

A Work Session of the Borough Council of the Borough of Avalon was held on Wednesday, October 16, 2019 at 4:02 p.m. in the Meeting Room, 3100 Dune Drive, Avalon, New Jersey.

Attendance: Public - - - - - 3 Reporters - - - - - 1

The Meeting was called to order by Council President Hudanich.

Pledge of allegiance.

<u>Roll call:</u>	Council President Hudanich	Present
	Councilman Deever	Absent
	Councilwoman Juzaitis	Present
	Council Vice President McCorristin	Present
	Councilman Wierman	Present

Also present:
Scott Wahl, Business Administrator
James Waldron, Assistant Business Administrator
Nicole Curio, Esquire, Borough Solicitor
Paul Short, Code Enforcement Official
William Macomber, Director of Public Works/Utilities
Police Chief Jeffrey R. Christopher
Thomas R. Thornton, P.E., Borough Engineer, Mott Macdonald
James Craft, Chief Financial Officer
Jacquie Ewing, President, 7 Mile Business Community Association

Council President Hudanich read the Open Public Meetings Act Announcement.

Notice of this Work Session was included in the Annual Schedule of Meetings dated June 26, 2019. It was given to the news media and posted on the Official Bulletin Board as required by law.

Discussion regarding funding source for 2020 hydraulic beach fill project.

Scott Wahl read the following report:

As you know, we reported to Council previously that a hydraulic beach fill project in the three-year cycle for the Borough of Avalon was being contemplated with funding set in place by Congress and the project to go out to bid. There are many other projects in the area, one was just completed in Cape May and another one will be happening in Strathmere and Sea Isle City, so it was impossible to determine when this project would be forthcoming for the Borough of Avalon. During the month of September, Administration received word from the Army Corps and the State of New Jersey that they intended to put the project out to bid and it would be a Fall beach fill project and possible to appropriate funds for because not only did we not know when this project would take place, but also did not know the scope of the project or the need at the time. Throughout the course of the conversation, Administration did receive a bid that came in to Great Lakes Dredge and Dock Company of Oak Brook, Illinois that would conduct the Avalon portion of the beach fill project. Just for background information, these beach fill projects are funded with the same exact formula for which Avalon has done in the past. It is always a 65% federal cost share, 35% non-federal cost share with that 35% being incurred 75% by the State of New Jersey and 25% local dollars. The hydraulic beach fill came in with a reasonable number for mobilization, but an extraordinarily low number for the cost for sand. The mobilization for this project is \$3.76 million dollars, the Dredge of Illinois being mobilized from Norfolk, Virginia to come to the Borough of Avalon to conduct this project. It is not the same dredge that did the same work in Cape May. The Borough of Avalon has paid as high as \$11.00 to \$12.00 per cubic yard of sand. The price for cubic yard and the base bid was \$8.50 and there were three options made available for the price of \$6.50. There was contemplation the base bid would place 425,000 cubic yards of sand on the beach. It was contemplated and expected by the Army Corps and the State of New Jersey that they would exercise Option 3 at 50,000 cubic yards, which would bring the beach fill project to 475,00 cubic yards. It's important to note that the project scope has defined limits of 9th Street to the North and down to 20th Street in the South because

that is the eroded area that would establish it to the Federal template; however as Council is aware, during the four day nor'easter called "Melissa" (the sub-tropical storm off the coast) produced four days of north easterly winds and beach erosion that chopped off 100' of beach in the North end of our community. Monday Scott was at the 13th Street beach path and not only is the beach gone, but the rocks are exposed and the beach path is cut off to the crown of the beach path. Great Lakes is in the process of doing its third survey of the project area, which is extraordinary for the Borough as they want to make sure they have an accurate snapshot before the Borough of Avalon gives it to the Federal template; however two of those surveys have been completed and it is estimated that 100' of beach was sacrificed. It became apparent to Scott, just before the weekend that there was the potential for the Borough to have a greater level of participation in this beach fill project as our partner agencies identified that more funds could be available if the Borough wished to do it. Administration spoke with Steve Farrell and our partners on the State and Federal level and less than 30 minutes ago, it was told to Scott that Avalon has the ability to either get the base bid of 425,000 cubic yards of sand along with Option 1, which would provide 250,000 additional cubic yards of sand or Options 2 and 3, which would provide 175,000 cubic yards of sand. Avalon is sure to get one or the other. As of this late hour, the agencies could not commit to whatever Avalon was able to get for this beach fill as they will take another survey when this storm departs and let the Borough know where we stand. It is anticipated that most of the sand will be in the project area from 9-20th Street due to the severe erosion; however if we are able to fill out to the template and have some extra sand that would be left over in the project, Great Lakes is willing to extend the project further South up to 22nd St. Administration went to the CFO and iterated that the emergency appropriation shall be a not to exceed of \$900,000 which would put 5% of that as a payment up front and the rest to be executed through a state aide agreement. For the Borough of Avalon to get a beach fill that could be 675,000 cubic yards at best or 600,000 cubic yards at worst under one million dollars is an extraordinary deal for the Borough.

