

October 11, 2017

A Work Session of the Borough Council of the Borough of Avalon was held on Wednesday, October 11, 2017 at 4:04 p.m. in the Meeting Room, 3100 Dune Drive, Avalon, New Jersey.

Attendance: Public ----- 5

Reporters ----- 2

The Meeting was called to order by Council President McCorristin.

Pledge of allegiance.

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

Also present:

Mayor Martin L. Pagliughi
 Scott Wahl, Business Administrator
 James Waldron, Assistant Business Administrator
 Stephen D. Barse, Esquire, Borough Solicitor
 William Macomber, Director of Public Works/Utilities
 Police Captain Jeffrey Christopher
 James V. Craft, Chief Financial Officer
 Paul E. Short, Sr., Code Enforcement Officer
 Thomas R. Thornton, P.E., Borough Engineer, Hatch Mott Macdonald, LLC
 John Cuthbert, Representative, AHLOA
 Scott Taylor, Taylor Design Group
 Jacqueline Ewing, President, 7 Mile Business and Community Association
 Dr. David LaPuma, Director, NJ Audubon's Cape May Bird Observatory
 Kerry Pflugh, Director, Local Government Assistance NJ DEP
 Christina Davis, Project Leader, Beach Bird Nesting Program

Council President McCorristin read the Open Public Meetings Act Announcement.

Notice of this Work Session was included in the Annual Schedule of Meetings dated June 28, 2017. It was given to the news media and posted on the Official Bulletin Board as required by law.

Presentation of Proclamation by Mayor Martin L. Pagliughi to the Avalon Police Department.

Council President McCorristin and Mayor Pagliughi read the Proclamation.

Mayor Pagliughi stressed the importance of highlighting the good actions shown by law enforcement in this difficult time for our country and expressed pride in the Avalon Police Department.

Presentation by Scott Taylor regarding Pollinator Habitat Enhancement Project.

Scott Taylor reported the Mayor had expressed concerns regarding an unproductive piece of poor habitat at the corner of 71st Street and Ocean Drive that is lawn area and requires regular mowing. The Mayor further suggested exploring the opportunity to construct a habitat enhancement in that location for pollinators. Cape May County and the peninsula is a tremendous stopover point for many migratory species, such as songbirds and butterflies. Migratory insect species need nectar and pollen to survive. Other migratory bird species require good nesting and seed throughout the year. This is a spectacular opportunity to take what was otherwise just a lawn area and create a habitat meadow enhancement project. The area in question is at the northwest corner of 71st Street at Ocean Drive, which is the northwest corner of Armacost Park. In that area, a three to four foot mow strip will be maintained to hold back the invasive species and to try to preserve the integrity of the habitat area. The soil will be amended,

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Scott Taylor (continued) fencing will be wrapped around the outside perimeter to preserve the habitat benefit for those species and nesting opportunities within the meadow itself. There will be a small sitting area with two benches and educational and interpretive signage that would be in the shape of a butterfly. Within the planting areas themselves, it is estimated that approximately two dozen species would provide nesting, nectar, and pollen resources as well as different milkweed species as necessary for the monarch butterflies as they migrate approximately two thousand miles to Central Mexico. The project has a tremendous amount of environmental benefit and it is estimated that the area will only need to be mowed once per year. Along with the environmental benefit, a lower carbon footprint in the area is an additional positive aspect. There will be signage around the perimeter informing the public of the habitat enhancement project, birdhouses, and possibly a bat house.

Mayor Pagliughi added discussions about this proposal began with Dr. LaPuma in July 2016. In June, the Department of Environmental Protection published a monarch butterfly guide for these types of projects and stressed the importance of these habitats. In that guide, the Department of Environmental Protection also cited that these species are an indicator of potential environmental problems. The species has been in a decline in the last few years for unknown reasons. Scientists are studying the population to attempt to detect the causes, which could include not having enough breeding grounds.

Dr. LaPuma congratulated the Borough for taking on this project and putting forward a beautiful design. Coastal communities and barrier islands tend to have more development and rock backyards than environmental habitats. It is crucial for migratory birds, butterflies, dragonflies, and other beneficial insects to have that stopover habitat. This proposal is potentially creating a way-station for the species as they're migrating south. Data collected from tagging butterflies shows that the butterflies that stop in Stone Harbor also continue on and stop in Cape May. By adding a habitat in Avalon, these species will migrate more easily. Butterfly tagging records also show that the butterflies that come through our region make it to Mexico, and then migrate north in the subsequent spring to reproduce. Additionally, it is important to maintain the pollinator population that is important for food resources. Avalon will be promoting participation in this change in the development of this project.

