whatever for prizes for the contestants, and things like that, and this is a major, major event in the State.

ASSEMBLYMAN PALAIA: But you have no place you can go, really?

MAYOR HENNESSY: We don't know.

ASSEMBLYMAN PALAIA: See, that to me is a lack of coordination somewhere. I think these two gentlemen referred to other aspects, but that, to me, is extremely important.

MAYOR HENNESSY: I will say, though, that this is the first year that our Committee -- our Off-Shore Power Boat Committee -- got some money for the race. I believe it was around \$7,500.

MR. LATTORE: I don't believe the race has ever been mentioned in any piece of literature published by the State,

and it probably gets the broadest international media coverage of anything that happens, barring my crab races.

ASSEMBLYMAN PALAIA: I never heard of them, Bob.

ASSEMBLYMAN MUZIANI: Michael?

M I C H A E L R E D P A T H (speaking from audience): Since Mayor Hennesy brought it up, I am Executive Vice President of the race.

ASSEMBLYMAN MUZIANI: We can't pick up your voice on our recording, so would you just move up a little, Mike?

MR. REDPATH: Since the Mayor brought it up, I thought it might be appropriate to make a few comments about the funding for the race, since it is something that is important to the State and the region. In fact, we face some serious problems with it within the next year or two, primarily because many other venues have recognized the value of these events to their areas, and are starting to fund them substantially.

The City of Miami has just put up \$100,000, and the City of Miami Beach \$50,000 for races this September. That essentially matches our total budget. Cincinnati has offered a quarter of a million dollars for one of these races. There are only 10 allowed in the course of a year. We're biting our fingernails right now wondering whether we are going to be able to bring the race off next year because of the fact that it is starting to get down to a bidding war.

Right now, I have been traveling. Every other week I have been going to — or every third week — the other races on the circuit to politic and try to make sure that at least we have some friends in court as the decisions are being made about who gets dates, and trying to steer them away from the concept of letting it be a bidding war. There are a lot of things that speak against doing it strictly on the basis of who puts up the most money.

As the Mayor mentioned, we did finally get some State money this year — \$6,500 — but we have still not decided

whether we are going to accept it because of the strings attached and the way in which it is handled.

ASSEMBLYMAN DOYLE: What are the strings, Mike?

MR. REDPATH: Well, for one thing, you have to be very specific about how you are going to use the money. In other words, you have to put in your grant application and say, "This is specifically what we intend to do with the money. It is something we haven't done before." Once you have identified it, you are now trying to project in advance. We asked for \$12,500 to match the \$12,500 we were looking to spend in New York and Philadelphia to promote the race. That was cut back to \$6,500.

We are not sure it makes sense to spend that kind of money in New York and Philadelphia because it is not enough. You know, to spend that kind of money, we may just be throwing it away. So, that is one kind of thing. There is no real flexibility there as far as how you can utilize the moneys. I really think that is the biggest of the strings. But it is a matter of concern as we are seeing what other cities and other states are doing as far as this kind of event is concerned, the kind of money they are coming up with, and recognizing the value of it. I am not talking just about the race, but as an example of the kinds of things that are happening.

Miami is putting up \$100,000 per event for various kinds of things that are happening in the City because they have seen the Lowenbrau Grand Prix, as an example. They turned the City streets into a racetrack. Plus, they give the promoter \$100,000 toward the operation of the race because they have seen what this kind of an event can do as far as returning money into the community. It is something we really need to take a look at. A lot of these events do not return enough money to attract big corporate sponsorship. You know, the Meadowlands Grand Prix is unusual, I think just because of its location. But, a lot of these big events don't get sufficient

national media coverage such as Miller beer, or something like that, which can put up \$200,000 for sponsorship. They need to be publicly funded or supported to some extent.

MAYOR HENNESSY: You know, we've done — with people like Mike — an outstanding job, really, with what we have had to work with on some of these races. We've had the Thunderbirds; we've had the Clydesdales come in on at least two occasions. The Thunderbirds have been there almost every year during race week. I just think we could do it a lot better. We could do a lot better for the entire area in terms of people even getting close. I don't mean people just coming into our town; I mean into Monmouth County, all of Ocean County. Then, of course, they could drive— It's a 15-, 20-, 25-minute drive to a lot of the other motels, hotels, and things, places where people could stay who came in from other states, or who came in from Canada, as was mentioned before. I think we could do a lot more as far as getting a return.

Again, we're already filled up as far as our town is concerned, but for the rest of the area, by publicizing this-- I'll give you an example; I just want to make one other point. Someone said before that they didn't think we could extend the summer tourist season at the Jersey Shore. Well, I disagree with that. Maybe not to the extent that it happens in July and August because the schools are closed and open, but one of the areas— The weather is still beautiful in September, October, November. It is still very, very nice. I've been at football games on Thanksgiving Day when I have been out there in a short-sleeved shirt. The ocean is still warm. There are a lot of things that can be publicized, especially on the weekends, and we've done it.