Summary: Council is being asked to approve an emergency appropriation, as requested by the Chief Financial Officer, to finance the 2019 hydraulic beach fill project. This appropriation and project were impossible to plan for, as the Borough was only given a window of September 2019-June 2020 for the time frame for this beach fill to occur. The project went out to bid in September and the project is now anticipated to begin before the end of October, 2019. The Ordinance, 793-2019, appears on the regular meeting for Council's approval.

Project: The United States Army Corps of Engineers has awarded a contract in the amount of \$7.56 million to Great Lakes Dredge and Dock Company of Oak Brook, Illinois to conduct this project. Great Lakes has conducted numerous beach fill projects in the Borough previously, and has an exemplary professional relationship with the Corps, the New Jersey Department of Environmental Protection, and the Borough of Avalon. This is a funding partnership with the Corps paying for the majority of the work. The Corps is responsible for 65% of the project costs; the remaining 35% is split between the NJDEP (75%) and the Borough (25%).

Placement of Sand: It is anticipated that the hydraulic beach fill will begin on or about October 20, 2019. The base bid of the project is 425,000 cubic yards of sand between 9th Street and 20th Street to restore the federally authorized template for the Borough. At the time of the award, it was contemplated that Option 3 would be exercised to add another 50,000 cubic yards to the template. As of this writing, Friday, October 11th, 2019 there is active discussion on removing Option 3 and instead approving Option 1 totaling an additional 200,000 cubic yards of sand; that sand may either be needed in the approved fill area to repair damage from the early October, 2019 nor'easter; be added to the southerly limits of the approved fill; or be feathered south of the 20th Street approved area. It is anticipated that this will be resolved and approved by the agencies before this Council meeting.

Sand Costs: The dredge doing the beach fill is not the dredge that was recently working in Cape May. The "Illinois" is being mobilized to Avalon for this project. We received a very favorable rate for price per cubic yard of sand. In Option 3, it was \$6.50/ base bid, \$8.50. Previously, Avalon has paid \$11 per cubic yard. It is in the Borough's best interest to appropriately use all sand volumes and opportunities available to the Borough with the price per cubic yard being lower than normal.

James Craft noted on the Regular Meeting agenda, there is a Bond Ordinance to appropriate the project costs of \$900,000.00 with a down payment of \$45,000.00, which would approve the issuance of bonds and notes for an amount of \$855,000.00. A Resolution authorizing an emergency appropriation to fund the down payment is also included on the Regular Meeting agenda.

Council President Hudanich complimented Administration and the CFO for the financial backing and stated their hard work has not gone unnoticed. She inquired if Public Works has agreed to construct the beach crossovers.

William Macomber replied yes.

Council President Hudanich stated this is a once in a lifetime participation opportunity and spoke in support of funding projects to replace sand lost as a result of recent storms.

Scott Wahl thanked Council President Hudanich and reported a call was received today informing the Borough of Avalon that the crossover work could be included in the bid, or the money allotted to that portion of the project could be utilized to place additional sand on the beach. Since that conversation, Public Works has agreed to take care of that portion of the project to maximize the Borough's benefit in this project, and to provide a greater level of resiliency.

Councilman Wierman asked what type of sand the Borough is using for the beach fill project.

Scott Wahl explained sand will be harvested from Townsend's Inlet, however only appropriately sized grains of sand will appropriately adhere to the beaches. Typically, in hydraulic beach fills, there is either a high cost for mobilization or a high cost for sand. Avalon is very fortunate to be able to participate in this initiative, which would mobilize the dredge from Norfolk, and allow the Borough to purchase sand at a very low cost per cubic yard of sand.

