

December 18, 2013

A Work Session of the Borough Council of the Borough of Avalon was held on Wednesday, December 18, 2013 at 4:04 p.m. in the Meeting Room, 3100 Dune Drive, Avalon, New Jersey.

Attendance: Public ----- 10 Reporters ----- 1

The Meeting was called to order by Council President Ellenberg.

Pledge of allegiance.

<u>Roll call:</u>	Council President Ellenberg	Present
	Council Vice President Covington	Present
	Councilman Dean	Present
	Councilwoman Hudanich	Present
	Councilman McCorristin	Present

Also present:

Mayor Martin L. Pagliughi
Andrew J. Bednarek, Business Administrator
Stephen D. Barse, Esquire, Borough Solicitor
Police Chief William McCormick
William Macomber, Director Public Works/Utilities
Paul E. Short Sr., Code Enforcement Officer
Jeffrey R. Hesley, Tax Assessor/Zoning Official
Scott Wahl, Public Information Officer
Thomas R. Thornton, P.E., Borough Engineer, Hatch Mott Macdonald
Neil Hensel, Chairman, Planning/Zoning Board of the Borough of Avalon
Dean Marcolongo, Esquire, Planning/Zoning Board Attorney
Joseph Maffei, P.E., P.P., C.M.E., Planning/Zoning Board Engineer
Scott Taylor, CLA, AICP, PP, Professional Planner and Landscape Architect for the Borough of Avalon

Council President Ellenberg read the Open Public Meetings Act Announcement.

Notice of this Work Session was included in the Annual Schedule of Meetings dated June 12, 2013. It was given to the news media and posted on the Official Bulletin Board as required by law.

Presentation of service anniversary certificates by Mayor Martin L. Pagliughi.

Mayor Martin L. Pagliughi presented service anniversary certificates for years of service to the following individuals:

Five (5) Years: Georgann Berardis, Daniel Speigel and Scott Wahl.
Ten (10) Years: Suzanne Keen, Elizabeth McClintock, Jonathan Schwartz and Paul Short.
Fifteen (15) Years: Michael Kirschner, Daniel Lloyd and Christine Schroter.
Twenty (20) Years: Joseph Gaughan, Jeffrey Hesley and Michael Paluch.
Twenty-five (25) Years: Richard Judycki and Amy Kleuskens.

Presentation regarding amendments to Chapter 20 (Uniform Construction Code), Chapter 26 (Subdivision and Site Plan Review) and Chapter 27 (Zoning).

Joseph Maffei, P.E., P.P., C.M.E., Planning/Zoning Board Engineer reviewed the changes presented to Council. He stated that all the proposed changes were made in accordance with the new datum. He indicated the changes were made to bulkheads, pool setback requirements, setback requirements, drainage, grading and utilities. He also indicated that with these proposed changes it would align the Construction and Zoning chapters.

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Council briefly discussed these changes and agreed to proceed with the introduction of an ordinance at the Regular Meeting this evening.

Discussion regarding a Resolution authorizing Dean R. Marcolongo, Esquire to proceed with an application to the New Jersey Site Improvement Advisory Board for special area standards designation.

Council discussed this item briefly and agreed to proceed with a Resolution to be voted upon the Regular Meeting this evening.

Discussion regarding a Resolution confirming the appointment by the Mayor with advice and consent of Borough Council of Planning/Zoning Board Members of the Borough of Avalon to serve on the Alternate Energy Resource Subcommittee, commonly known as the "Green Team".

Council had no problem with this appointment and agreed to proceed with a Resolution to be voted upon at the Regular Meeting this evening.

Discussion regarding a Resolution authorizing the Borough's participation in Ocean City's Cooperative Pricing Program for award of City Contract No. 14-09, Supply & Delivery of Sand Fence & Posts and Posts & Rail Fence Materials.

Council discussed this item briefly and agreed to proceed with a Resolution to be prepared for the January 8, 2014 Regular Meeting.

Discussion regarding a Resolution authorizing Scott D. Taylor, Taylor Design Group, Inc., to provide professional landscape architectural and related park design services for the 39th Street Playground project.

Scott Taylor, CLA, AICP, PP Professional Planner and Landscape Architect for the Borough of Avalon reported on the status of the application submitted to Cape May County for the Open Space Grant for the Borough of Avalon and he indicated that the Borough received conditional approval of the application and the final paperwork has been undertaken to facilitate this project. He prepared his proposal to encompass working drawings, specifications, contract administration and support services so that this project may come to fruition and he was hopeful that it would be in time for the next summer season. He indicated that he would like to amend his existing proposal to include one additional item as his office has been asked to provide some design assistance for the structure and the graphics of the beach/dune signage. He stated that all content, text and images will be developed by Mr. Lomax's office and the Environmental Commission.

Andrew J. Bednarek, Business Administrator reviewed the letter received by the Borough dated October 18, 2013 from the Cape May County Planning Department that stated the application had been considered and the Open Space Review Board has recommended to the Cape May County Freeholders to fund the project in the amount of \$488,555.00 which includes the playground component, landscaping component associated with the historical building and the beach/dune trail. He also stated that the only items not funded are the soft costs which encompasses Scott Taylor's cost and any engineering cost associated with this project. He indicated that it was his understanding that the Borough of Avalon will need to front the money for the costs and the Borough would be reimbursed by the County upon completion of the project. He explained that the Borough is currently preparing the 2014 Capital Budget accordingly.

Scott Taylor briefly reviewed the concepts of the project.

Council Vice President Covington questioned the amount of \$385,000.00 stated in the application versus the amount of \$488,500.00 in the letter dated October 18, 2013.