As the Assemblyman mentioned before, we have the great tube race, where one year-- I don't know if you know about this race. It's where a lot of guys get in tubes and go across the ocean.

ASSEMBLYMAN DOYLE: Women, too.

MAYOR HENNESSY: Pardon me?

ASSEMBLYMAN DOYLE: Women, too.

MAYOR HENNESSY: And women, I shouldn't have-- That's right, we do have women entrants. They race in the ocean in tubes. It was kind of something that was started on a lark, but the one year-- The Lions Club runs it. Two years ago, we just experimented and put an advertisement in The Newark Star-Ledger and we had, like, 40,000 people in town. They came down for the race, and the Lions Club made a lot of money for the eye fund and all. But, the point is, there is an example of how you can-- It was a beautiful weekend. It was 90 degrees, and it was held in late September. Everybody thinks, "Well, Labor Day, it's all over," but it doesn't have to be.

MR. REDPATH: That's true.

ASSEMBLYMAN MUZIANI: Thank you very much, sir.

ASSEMBLYMAN PALAIA: Thank you, Mayor.

ASSEMBLYMAN MUZIANI: Mayor Ralph J. Gorga, Mayor of Lavallette? Mayor Gorga? (Mayor Gorga not present.) Jack Taggart (phonetic spelling), Citizens Conservation Council of Ocean County?

ASSEMBLYMAN DOYLE: Jack is here, but Bob Anstett is here from that group.

ASSEMBLYMAN MUZIANI: Do you wish to speak, Mr. Anstett?

**B O B A N S T E T T** (speaking from audience): I would be honored.

ASSEMBLYMAN MUZIANI: Fine, come right ahead. Please give your name, sir.

MR. ANSTETT: Excuse my dress; I didn't expect to testify. My name is Bob Anstett. I am going to try to paraphrase what Jack Taggart would have testified here. He is the Vice President of the Coalition of Conservation Groups in

Ocean County. I am the President. I think I can crystallize his points from what I heard in previous testimony.

Somebody mentioned, "Bennies go home," in an area newspaper headline in red a few years ago in Ocean County. There was another one at the same time — a few months before or after, also in red — that said, "Poisoned Waters Flow Towards Toms River." That wasn't an Asbury Park Press headline either. But last August, the second week of the month, 1985, a headline in The Asbury Park Press read: "Human Waste Fouls Area Beaches." Now, all of that may be factual, opinionated, correct, or accurate. We feel in our conservation efforts that we would like to become more closely liaised with the tourism effort in terms of a higher regard toward the New Jersey ECO system.

I had nothing to do with this point of view until about three months ago, when someone in The Washington Post was very critical of this State. I wrote a letter to the editor there and perhaps, if I may, I will kind of indicate some of the things I wrote to the editor of The Washington Post. Mayor Tompkins of Seaside Heights said that people don't come down to the shore to look at roses; they come down to look at the beach. I take exception to that. The seven counties of South New Jersey were designated -- as all of us probably know -- at a U.N. meeting in Paris in 1983, as one of the two most precious ECO systems in the world. We will have, and we do have now, many scientists visiting those seven southern New Jersey counties studying the ECO system. In fact, less than a half an hour from Seaside Heights, one will find, or crystallize their vision, by seeing the uncommon varieties of orchids growing along the banks — I'm sure you are familiar, Assemblyman -- of a cedar creek, which is a major passion of the Coalition I represent in terms of preservation of that area. The cedar creek is the last remaining unpolluted source of water we know of in New Jersey. In fact, a professor from

Princeton uses that water as a standard to test for polluted water.

Some of the Assemblymen here, and women, helped us to try to preserve that area. Now, from listening to other testimony, I feel that we would like to coalesce with what the Committee is trying to do. As a result of a meeting I attended in Red Bank two months ago, just prior to the convention meeting in Asbury Park on April 15, when the Governor spoke-- I am on the steering committee of Clean Ocean Action, which is a massive coalition of environmental and conservation groups statewide. Someone presented an opportunity to demonstrate outside of the convention that was held, where the Governor was the key speaker, and I suggested that environmentalists are not a faction. In effect, we are the fortress of the common person. As you can tell, I love the State. I have met experts in the field of conservation who are touched by what we have to offer here.

So, rather than use up, or overuse, our resources here, I feel it might be prudent for us to kind of get together. I don't really know what I am trying to ask the Division to do with regard to the environmental ends and goals. I do know that the headline I quoted before could certainly be more detrimental than the lack of maps of the State. For instance, the Pinelands. I sent a resolution to Assemblyman Doyle. He had written to me, and that's why I attended the meeting. I saw it only as an onlooker. I thought perhaps we would understand that moving the 12-mile dump site out to 106 miles in the ocean would grandize all of our aims and goals. I thought that the concept of Sandy Hook-- When I was a young boy in Jersey City, people used to go to Sandy Hook for summer vacations. On the beaches in Sandy Hook one recent weekend, in one hour, we recovered -- there are only adults here, so excuse my lack of taste -- 158 plastic-enclosed Tampons. Those people from Quebec, who kind of detour because

they see that abutment on the map, or perhaps they can see the statue from there, or what have you, might just stop by there and see hypodermic needles. You know, I think in a larger view, if I may quote the poet: "We should always strive to reach our own highest ideals." If there was some way we could work together—

Incidentally, Assemblyman Singer, as a member of the Environmental and Natural Resources Committee of the State Assembly, was at a recent occasion at the Mantoloking Bridge. A group of environmental people are trying to conserve the marine resources there. It is a big shellfishing area, which is a resource other than the concept of enticing massive amounts of people.