Council Vice President McCorristin added storms have not been good to Avalon's beaches and this upcoming storm is no exception, therefore it would be advantageous to gain as much sand as possible through this project. He asked what would occur if the continuation of erosion happens from 22nd to 29th Street, even after this project is completed.

Scott Wahl explained that any beach fill project is dictated on restoring the beach to its current template and available financing. Efforts are made to maximize the fill template with the remaining dollars. To be clear, Avalon will probably not be looking at a hydraulic beach fill again until 2022 because it is a three-year cycle. If sand does need to be moved around on the beaches in 2020, it can be done via a backpassing project, however there are hopes that a backpassing will not be necessary in 2020 and that any future backpassing projects could be appropriately budgeted.

Thomas Thornton agreed and stated the concept of backpassing is a feeder beach. With the down drift currents coming from the north, the hydraulic beach fill will place a large amount of sand in the north end that will migrate into the borrow areas for future backpassings. This project was designed specifically for the feeder beach concept.

Council Vice President McCorristin asked when the pumping will begin.

Scott Wahl answered Saturday, October 19, 2019 or Sunday, October 20, 2019.

Council agreed to proceed with a Resolution authorizing an emergency appropriation and a Bond Ordinance to appropriately fund the project to be considered at today's Regular Meeting.

Discussion regarding 2019 Best Practices Inventory.

James Craft reported the Best Practices Inventory has been included in the FAST portal for the first time this year. The number of questions increased to 84 from last year's 61, and were in three categories of Core Competencies, Best Practices, and Unscored. The unscored portion included 31 questions. A required 30 points must be achieved to receive 100% of the State Aid, however Avalon does not receive any State Aid. Avalon's score this year is 43 points out of approximately 46 total points.

Council President Hudanich stated this is a unique scenario that ensures municipalities receiving State Aid are following the appropriate guidelines and procedures, and also allows municipalities not receiving State Aid to reflect on their practices, which is a great tool.

Discussion regarding 2020 plan renewal for health benefits through the State Health Benefits Program

Scott Wahl stated a meeting was recently held with the Borough's benefits broker and James Craft to discuss the State Health Benefits. By way of background, back in 2017, the Borough moved to a health program under the State Health Benefits Plan that had lower premiums, but higher co-pays, which are paid for by the Borough through a health reimbursement card. This change saved both the Borough and the employees money on health insurance costs. Surprisingly, the rates for the State Health Benefits Plan are decreasing in 2020. Some of the reasons for the rate decrease can be attributed to the State removing nearly 4,000 government members that were in the program inappropriately. Additionally, Horizon will be the sole administrator of the medical plan; and prescription claims are decreasing. It is recommended to renew participation in the State Health Benefit Plan for a one-year term.

Council Vice President McCorristin asked if the overall staff is happy with the recent changes.

Scott Wahl replied yes, and explained it took a year of educating the employees about the health reimbursement cards to be used when paying co-pays. Since the original education campaign, the program has been highly complimented by the staff.

Council President Hudanich added some employees had some issues with the card declining, but those issues have since been resolved. She noted she had great trepidation, which can be attributed to unease at the unknown, however the Borough is charged with providing services to employees, and this service seems to be working. She expressed interest in having additional conversations concerning prescription coverage and inquired when the plan is renewed.

James Craft explained open enrollment is happening now.

Councilwoman Juzaitis asked if there is any way to renew for a longer term due to the lower rates.

Scott Wahl explained the State Health Benefits Program only reviews their plan structure and rates one year at a time, therefore it would not be possible to renew for multiple years.

Council agreed to proceed with the preparation of a Resolution for the November 13, 2019 Regular Meeting.

Discussion regarding bids received for Contract No. M-115, Reconstruction of Various Streets

Thomas Thornton reported four bids were received on October 9, 2019 for Contract M-115, Reconstruction of Various Streets. As a reminder, this project includes the following: 47th Street between Dune Drive and Ocean Drive where the sewer system, water system, and storm sewer system will be upgraded or replaced; 68th Street, where the sewer system will be replaced; and Fifth Avenue, where utilities have already been replaced. The low bid came in at \$1,967,600.00, as submitted by Asphalt Paving Systems. Last year's Reconstruction of Various Streets contract was completed by Asphalt Paving Systems and their work was well received. It is recommended that the Borough award the contract to Asphalt Paving Systems in the amount of \$1,967,600.00,

Thomas Thornton (continued) which was 1% higher than the Engineer's Estimate. Mott MacDonald's report on bids also includes the proposal to provide the construction phase engineering services for the project.