Mayor Pagliughi further noted this project could be a kick-off of an educational program for private citizens and landscapers to encourage them to look at the more natural types of plant species that support the monarch butterfly and other pollinators. A wildlife gardener and a member of the bird observatory helped to compile a specific list of approximately 60 different plants that support these species. In the future, these types of vegetation with stable root systems may be planted in the secondary dunes.

Kerry Pflugh congratulated the Borough for having the foresight to contribute to the effort to reestablish and support pollinators such as monarch butterflies. As the Mayor pointed out, a decline in this population is being realized, and projects like this will be very helpful to the species and to beautify the community.

Christina Davis also gave the State's support of the project and noted it is important to remember that all monarch butterflies east of the Rocky Mountains migrate to Mexico. In the Midwestern portion of the country, the population is seriously declining. The east coast population is declining as well, however the Monarch Monitoring Project, is finding more stable population counts in recent years. The east coast is playing a very important role in maintaining the country's population, and having these types of pollinator enhancement habitats is very important for these species. Unlike other species that need large, vast areas, these females are laying hundreds of eggs at a time so that even one individual can allow for many new butterflies to grow. She stressed the importance of showcasing these types of projects and to promote public participation. The State has begun developing similar projects on State owned land.

Council President McCorristin inquired if this project will be developed in the winter for preparation for the 2018 summer season.

Scott Taylor responded yes.

Council President McCorristin asked if this will be a wild growth or if it will be sprinkled.

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Scott Taylor stated there is water available in the area, and a temporary irrigation system may be installed to help promote growth of the plants in the first years.

Councilwoman Hudanich noted there is also an educational component to this project, as many schools in Cape May County also have butterfly gardens.

Mayor Pagliughi mentioned the majority of the work could be completed by the Public Works Department. There would be the plant list that would put out for bid or quotes in compliance with the plant list as well as the sprinkler system, which may be done in-house or contracted.

Councilwoman Hudanich projected partnerships with schools and expressed that this initiative is a very valuable concept and an educational moment.

Councilman Covington asked if a financial plan has been devised for this project.

Mayor Pagliughi noted the majority of funding will come from the Public Works budget.

Scott Taylor noted it would be in the Borough's best interest to keep the costs below the bid threshold to avoid the administrative costs associated with bidding.

Councilman Covington questioned if there is funding available for these plants?

Scott Taylor expressed hope that there is funding available, however the County has not been contacted regarding possible funding.

Christina Davis noted there are not currently State grants available, however there are some small Conserve Wildlife Grants available based from the sale of license plates that could be applied for in addition to funding from the State Wildlife Grant Program.

Discussion regarding Change Order No. 15 to 60th Street Water & Sewer System Improvements Contract M-54 in the amount of \$5,992.23.

Tom Thornton explained this Change Order is the reconciliation of all reductions and increases throughout the project for various quantities that aren't easily predictable. Initially for this Change Order, the recommended increase was \$1,892.23. After the Change Order was submitted, Marie Hood pointed out that the first Change Order in this project was a different amount than had been previously assumed. Change Order No. 1 involved an operation that negated the need for one of the procedures previously bid, and it was indicated that the net effect of that Change Order would be \$4,100.00 less than the official Change Order. It was originally expected to resolve that amount in the final Change Order in the resolution of the quantities. Council is being asked to approve Change Order No. 15 in the amount of \$5,992.23, which compensates for Change Order No. 1. If Council approves this Change Order in the amount of \$5,992.00, the total cost of the contract will be \$738,781.33.

Council agreed to proceed with a Resolution to be prepared for the October 25, 2017 Regular Meeting.

Discussion regarding Borough participation in the 2017 Southern Shore Regional DMO external marketing program.