I would like to recommend that we work together in trying to uphold— We have a fine area for tourists, and we should be able to hold our chins up and say that we are working for— There are a few things in the resolution. Should I paraphrase them for you? One of them is—

Our affiliation is with the New Jersey Environmental Federation, the Clean Ocean Action Coalition. I represent the Citizens Conservation Council of Ocean County, which is a coalition of 30,000 members, including citizens' groups like the Veterans of Foreign Wars of Ocean County, the League of Women Voters, and homeowners'/taxpayers' groups. We are in favor of supporting efforts to stop the Environmental Protection Agency from the ocean incineration of toxic waste off the State.

I might indicate that, not Mayor DiSylvester, but Mayor McCann from Wildwood Crest, I believe—

ASSEMBLYMAN MUZIANI: McCall.

MR. ANSTETT: Oh, McCall. I wrote to him encouraging his gutsy stand against it, although we would not be participants in that.

We would like to see the Tourism Division support clean ocean action efforts in the stopping of contaminated dredge spoils six miles off Sandy Hook. We would like to see support for the stopping of acid waste dumping 15 miles off Sandy Hook. We would like to see passage of a strong clean water act, which would provide for upgrading sewerage treatment plants, particularly along the coastal zone, where last year it caused overflows, and what have you, which then caused those headlines.

Essentially, that paraphrases what we would like to kind of work with you on. We would like to alter those situations, and we would like, somehow, to shake hands with you symbolically and spiritually. I happen to be involved in recycling as a conservationist, and in Lakewood -- where we are now -- one of my dear friends was the late Winn X. Epstein (phonetic spelling), who set up a large program in Lakewood. We have an ordinance making mandatory recycling of some things. I assisted in setting up the program here with Winn many years ago, and I think that that kind of joining hands symbolically and spiritually is what I am trying to speak for off the cuff, as they say. I didn't expect to speak.

If there are any questions, I would be glad to answer them. I also represent today the Mid-Atlantic Council of Watershed Associations, which includes Pennsylvania, Maryland, New Jersey, and New York. It's 80 organizations concerned with clean water.

ASSEMBLYMAN MUZIANI: Any questions, gentlemen?

ASSEMBLYMAN PALAIA: Nope.

ASSEMBLYMAN MUZIANI: Thank you very much, sir.

MR. ANSTETT: Thanks very much.

ASSEMBLYMAN MUZIANI: Is Mr. Lightbody here?  
(affirmative response from audience) Mr. Lightbody is representing Mayor W. Thomas Renkin of Dover Township.

Excuse me, sir. I don't have anyone else scheduled to speak. Is there anyone else here who expects to speak today, because we are going to conclude this by having Charles Geter come forward to make his comments? (no response) Okay, Charlie, you will be last here today. Go ahead, please.

**R O D E N L I G H T B O D Y:** Thank you, Mr. Chairman. Ladies and gentlemen, I am Roden Lightbody, Dover Township Committeeman, representing the largest community in the County of Ocean, and reiterating what some have mentioned about the shore communities. We, too, have a section of our municipality along the shore and, of course, even many parts of the mainland reflect the importance of tourism, not only in Ocean County, but throughout the State of New Jersey.

One particular emphasis I would like to offer at this time is to include the sport fishing industry in the tourism advertisements and, in fact, the promotions of tourism, because I believe it is a very prime factor. Sport fishing is unique, and I so indicated that last year in a letter to the State of New Jersey.

Also, in conjunction with that— There have been great strides in what has been directed toward tourism in the State of New Jersey, but in addition to that are the continued efforts of the other State agencies working in cooperation with Tourism, hopefully Transportation and, of course, the Department of Environmental Protection, their concerns, of course, being to keep people wanting to come to the shore communities to enjoy tourism. Mainly the concern we have is at the local level, in particular Dover Township.

We offer that we realize the many jobs that are attracted through tourism. We would like to see that continued and the emphasis placed upon the fact that many benefit from this. The economy — without a doubt — benefits from the great strides in tourism. Much has been said about the moneys that have been offered and the hiring of full-time personnel

for many of the tourism councils. We in Ocean County take great pride in the fact that our Tourism Council strives to provide the information necessary to attract tourism. It is an ongoing effort. When we list the needs of the County, we recognize what is available in terms of a map of Ocean County, reflecting everything from horses being trained for racing right up to the shore for swimming, of course, and the benefits of clamming, fishing, and so forth.