Council President Hudanich asked for confirmation that Alan Gould is in agreement with this recommendation

Scott Wahl confirmed.

Council agreed to proceed with Resolutions to be considered at today's Regular Meeting.

Discussion regarding renewal of Shared Services Agreement with the Cape May County MUA for Solid Waste Disposal and Recycling Services for a one-year term.

Scott Wahl explained the Municipal Utilities Authority (MUA) has sent a letter of interest to the Borough and to 15 other members communities in the County requesting a one-year agreement to handle solid waste and recycling services as previously reported by Mr. Rizzuto from the MUA. With the changing dynamic of the recycling market, no one feels comfortable moving forward with more than a one-year agreement as the demand for American Recyclables is at an all-time low, which could cause fundamental changes to the recycling industry. Tipping fees covered under the agreement would be no more than 2% for 2020. The Borough's website has been updated to inform the public of recycling changes, such as hard, rigid plastics are no longer being accepted as recyclable materials. These items would be considered general trash. Administration recommends approving this one-year extension.

Council Vice President McCorristin referenced a previous presentation made to Council by MUA representatives, and noted those representatives mentioned if bottles are not washed out, the item is considered contaminated. He inquired if these contaminated plastics are being sorted into general trash.

William Macomber replied yes and explained if a load of recyclables is less than 10% contaminated, then the load will run through the system and be hand sorted. For example, if a plastic bottle has a cap, it is considered trash because MUA employees are not permitted to remove the lid. Also, if a plastic item contains food or liquid, it is considered contaminated.

Council Vice President McCorristin asked if our tipping fee is less for recycling than trash.

William Macomber stated if a whole load is deemed contaminated, a tipping credit would be charged for the whole load.

Council Vice President McCorristin stressed the importance of having recycling stickers and educational material updated with materials that should or should not be recycled.

Scott Wahl agreed with Council Vice President McCorristin, however noted that recycling rules vary in different counties and states. Additionally, the recycling rules are consistently changing, therefore education efforts are difficult, and have attributed to a mass confusion concerning recycling.

Council President Hudanich reminded all about the recycling app and other mechanisms to help the public determine if certain items are recyclable and suggested the education campaigns focus on those tools.

Council agreed to proceed with the preparation of a Resolution for the November 13, 2019 Regular Meeting.

Further discussion regarding Ordinance amending Chapter 2 (Personnel) of the Avalon Borough Code pertaining to Zoning Enforcement.

James Waldron reported the draft Ordinance concerning this proposed amendment has been reviewed and agreed upon by the Planning Board. No further changes to this Ordinance are anticipated. Borough Code has also been reviewed internally by the Planning Board professionals with the view of tightening up some circumstances which recently caused hearings

James Waldron (continued) before the Board because of set-back requirements and similar situations. It is believed those issues will be addressed internally by way of Administrative policies and procedures. Those amendments are in a very preliminary stage, and when they are finalized, such proposed amendments will be presented to Council for review and ultimate approval.

Council President Hudanich thanked Administration and expressed the opinion this will be a very positive improvement.

Council agreed to proceed with an Ordinance to be prepared for introduction at the November 13, 2019 Regular Meeting.