Scott Taylor responded that the application was originally two separate projects but was amended to include the full park design and the beach/dune trail. He indicated that the amounts do need to be confirmed.

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Council Vice President Covington requested a breakdown for each project. He also questioned the amount of \$58,950.00 in project fees listed in Scott Taylor's proposal and requested that the proposal be separated into individual components with fees.

Scott Taylor agreed to list each individual component with individual fees.

Brief discussion followed and Council agreed to proceed with a Resolution to be prepared for the January 8, 2014 Regular Meeting.

Discussion regarding a Resolution authorizing Joseph S. Clark, Jr., Qualified Purchasing Agent for the Borough of Avalon to prepare specifications and advertise for bids for a dispatch console.

Council discussed this item briefly and agreed to proceed with a Resolution to be voted upon at the Regular Meeting this evening.

Discussion regarding Resolutions accepting the following revocable licenses:

File No. 0506-13-0004.1 TDI130001, issued by the Bureau of Tidelands Management for the right to rent an area of land now or formerly under tidewater in the unnamed former tributaries of Ingram's and Gravens, out shore of Lot 1, Block 121.01 at Avalon Boulevard in Middle Township, Cape May County, New Jersey.

File No. 0506-13-0004.1 TDI130002, issued by the Bureau of Tidelands Management for the right to remove dredged material from Macchia's Island Confined Disposal Facility.

Council had no problem with these licenses and agreed to proceed with Resolutions to be voted upon at the Regular Meeting this evening.

Discussion regarding a Resolution authorizing transfer of 2013 appropriations.

Council discussed the proposed transfers and agreed to proceed with a Resolution to be voted upon at the Regular Meeting this evening.

Discussion regarding a Resolution authorizing the execution of a professional services contract with William John Kearns, Jr., Esquire, Kearns, Reale & Kearns of Willingboro, NJ as Special Counsel for land use and other related matters for the Borough of Avalon for a one (1) year term commencing January 1, 2014 through December 31, 2014.

Council had no problem with this proposal and agreed to proceed with a Resolution to be voted upon at the Regular Meeting this evening.

Discussion regarding extension of Jitney Licenses to January 1, 2014.

Scott Wahl, Public Information Officer informed Council that there is an opportunity to offer New Year's Eve Jitney services in the Borough of Avalon and he explained that this would require the extension of the Jitney Licenses through January 1, 2014.

Council had no problem with this extension and agreed to proceed with a Resolution to be voted upon at the Regular Meeting this evening.

Public comments:

Jacqueline Ewing, 31 W. 27th Street, Representative of the 7 Mile Business Community Association stated that the 7 Mile Business Community Association was awarded \$19,500.00 in grant funds from the New Jersey Department of Travel and Tourism for their fiscal year Indulge in Avalon, Shop, Dine, Relax strategic marketing campaign. She stated that they were one of seventy-one applications submitted this year. She reported that the 7 Mile Business Community has applied six consecutive years and they have received awards totaling over \$87,000.00.

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Jacqueline Ewing(Continued) She thanked the Borough of Avalon for its financial commitment in providing matching funds for the grant application because without the Borough's matching funds they would not be able to submit the application. She acknowledged the strong partnership that has been forged with the Avalon Chamber of Commerce and 7 Mile Publishing. She reported that the cooperative approach of marketing allows each business to participate in a professionally executed campaign that no one business could afford solo and the participation has grown from sixty businesses to one hundred seventeen businesses. She stated that being the recipient of grants has allowed their tri-fold Indulge in Avalon brochure to be distributed for the past four years at all rest stops along the Garden State Parkway, New Jersey Turnpike and the Liberty Newark Airport and they have partnered with the Southern Shore Regional Destination Marketing Organization to take advantage of the travel shows such as the Philadelphia Flower Show which enabled the distribution of twenty-five thousand tri-fold brochures. 7 Mile Business Community Association has grown from a print ad, tri-fold brochure to partnering with the Chamber of Commerce on development and launch of the website www.visitavalonnj.com. She reported that 2.4 million viewers were targeted last spring due to the partnering with the Borough of Avalon and the Chamber of Commerce to buy commercial airtime for the 32nd Indulge in Avalon commercial. She credited the development of mobile apps and creating an electronic press kit for the increased visitors from the metro New York and Connecticut areas. She stated the funds received from the New Jersey Department of Travel and Tourism allowed their web enter ads on NBC10 Philadelphia's website promoting the following events: Shop-A-Holics, Great Summer Kick-Off, Shop Hop, Seafood Festival, Festive Friday and Snowfest Saturday. She thanked the Public Works Department, Public Fire and Safety, Police, Rescue Squad, Recreation, Chamber of Commerce, Avalon Elementary School and 7 Mile Business Community Association for their outstanding cooperation in the events of the Festival of Trees, Turkey Trot, Festive Friday and Snowfest Saturday. She commented that it was a wonderful coalition of great people that came together for a common cause.

Council President Ellenberg agreed that the weekend of Festive Friday and Snowfest Saturday was phenomenal.

Motion made by Council President Ellenberg, seconded by Councilman Dean to adjourn the Work Session.

<u>ROLL CALL VOTE:</u>	Council Vice President Covington	Aye
	Councilman Dean	Aye
	Councilwoman Hudanich	Aye
	Councilman McCorristin	Aye
	Council President Ellenberg	Aye

Work Session adjourned at 4:55 p.m.

Respectfully submitted,

Amy W. Kleuskens, Borough Clerk

David B. Ellenberg, Council President