With that, we ask that you strongly consider increasing funding in the direction of tourism. Hopefully, it will attract from even beyond the scope where we are now. We are looking, of course, to seeing, with that, the cooperative efforts of other State agencies, as I indicated. We offer, too, as the Mayor of Point Pleasant Beach did, the fact that the season is being extended continuously. There is, in fact, a benefit to that. We look upon it as including and through the month of November, and beginning as early as the early part of March. We are hopeful that you, too, will look upon that in the tourism world, and also guide and direct us in the areas where we can make strides as well.

Basically, that is what I have to offer. If there are any questions pertaining to the Township of Dover or the tourism industry, I would be happy to answer them.

ASSEMBLYMAN MUZIANI: Gentlemen?

ASSEMBLYMAN PALAIA: No questions.

ASSEMBLYMAN MUZIANI: Thank you for your comments.

ASSEMBLYMAN PALAIA: Thank you, Roden.

ASSEMBLYMAN MUZIANI: Mr. Geter, representing the Division of Tourism. Charlie, I think you heard a lot here this afternoon.

ASSEMBLYMAN DOYLE: Hi, Charlie.

ASSEMBLYMAN MUZIANI: And, we're asking for some answers.

MR. GETER: Mr. Chairman, illustrious members of the Tourism Select Committee: I am Charles Geter, Chief of the New Jersey Division of Travel and Tourism. I had not expected to speak; however, I think I shall try to enlighten the Committee on just how some things are, without being prejudice in my comments whatsoever.

A large portion of the testimony today dealt with maps and literature. I would like to make a clarification as to how the official map of the State of New Jersey comes into being. This is a project of the State Department of Transportation, which over the years— The last seven years, we have been able to mend and build a very good cooperative effort. The map, of course, has been a low priority of funding for the Department of Transportation. Ninety percent of the cartography that is done is financed by the Federal government; the 10% has been hard to come by under previous heads of the Department of Transportation.

The last map that was printed, the Division of Travel and Tourism gave the up-front money to have that map printed. The map, until the last couple of years, had been printed on a hit-and-miss basis. With the last map, we had a total of one million maps printed in two shipments in order to meet the cost where the Division had advanced the money to the Department of Transportation to have it printed. With the current map, the Division has advanced moneys to have a 1986 map printed. That map is presently at the printer. Hopefully, it will be off the printing press sometime during the month of June. There will be one million maps printed, and there will be a total distribution throughout the entire State so that the municipalities and the comments we have heard here today can be negated. The question is, how long do a million maps last?

There has also been testimony as to additional signage. As you said earlier, Mr. Chairman, we have come a long way; however, there is still much to be done. There are

complicated Federal laws that are put out by the Federal Highway Administration. Under the Federal Highway Administration Act, it must be adhered to that there can be only so many signs in a certain location. Also, there is a Federal bureaucracy. That Federal bureaucracy has to be satisfied; otherwise, the State of New Jersey runs the risk of losing Federal funding from the Federal government, of course. We have done very well in getting some of the signage that requested.

There was a comment made about the tourist welcome centers. Officially listed are 48 tourist welcome centers. That is a misnomer because there are basically 12 tourist welcome centers that we call full-fledged tourist welcome centers. We have made much improvement in this area and it ties in with the signage also. That is why I have included this at this particular time.

Some 10 years ago, the State had a tourist welcome center in Phillipsburg, New Jersey, which was atrocious. Since that time, and under the current Administration, we have opened a tourist welcome center at the Delaware Water Gap entering the State of New Jersey on I-80. The most recently completed was in Montvale, New Jersey, at the northern terminus of the Garden State Parkway. Last year, we completed Seaville, which is at Mile Post 18 on the Garden State Parkway in Cape May County, and we have Deep Water, Delaware, which is 295 entering the State of New Jersey from Delaware over the Delaware Memorial Bridge. To also spread our message, we have entered into a cooperative agreement with the Delaware Bridge Commission, which is half Delaware and half the State of New Jersey, whereby when persons enter the State of New Jersey there are five major avenues they may take. That way we can get them before they cross the bridge, and they can seek and receive New Jersey information.

We are trying to network all of the major entrances into the State of New Jersey. Last year, the Legislature saw fit to give a line item to tourist welcome centers, which I welcomed very, very much because it had been, prior to that, a hit-and-miss sort of thing. As Mr. Rhodia has stated, we were using Green Thumb people. The Green Thumb Program is a federally subsidized program for people who are retired to supplement their incomes. However, that is being phased out. Because of the line item appropriation, we are now, and have been for a year and a half, employing people to work in our first-grade, first-rate tourist welcome centers. You can see this at the aforementioned places, the tourist welcome centers I mentioned.