Scott Wahl explained this project began in the spring, continues in the fall, and would continue next year. For clarification purposes, the Southern Shore Regional Direct Marketing Organization (DMO) is an effort by the State to combine resources, materials, and messages to make areas regional destinations. In Cape May County, Cumberland County, and Atlantic County, there are certainly tourism attractions and activities in each of the counties that the other ones do not offer. The Regional DMO has had a remarkable impact with promoting towns and exhibiting why those municipalities are important destinations for tourism. Furthermore, the DMO promotes neighboring areas when individuals choose a certain municipality as their vacation destination. In the spring, the DMO began attending high profile, very well attended tourism and marketing shows in the northeast region to pitch a county message as well as an individual municipality's message. With the Mayor's support, Avalon joined this initiative in the spring of 2017. In this day and age of electronic and internet-based travel and tourism

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Scott Wahl (continued) decisions, it's always good to deliver messages to people who are making decisions based on one-on-one conversations. This effort cannot be done by the Borough alone, and requires a partnership involving the 7 Mile Business and Community Association (BCA) and the Avalon Chamber of Commerce. Both organizations were supportive of the Mayor's decision to jump in on this program and get it started. Various publications and brochures have been designed to help the effort including the 7 Mile Beach Guide and the Indulge in Avalon Brochure that details the benefits of an Avalon visit. CTM Media Group has recognized that brochure as among the very top tier in the Mid-Atlantic Region. The compliments and the support for go to the Chamber of Commerce and the 7 Mile BCA for helping with this endeavor. As the program moved into the summer of 2017, the DMO ran various promotional advertising campaigns in the summer in our area to showcase local events and attractions. This marketing effort is intended to rotate visitors around the county including county, and that campaign has also worked. A meeting was recently held to overview the travel show portion of this program, where it was announced that in terms of municipal distribution of materials, Avalon ranked number one with 22,999 materials which in some cases, was two or three times higher than other municipal information requested. Individuals were offered materials on all Cape May municipalities with maps, guides and other materials. Also through this program, Avalon was permitted to insert information about events that are sponsored by the Borough and other community groups, which provides a high level of value. The Avalon Library, History Center, Department of Recreation, Avalon Performing Arts Council were all supported by this effort and, as a result, attendance at some of these events has remarkably increased. In the fall, the Southern Shore Regional DMO intends to continue with more activities to rotate the messages around to wrap up 2017 events and to prepare for 2018. This program requires an investment by the Borough of \$10,000.00. Council is being asked to approve payment to continue this program for 2017 and give consideration for participation in 2018.

Jacqueline Ewing stressed the importance of partnering with the DMO for the travel shows and added the DMO goes above and beyond requirements and expectations. Avalon's materials were so overwhelmingly in demand that a rush print for another 10,000 materials had to be ordered. The beauty of this effort is the fact that it's not just Avalon alone, it's every town within Cape May County. This is about one large cooperative for all of Cape May County. Each town within this County has come together to promote this event from the DMO. While vacationers may use Avalon as their launch pad they go throughout Cape May County to the other attractions and other entertainment offered. This program is a great return on the investment of \$10,000.00. She urged Council to support this effort.

Scott Wahl further noted Jacquie Ewing has gone through the arduous task of applying for State Travel and Tourism Grants and the number of successful grants has now totaled up to six figures for the Borough, which helps with these efforts. The Borough would be unable to fund such a tremendous effort out of its own budget. Through this program, great things can be achieved, and there is an opportunity for success.

Councilman Covington spoke in support of trying to get more exposure to not just Avalon, but the County as a whole. He asked how the success of the program is being measured.

Scott Wahl stated the Avalon Chamber of Commerce made a presentation at the beginning of the summer season during which ways of tracking where inquiries and reservations are coming from was discussed. A new trend is being realized where people are travelling north to take beach vacations, rather than south. Research is being done by the DMO to find out where vacationers are coming from and what got them here. Behind this there is also a social media and web-based aspect that can be tracked more easily. Additionally inquiries have been submitted through the website from areas that don't typically vacation in this area.

Councilwoman Hudanich thanked Scott Wahl, Jacquie Ewing, and the Chamber of Commerce for their efforts and added many reports and information can also be used to help gather more data regarding visitors and where they came from as well as why they chose this area to vacation. The numbers and circulation validates the need and success of the program.

Scott Wahl noted with the consistent threats to tourism economy, remaining competitive is key, and this initiative does that.

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Council President McCorristin also noted as a member of the Library Board, he has seen many Library and History Center events that have realized higher attendance rates than in years past.

Council Vice President Deever thanked Jacquie Ewing for her efforts and for helping bring more tourists to the area.