Discussion of recommended amendments to the Construction Ordinance No. 782-2019

James Waldron reported at the end of 2018, the Borough engaged in a comprehensive review and revision to the construction procedures in effect in the community. That review resulted in the adoption of Ordinance 782-2019 in January 2019. When the Ordinance was introduced and adopted, Council made it clear that the regulations and their effectiveness would be closely monitored in the summer months during the first year, with any findings as a result of that monitoring to be presented before Council. Such monitoring tasked Code Enforcement with keeping notes of issues encountered throughout the course of the in-season, and evaluating them to determine if there would be necessary changes to the Borough Code moving forward. In the time since the adoption of the Ordinance, meetings have been held with Construction, Code Enforcement, Zoning, Administration, and, in certain instances, the Planning Board professionals concerning the updates to the Borough Code as a result of Ordinance 782-2019. As a result of those meetings, some recommendations came forth, primarily from Code Enforcement. Five changes to the existing Ordinance are being recommended, the majority of which are considered clarification and are not substantive changes. The Municipal Prosecutor has recommended revising the language in Section 7-1.5i, and Council has been provided with the current wording and the proposed language as suggested by the Prosecutor. Another suggested amendment is concerning construction fences. Currently, construction fences are required on three sides of the construction site with one side remaining open for the ingress and egress of construction workers and equipment. There is a limited number of situations in the Borough where a property fronts on two Borough streets, or two thoroughfares. The recommendation from Code Enforcement would require those types of properties to erect a construction fence on only two sides, which would leave the front and rear of the property open for said ingress and egress. The next item considered a non-substantive change addresses the required construction signs. The Ordinance currently reads that construction signs must be visible from the street; however, it is recommended to amend the language to require that the construction sign be readable from the street. A substantive change being suggested addresses demolition. Currently, demolition is prohibited between July 1st and Labor Day. This has identified some practical problems with the staging of demolition equipment with the construction zone becoming effective in June, and the recommendation is being made to change the dates prohibiting demolition to coincide with the in-season.

Council Vice President McCorristin asked for clarification that this proposed amendment would extend the prohibition of demolition by a number of weeks.

James Waldron confirmed, and noted the prohibition would be extended for a total time period of four weeks; the prohibition would begin two weeks earlier and end two weeks later than what is currently written in the Ordinance.

Council Vice President McCorristin noted his lack of awareness of the differing timelines being an issue for the public or demolition companies. He referenced a public comment made at a Council Meeting by Lisa Fisher, who had expressed concerns about staging equipment and had requested leniency when demolishing a property and needing to keep a large amount of equipment near the demolition site for up to two days. He expressed the interpretation that those comments were not considered a staging issue, but rather a request for relief.

James Waldron agreed with Council Vice President McCorristin's interpretation of those comments, and noted another substantive change to the Ordinance being recommended concerns the driving of piles. Currently, the installation of piles and the driving of the piles is permitted

James Waldron (continued) year-round, but is subject to the Saturday and Sunday restrictions in July and August. The proposal under this recommendation is to prohibit the installation of piles and pile driving during the in-season. In the event interest exists, Council has been provided with local data concerning the practices allowed in neighboring municipalities.

Council President Hudanich asked James Waldron to confirm that the two substantive changes both have to do with the common criteria of prohibiting demolition and pile driving during the dates defined as “in-season”.

James Waldron confirmed, and explained demolition is currently prohibited from July 1st to Labor Day, and it is being recommended to expand that prohibition by approximately four weeks during in-season, which is defined as the 3rd Monday in June through and inclusive of the 2nd Monday in September.

Council President Hudanich asked if there are other criteria that use the definition of “in-season” and if conversations had taken place with the staff of various departments within the Borough.

James Waldron replied yes.

Council Vice President McCorristin reported being in receipt of numerous complimentary letters this summer concerning the new construction regulations enacted by the Borough of Avalon, including one received recently. He noted he has not been in receipt of any complaints concerning construction since the new regulations were adopted. He further noted being unaware of any complaints about the driving of piles during the summer, apart from one resident that attempted to complain about the driving of piles, as that resident was under the understanding that the driving of piles was prohibited. He expressed the understanding that when the resident was educated about the driving of piles being permitted, the resident retracted their complaints. He explained pile driving work is very short-term, and noted if the driving of piles is prohibited in the in-season, that it is possible a lot could remain vacant for the duration of the in-season if piles cannot be driven in advance of start of the season. If that does happen, that delay could extend the construction time on a property significantly and potentially disturb more residents and visitors the following season. He spoke in opposition of amending the prohibition dates for construction and pile driving based on these facts, however spoke in support of the non-substantive changes being recommended.

Council President Hudanich thanked Council Vice President McCorristin for his comments and noted his concerns seem to center on the reasoning behind the suggestions being made and that these proposed amendments could negatively impact the cycle of building a home. She asked Scott Wahl to explain the monitoring and how these concepts came to the table.

Scott Wahl agreed that the new construction regulations were very warmly received. He expressed knowledge of the one pile driving complaint mentioned by Council Vice President McCorristin and confirmed its accuracy. He reported conversations have taken place with Code Enforcement about the staging of the demolition equipment and suggested Paul Short could address further.

Council President Hudanich asked Paul Short to extract the data and the criteria as to why these substantive changes are being recommended.