We are currently working with the Department of Environmental Protection to upgrade their administration office, which also serves as a quasi-tourist welcome center, in time for the influx for the rededication ceremonies on the fourth of July weekend at Liberty State Park. We have also made a major breakthrough with the Port Authority of New York and New Jersey, in being able to put some identifying marks in Newark International Airport, so that when people arrive there they know they are not in Airport USA, but at an airport in New Jersey.

These are just some of the things, as I said, that I had not mentioned. But the signage part-- We have come a long way with the Department of Transportation to where it comes down to dollars for them. Do they cut grass, do they pave highways, or do they put up signs? It becomes a matter of money. We have received a tremendous amount of cooperation from the Department of Transportation; however, they have been reversed on some of the decisions they have made by the Federal government.

To give you an example, we designed a new tourist welcome information center sign that was approved by the

Federal government. Evidently, it wasn't approved by the right source because after those signs were improved, someone who didn't put his initials on a piece of paper, ordered those signs taken down, and DOT had nothing to do but to take them down. Otherwise, they would have lost Federal funding. So, it is a very complicated issue.

I am very happy. I made many notes here today, which I think will be received in a very good manner back in the office. I've heard talk about the region and more communication. I think this is a very healthy sign because my Director was at a previous meeting held in Asbury Park, and I believe the regions are going to be reorganized so that the persons assigned to those regions will be in more direct communication with the areas within a particular region.

As was mentioned here earlier, our Department gave a grant to Stockton College to try to get some of the needed research done. I think a continuing educational program must be undertaken to educate all members of the Legislature, and the general public in the State of New Jersey, about just how vital the tourism industry is to the economy of the State of New Jersey.

ASSEMBLYMAN MUZIANI: I want to ask you a couple of questions, if I may, Mr. Geter. Would you please clarify for me this percentage of 90/10? What does that 10% represent in actual moneys?

MR. GETER: The 10% is State money that goes towards the development of the actual road map. In other words, when the road map is produced, it covers everything but the actual printing of the map. The Federal government pays 90% of that cost, and the other 10% must be made up by the State of New Jersey.

ASSEMBLYMAN MUZIANI: Okay. Can you give me a figure?

MR. GETER: I don't have that figure, Mr. Chairman, because we have never had to deal with that. That is within the confines of the Department of Transportation.

ASSEMBLYMAN PALAIA: Can we follow that line right there, Guy, please?

ASSEMBLYMAN MUZIANI: Sure.

ASSEMBLYMAN PALAIA: Now, Charlie, when the map is being developed by the Department of Transportation, at what point in time does Tourism come into all of this? When do you get involved?

MR. GETER: If you have noticed, Assemblyman, the last two issues of maps that have been produced by the Department of Transportation have carried some recreational area.

ASSEMBLYMAN PALAIA: Yes.

MR. GETER: That information was supplied by our Division. Approximately four years ago, this was a total Department of Transportation map, even though we supplied some type of information. At that particular time, the Division of Travel and Tourism — or actually it was the Office of State Promotion, Tourism and Promotion — was in the Department of Labor. The Commissioners of the Department of Labor and the Department of Transportation got together and decided that since the requests for the maps came into Tourism, rather than Transportation, they would make a deal that of the maps that were printed, 20% would remain with the Department of Transportation, with us getting the others.

Now, what happened by doing this was, the Department of Transportation relieved a lot of the money in their budget which they could utilize for something else because they did not have to have people typing out labels and using up their postage to their departmental postage account. This was given to us.

ASSEMBLYMAN PALAIA: You see, that is the part that bothers me because if you are utilizing 80% of those maps— Is that correct? Is that what you said, Chuck?

MR. GETER: Yes.

ASSEMBLYMAN PALAIA: It just bothers me that there is no coordination going on here. For example, do you tell them how many you need, how many you are going to need for a year?

MR. GETER: We try to tell them.

ASSEMBLYMAN PALAIA: You just try to tell them?

MR. GETER: Yes. The reason why we try— I don't think it's funny, Bob; I really don't. (addressing Mr. Lattore)

MR. LATTORE: No, Charlie, I'm laughing in sympathy, not—

ASSEMBLYMAN PALAIA: I knew he was.

MR. GETER: To get the Department of Transportation to print a million maps was an undertaking. At the present time, the Division of Travel and Tourism pays 50% of the printing costs of the map.

ASSEMBLYMAN PALAIA: And you don't even know how far that million is going to go?

MR. GETER: If those maps are— Well, I might add that we have taken a further step. These million maps will be delivered sometime in June, hopefully, but we are also, in our literature distribution -- not distribution, but development-- We have also developed new regional brochures. These regional brochures are at the printer's at the present time. Once these regional brochures are delivered to us to augment and implement and we have enough maps for everyone, we are then going to print a sheet map, which is a clear, colorful sheet map. What it is—

ASSEMBLYMAN PALAIA: For the region?

MR. GETER: No, not the region. It is going to be of the entire State of New Jersey, but on a long sheet—

ASSEMBLYMAN PALAIA: Oh, I see.