Council agreed to proceed with a Resolution to be considered at tonight's Regular Meeting.

Further discussion regarding Ordinance amending Chapter 10 Licenses and Permits concerning Section 10-4 Peddlers and Hawkers.

Jim Waldron reported that after this item was discussed at the last work session, the draft Ordinance was forwarded to all enforcement individuals for their review. A section has been amended to address one or two businesses in town that are in circumvention of the current Ordinance, which are not licensed and which are servicing various locations under the premise that they were doing so as a result of pre-ordering. In consequence of that, a meeting was held with Paul Short, Chief McCormick, and Kimberly Mastriana. During that meeting it was determined to recommend a further amendment to Chapter 4.18. Councilman Covington has reviewed the proposed amendment and has helped to draft the amendment in a way that is more understandable and user friendly. The amendment clearly states that in making deliveries, there must be a delivery slip or receipt in either written or digital form that must be presented to Code Enforcement or the Police Department if it is requested. If that delivery slip or receipt cannot be shown, that individual is in violation of the Ordinance. Additionally, the vehicle making the delivery must not have any food preparation capacity on-board, to avoid the vehicle becoming a food truck vending from place to place and taking orders on the spot.

Councilwoman Hudanich recommended removing language referencing federal census takers and polls or surveys.

Jim Waldron agreed with Councilwoman Hudanich's recommendation and added the rights of federal census takers are protected under Federal law.

Council agreed to proceed with an Ordinance to be considered for introduction at tonight's Regular Meeting.

Discussion regarding Resolution amending the Cash Management Plan.

Jim Craft reported the Borough has an opportunity to receive a higher interest rate of .5% with Crest Savings Bank. This amendment will add Crest Savings Bank to the list of depositories to take advantage of the better interest rate.

Council agreed to proceed with a Resolution to be considered at tonight's Regular Meeting.

Public Comments

Martha Wright, 632 7th Street, spoke in support of the pollinator habitat enhancement project and praised the forward thinking of Council. She asked Council to consider adding additional locations throughout the Borough to this project, including the grounds of the old Elementary School and islands on Dune Drive. She further suggested involving the Avalon Garden Club. She spoke in opposition of Council granting an easement realignment on 7th Street and cited approximately fifteen letters received by Council opposing same. She stressed that the opposition is an objection of overdevelopment, flooding, and the lack of public benefit when a street is vacated. She expressed that all street vacations should offer a public benefit, and this realignment would be a public detriment, rather than a benefit. She reviewed unique factors to 7th Street, which include: being located between major water ways, the need of a Police Officer stationed at the intersection at Ocean Drive in the summer months, the placement of a speed monitoring sign, and the present flooding issues. She expressed concern that the current outfall pipe may not be sufficient for the area and spoke in support of maintaining the easement to possibly address flooding issues in the future.

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Elaine Scattergood, 75 30th Street, spoke in opposition of the requested easement realignment on 7th Street citing the unnecessary building of additional homes so close to the protected wetlands. She reported possible unlawful landscaping of the wetlands in that area and spoke against harming the wetlands further.

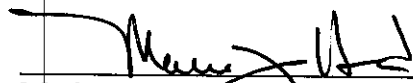
Motion made by Councilwoman Hudanich, seconded by Councilman Dean to adjourn the Work Session.

ROLL CALL VOTE:

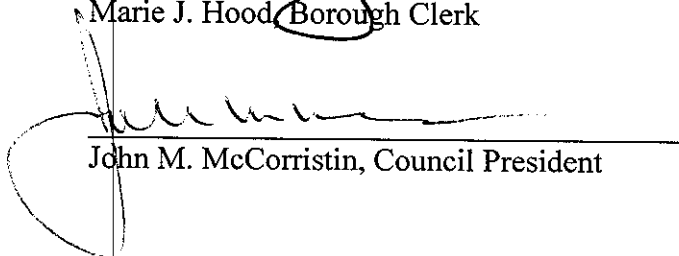
Councilman Covington	Aye
Councilman Dean	Aye
Council Vice President Deever	Aye
Councilwoman Hudanich	Aye
Council President McCorristin	Aye

Work Session adjourned at 4:52 p.m.

Respectfully submitted,



Marie J. Hood, Borough Clerk



John M. McCorristin, Council President