Paul Short explained a concern from one of the biggest demolition companies was initially received concerning the time period between June 17th and July 1st when demolition is permitted, however construction zones and in-season parking rules are prevailing. The demolition company relayed to Borough Officials that the staging regulations would be difficult to comply with, and that some equipment may be parked in areas deemed inappropriate for such equipment during the off-season. He expressed the opinion that if the demolition prohibition dates aligned with the in-season dates, this would eliminate such concerns.

Council President Hudanich noted the responsibility of Borough Officials to enforce rules and regulations that respect our town as well as the safety, security and well-being of everyone. She thanked Council Vice President McCorristin for offering a perspective from the contractor’s lens.

Council Vice President McCorristin explained his intent to approach this discussion by looking through the contractor's lens, while also reviewing the motive for recommending these changes. He expressed concerns that the amendments are being recommended based on concerns brought to light by one contractor, and noted if the contractor seems uncomfortable complying with the regulations when demolition is permitted during the in-season, the Ordinance has mechanisms in place to encourage compliance through the issuance of citations and stop work orders.

Council President Hudanich agreed that all contractors through every stage of demolition and construction should be expected to comply with Borough Code, and spoke in support of issuing a stop work order if a contractor seems unwilling to comply.

Paul Short noted an additional intent was to streamline the dates to avoid any confusion.

Council Vice President McCorristin stressed the importance of utilizing the penalties written into an Ordinance to encourage compliance from all contractors and reiterated that prohibiting demolition and pile driving could potentially create more of a nuisance for residents and visitors the next summer due to delays.

Council President Hudanich noted these amendments are in the early discussion stages, and asked when Council would be required to make a decision concerning changing the code so that any potential changes are effective in advance of the summer season.

James Waldron further clarified that a draft Ordinance has not yet been provided to Council. This is simply a discussion triggered by the monitoring of the new construction regulations with recommendations. Council has the option to approve or reject any combination of these recommendations to be memorialized into an Ordinance. Concerning when a decision would need to be made, it would be recommended to adopt an Ordinance with any amendments by the end of January to allow for proper education campaigns.

Council President Hudanich recommended discussing this item further at the November 13, 2019 Work Session so Council, as well as Councilman Deever has more time to organize their thoughts and any concerns they may have.

Council Vice President McCorristin inquired how the recommendation to prohibit pile driving during the in-season came to be.

Paul Short reported receiving three complaints over the summer concerning pile driving, with one instance requiring police response. Those complaints cited parking, homes shaking, and items falling off of shelves.

Council President Hudanich thanked Paul.

Councilman Wierman noted while he understands why these recommendations are being made, he agrees with Council Vice President McCorristin that prohibiting these activities will delay construction on many sites and these delays could also affect the insurance required for these projects.

Council President Hudanich explained this discussion was a value added from the expertise of elected officials that can see things through a construction lens and insurance lens.

After brief discussion, Council agreed to discuss this matter further at the November 13, 2019 Work Session.

Presentation by the 7 Mile Business and Community Association regarding grant application to New Jersey Department of Travel and Tourism.

Jackie Ewing gave the following report:

7 Mile Business Community Assn. (7MBCA) established in 2008 has applied for grants in the past 12 years. Awards total **\$210,141.**

FY2020 \$19,250
FY2019 \$18,500,
FY2018 \$20,000,
FY2017 \$22,000,
FY2016 \$21,500,
FY2015 \$21,250,
FY2014 \$19,500,
FY2013 \$17,750,
FY2012 \$21,223,
FY2011 \$16,568,
FY2010 \$8,400,
FY2009 \$4,200

In March, 7MBCA submits a Declaration of Intent to File to NJDOTT for approval, stating the purpose of 7MBCA and the executive summary of the 'Indulge in Avalon' strategic marketing initiative with strong reference to growing tourism to NJ.

Once approved, the Grant application is due early June. It begins with a lengthy narrative that details the marketing initiative and includes background of the marketing campaign. It explains how the project demonstrates significance to the tourism industry with all vehicles focused on out-of-the-area initiatives. The narrative is followed by a detailed marketing plan, including a plan to determine the 'Indulge in Avalon' project's success/return on investment. This section leads to 6 'Budget Forms' which define the breakdown of how Grant funds will be allocated across the individual components of the 'Indulge in Avalon' marketing campaign.