MR. GETER: --so that when Lou Rhodia and Paul Ridner go to their consumer shows they will have plenty of maps which they can distribute to people, because that is the most popular thing. When a person enters one of our tourist welcome

centers, the first thing he or she wants to do— The most asked question is, "Where are the rest rooms?" and the second is for a map.

ASSEMBLYMAN PALAIA: In that order?

MR. GETER: That's right.

ASSEMBLYMAN MUZIANI: Charlie, regarding these maps, has the Division ever complained to the Department of Transportation concerning the timing of the printing?

MR. GETER: Yes.

ASSEMBLYMAN MUZIANI: It seems obvious to me that June is a little too late.

ASSEMBLYMAN PALAIA: It's too late.

ASSEMBLYMAN MUZIANI: They ought to be printed back in February to be distributed--

MR. GETER: We went into planning on this map in the early part of last year. We expected to have the '86 map done in March of this year.

ASSEMBLYMAN MUZIANI: What's the delay caused by?

MR. GETER: When I say that, I'm talking about '85.

ASSEMBLYMAN MUZIANI: What caused the delay?

ASSEMBLYMAN PALAIA: Is it a budget problem? Is it the timing of the budget?

MR. GETER: There are a lot of technical problems.

ASSEMBLYMAN PALAIA: Oh, technical problems?

MR. GETER: Yes.

ASSEMBLYMAN MUZIANI: You're smiling when you say that, so there must be something else you're not telling us.

MR. GETER: There were problems, yes.

ASSEMBLYMAN MUZIANI: Internal problems?

MR. GETER: Yes.

ASSEMBLYMAN PALAIA: Charlie, if you were to give an absolute best scenario to get these maps to you, how would you do it? How would your Division do it? How would you like to do it? That is what we need here. We would like to know: How

would you like to do it? Then we could say to you— We are going to go into conference later, of course, and when we meet we could say, "Good idea," or "We can't do it."

MR. GETER: I think a timetable should be submitted by my Director to the Commissioner—

ASSEMBLYMAN PALAIA: Borden Putnam.

MR. GETER: Borden Putnam.

ASSEMBLYMAN PALAIA: Right.

MR. GETER: A timetable should be submitted by my Director to Commissioner Putnam to be submitted to the Department of Transportation, and that schedule should be adhered to.

ASSEMBLYMAN PALAIA: That would be the most important thing to you--

MR. GETER: Yes.

ASSEMBLYMAN PALAIA: —right now?

MR. GETER: Yes.

ASSEMBLYMAN PALAIA: It seems to me, Mr. Chairman and members, that that is one-- If we did nothing else, if we learned nothing else today--

ASSEMBLYMAN MUZIANI: If we can get that straightened out—

ASSEMBLYMAN PALAIA: Sure, if we could straighten that out for you, we would have made a giant step forward.

ASSEMBLYMAN MUZIANI: Charlie, you mentioned about the regions; you are going to reorganize them. As was indicated earlier by everyone who spoke, they are concerned about those regions. The problem is staffing. Are you going to support funding staffing?

MR. GETER: What our Director is planning to do is assign a region to each professional staff. I might add that our professional staff is probably the smallest staff of any state tourism office in the United States. Our total staff is less than 14.

ASSEMBLYMAN MUZIANI: Yeah. You're 13, I know.

ASSEMBLYMAN PALAIA: And they generate in the billions of dollars?

MR. GETER: That is correct. That is correct, Assemblyman.

ASSEMBLYMAN MORAN: How many billions?

MR. GETER: We are using the figure of \$10 billion for the tourist industry in the State of New Jersey.

ASSEMBLYMAN PALAIA: So, you're in-between—

ASSEMBLYMAN DOYLE: That doesn't mean \$10 billion to the sales tax?

ASSEMBLYMAN PALAIA: No.

MR. GETER: No.

ASSEMBLYMAN DOYLE: That's only \$3 billion. In other states, Charlie, just on that point, what is the proportion of money that goes to staffing versus advertising? I know that much of ours goes to a single contract.

MR. GETER: Very little of our budget goes to the staffing of the Division. Most of our budget, as I see it -- I don't get too concerned with it -- goes into media and promotion, and that includes literature.

ASSEMBLYMAN DOYLE: That is basically handled through a single contract, isn't it?

MR. GETER: Well, the media is handled through a contract, which is a bid contract let by the Department of the Treasury.

ASSEMBLYMAN DOYLE: How does that compare to what other states do in terms of the relative proportion between internal staffing and advertising?

MR. GETER: It's hard to get a handle on that, Assemblyman Doyle, and I'll tell you why: In some states, they combine their transportation people, and some states combine their economic development people with tourism. It's very difficult to get a handle on. I went to a conference last

summer. This conference dealt primarily with tourist welcome centers. It was very difficult to get a handle on that because they were using volunteers; they were using Title V; they were using Green Thumb. So, when they told me they were paying their paid workers \$8.00 and \$9.00 an hour, it was not a true figure I was getting.

Now, the people we are hiring, we start them slightly above the Federal minimum wage. We start them between \$3.50 and \$4.00 an hour, and for the ones who get into what we call a "supervisory capacity," we feel— Then we try to raise them to a \$5.00 an hour level.

ASSEMBLYMAN MUZIANI: Supervisory for \$5.00 an hour?

MR. GETER: It's really great, you know, but it is better than what I had three years ago.

ASSEMBLYMAN MUZIANI: Yeah.

ASSEMBLYMAN DOYLE: Who brought up the point about advertising in the right place and moving the markets through advertising? I remember when we had these hearings that were generated by a suggestion to a much younger Assemblyman than I am now by Jack Lamping (phonetic spelling). We considered the need for surveys. I was unsatisfied at that time that the State of New Jersey knew where the out-of-State visitors came from so that we could advertise either, as was suggested, in those markets that we do well in, to reenforce them, or in those markets that we hadn't yet hit, to try to be a new attraction.

Do we know now -- the first part of that question -- do we know now where our visitors come from pretty much?

MR. GETER: We are in a research project right now, and we know pretty much where they come from. But the rest of the ad campaign-- I don't think I am qualified to deal with that, Assemblyman.

ASSEMBLYMAN DOYLE: Well, that would have been the second part, whether there is enough input, both as to timing,

which has been raised by some of the testimony, as well as substance, to make sure that that ad campaign is directed to the right areas based upon that survey.

MR. GETER: I'm not prepared to answer that.

MR. RHODIA (from audience): One of the things that is interesting here is that the advertising should not necessarily be directed to known target areas as much as it should be directed to areas of possible development. When we started in Canada 21, 22 years ago, we didn't have a market up there that was viable, but with Wildwood and the County and the efforts that were expended up there, we developed a market. I can tell you that when we advertise in Canada now, sure you are going to see results. If you take a survey based on advertising responses, it will invariably follow where your ads are.

But, we need developmental money in some of these other markets. Vic probably knows better than anyone in this room where Wildwood's market is because he lives with it on a day-to-day basis. I think this is what is missing. The ad agency -- it doesn't make any difference which one -- since it doesn't reach out and ask us where we think our markets are, or where we would like them to go, or where we are presently doing business -- goes ahead and places the advertising based on what they already know, and that is what is coming in in the form of inquiries when they have already spent money in other places.

So, you really kind of chase yourself around in a circle. I think we need developmental money. We need support money to develop new markets. It's ironic, but when there is an effort expended, there is a response. They're not going to get that response and then go out and chase it around after the fact.

MR. GETER: I would like to add that I do know the Director has instructed the ad agency to get the media plan in much earlier, so it can be shared with the local areas and the Regional Councils for their input and cooperative advertising.

ASSEMBLYMAN MUZIANI: Before it is finalized?

MR. GETER: Yes.

ASSEMBLYMAN PALAIA: Charlie, I hope you realize — and the Director, when you go back to her — that what we are trying to do here is in the best interest of tourism. We are trying to cut through some of this red tape.

MR. GETER: I have no problem with that, Assemblyman.

ASSEMBLYMAN PALAIA: Really, that is very important to us because we do not want to feel—

MR. GETER: I am a 30-year employee, sir.

ASSEMBLYMAN PALAIA: You've been around a long time.

ASSEMBLYMAN MUZIANI: Mayor, do you have a question?

MAYOR DiSYLVESTER: Just one thing. When we spoke before about structure -- administrative structure—

ASSEMBLYMAN MUZIANI: Yes?

MAYOR DiSYLVESTER: The one thing I have a little bit of a problem with, and it can be dealt with very easily, is the way some of the regions are structured. Being in a southern region, we are aligned, of course, with Cumberland County. Again, this is in the best interest. It is not really criticism; it's input. I should be sitting with Bob up in Seaside and the Mayor of Seaside. The shore should be one region. What happens is, the whole shore is fragmented into three separate regions. You have Atlantic City as a separate region. We're in Wildwood and we're a separate region; Bob's in Seaside and he's a separate region. I never have a chance to talk to him.

MR. LATTORE: And we have a lot in common.

MAYOR DiSYLVESTER: I'm with Cumberland County. There are basically only two attractions up there, which are, like, Wheaton Glass, and Bridgeton, which is just starting to get into the game to a certain degree and is doing a nice job. Our people do not go east and west. Our people go north and south, and the shore has to be— If we want to make a major impact,

we should all be together because we are selling the same product.

ASSEMBLYMAN MUZIANI: Yeah.

MAYOR DiSYLVESTER: So, that is something that should be given some consideration.

ASSEMBLYMAN MUZIANI: Robert?

MR. LATTORE: Two very quick comments. One is, eight or nine years ago, when the regions were defined, we had quite an argument with the Division because the New Jersey (indiscernible) Resort Association had previously decided that the regional concept was good, but we had drawn totally different boundaries. What we ran up against was a very severe political problem, and that was that the State was required to deal with it county by county. What we had done was draw natural marketing areas, which cut through county lines. At that time, we were told it had to be county by county, and with that as a prerequisite they didn't have too many choices.