The application is submitted in early June. Grant applications are reviewed and scored by a panel of non-local judges then returned to NJDOTT. Awards are made in the Fall.

For FY2020, 7MBCA applied for \$25,000 and was awarded \$19,250. So, we adjust the budget to match the award and submit our actual 2020 budget. 50% of the award is then allocated. In March of 2020, 7MBCA will submit a detailed interim report of monies spent with proof to tap 25% of remaining funds. Then, in December, at the end of the project, 7MBCA will file a complete year-long report substantiating that we spent the Grant on what we said we would in the adjusted budget of \$19,250 for a release of the final 25% of the Grant award.

7MBCA is all about finding or creating co-op partnerships to grow tourism into our area. Grant fund initiatives to name a few have been or are:

- created & printed the 'Indulge in Avalon' co-op ad & the 'Indulge in Avalon: Shop.Dine.Relax' brochure;
- developed & expanded off-season events in partnership with the Avalon Borough, Avalon Chamber of Commerce (ACOC) and the business community;
- launched a tourism-driven web site, visitavalonnj.com jointly with the (ACOC); and, the mobile phone app;
- promote/fund with web banner ads all 7MBCA and ACOC shoulder season events;
- created a high def commercial from the YouTube video and bought airtime in the NYC Metro marketplace post-Sandy partnering with the ACOC and the Borough of Avalon;
- developed an electronic press kit and keep it interesting with B-roll from current events;
- extend our marketing effort to digital platforms - Facebook, Twitter, Pinterest, Instagram, & Snapchat;
- developed more systematic tracking methods to analyze return on investment;
- launched a glamour shot travel brochure featuring off-season events & extended distribution of same into Connecticut. New York and New York City by contracting with CTM, a distribution specialist;
- improved the web site based on search engine optimization (SEO) audit recommendations.
- funded a live 6ABC Facebook video from Shop-a-Holics
- partnered with the ACOC to fund I Heart Radio geo-fencing marketing project
- funds yearly Fall campaign run on 6ABC web banner 'Autumn in Avalon...Our Best Kept Secret'

Thank you for the opportunity to update you on the current status of 7 Mile Business.

October 16, 2019

Council thanked Jacqui Ewing for her detailed report, and commended her and all other members of the 7 Mile Business Community Association for their hard work and dedication to the betterment of Avalon.

Public Comments:

Martha Wright, 632 7th Street, agreed with Council Vice President McCorristin regarding the Construction Ordinance concerning the expansion of prohibition of demolitions. She referenced the public comments discussed by Council Vice President and James Waldron in the earlier discussion and noted a concern brought up by the individual speaking was that the demolition company does not have enough drivers to transport the heavy equipment to and from each construction site each day, if the demolition is to take longer than one day. Considering these vehicles are prohibited from parking along the streets overnight in the in-season, she noted it seemed as though the individual speaking was requesting a “work around” for such a conundrum. She noted residents and visitors seemed to be very aware and diligent in monitoring the construction activity after the enactment of new construction regulations, and many seemed to be confused about whether the driving of piles or other loud activities were allowed under the new regulations. She noted the prohibition of demolitions and pile driving could also have impacts on real estate transactions and state property transfers, as many transactions rely on a dwelling being demolished in advance of closing. She expressed the opinion that it would not be in the Borough’s best interest to expand the prohibition of demolition and that there has not been much date confusion. She agreed that the driving of piles can be a disruptive process, however voiced her opinion that it may not be best to prohibit that practice and lose the construction time. She suggested only allowing pile driving on Tuesdays, Wednesdays, and Thursdays to have a lower impact on seasonal residents and visitors.

Council President Hudanich thanked Martha for her time.

Council to check over the agenda for the Regular Meeting.

Council proceeded to check over the agenda for the Regular Meeting.

Motion made by Councilman McCorristin, seconded by Councilwoman Juzaitis to adjourn the Work Session.

<u>ROLL CALL VOTE:</u>	Council President Hudanich	Aye
	Council Vice President McCorristin	Aye
	Councilwoman Juzaitis	Aye
	Councilman Wierman	Aye
	Councilman Deever	Absent

Work Session adjourned at 5:19 p.m.

Respectfully submitted,

C. Danielle Nollett
C. Danielle Nollett, Borough Clerk

Nancy M. Hudanich
Nancy M. Hudanich, Council President