The second remark is one that I made at the last hearing, and I would like to say it again. When the Division's budget went from some quarter of a million dollars to a million and a half, the industry saw a gigantic jump in staff numbers. We came down very hard, in every way we could, and said, "Wait a minute. You know, you have a million and a half dollars, and you are going to siphon all this money off into salaries. That isn't going to accomplish anything." We -- the industry collectively -- were probably more responsible for limiting the staff than any other group.

I think it is unfortunate that in the course of the budget going from a million and a half to six and a half that the Division hasn't come to the industry and said, "Hey, guys, let's take the heat off so we can get some staff," because they really do need it. That is a perfect example of how we should be working together, and we're not because we don't have those lines of communication which are so vital.

I can't remember a time when the Director, or the Deputy Director, or anyone from Trenton, has ever called me and said, "Bob, I would like an inch," when I haven't offered a yard. I don't mean two inches; I mean a yard. That is a matter of routine policy because it is the proper way to do business. We cannot honestly say we get the same kind of thing in return.

ASSEMBLYMAN MUZIANI: Thank you. I just have one other question. It is about three minutes before six o'clock, and we quit at six.

Regarding the welcome centers, you mentioned the fact that you don't have Green Thumbers any longer. Down in Seaville they still do.

MR. GETER: No. We utilize Green Thumbers, but what happens, Mr. Chairman, is that if the Green Thumbers pan out, we put them on our payroll, and all of them do go through a training program.

ASSEMBLYMAN MUZIANI: They are going through a training program? Because they certainly need it.

MR. GETER: Yes, I agree with you.

ASSEMBLYMAN MUZIANI: Okay. One last question. Lou Rhodia made reference to Forked River, where there is a lack of available literature. Is there a reason for that happening?

MR. GETER: Forked River is nothing but a literature rack location. That's what I—

ASSEMBLYMAN DOYLE: Do they have to pay to have a slot in that rack?

MR. LATTORE: Anyone other than the State does.

MR. GETER: The way the contract reads with the statewide advertising agency — distribution company — State and State-designated literature is free. Commercial properties pay a fee to have their literature distributed in a uniform and timely manner.

ASSEMBLYMAN MUZIANI: Is that the way it is done in other states?

MR. GETER: We are taking a survey. I am personally taking a survey of that. I will be attending a meeting of all of the tourist welcome center managers in July. That is one of the questions I have forwarded to all of them which I want dealt with because I want to be able to formulate if, in fact— I've heard many stories that New Jersey is the only State, and I want to find out and ascertain just what is being done in other states.

ASSEMBLYMAN MUZIANI: Assemblyman?

ASSEMBLYMAN PALAIA: Just one quick question. Is Stockton State College working on a master plan presently, Charlie?

MR. GETER: They are working on some type of research; whether or not it is a master plan, I do not know, Assemblyman.

ASSEMBLYMAN MUZIANI: Oh, wait a minute. I can tell you about that. He just left, didn't he? Dr. Bruce Ransom was here. He is from Stockton State College.

ASSEMBLYMAN PALAIA: I was just wondering if they are still working on it. If he could get us that answer, or if we could call up—

ASSEMBLYMAN MUZIANI: No, I can tell you; I know. They are not working on it because I asked them to work with us when I was at the Division. I was told that the Division was going to do it. About a month later I was told, "We can't do it because we don't have the personnel." So, nobody is doing it. Nobody is doing it. That's unfortunate.

ASSEMBLYMAN DOYLE: That is what happens when everybody is going to do it. Nobody gets it done.

ASSEMBLYMAN MUZIANI: That is where it is at the moment. Nobody is doing it. I was told, "We don't have the personnel to devote the time and effort to upgrading the master plan," which has not been upgraded for about six years. Stockton College and their resources are readily available to assist, but it is going to take some funding if you don't have it already earmarked for this in your budget. I don't know.

MR. GETER: I am not certain of that either, Assemblyman.

ASSEMBLYMAN MUZIANI: Something should certainly be done with that master plan.

MR. GETER: I know that Stockton did get a grant from the Department of Commerce, and that the Commissioner was there. I have to—

ASSEMBLYMAN MUZIANI: Well, they are willing to cooperate and work with us, but they are not going to put the money up. They feel, of course, that that is a State obligation. But they have people ready to work with us from Rutgers and from Stockton, to add their expertise, people who, you know, have doctorates on the subject of tourism. Believe it. We have one lady, Dr. Maul (phonetic spelling), who has a doctorate on tourist agencies. Do you believe that? Tourist agencies. She has a doctor's degree in that subject. So certainly she would be useful.

ASSEMBLYMAN PALAIA: I thought you were going to say on tube racing, or something.

ASSEMBLYMAN MUZIANI: No, no. I thank you all for attending. This has been a very informative hearing.

(HEARING CONCLUDED)



