

“GOD BLESS AMERICA”

REGULAR MEETING

NOVEMBER 5, 2014

A regular meeting of the Mayor and Council of the Borough of Belmar held on the above date at 5:30 PM at the Belmar Municipal Building, 601 Main Street.

PRESENT: Mayor Doherty, Councilwoman Nicolay, Councilman Bean, Councilman Magovern, Councilwoman Keown-Blackburn, Borough Attorney Michael DuPont, Esq., Business Administrator Colleen Connolly, and Borough Clerk April Claudio

The Borough Clerk stated “Adequate notice of this meeting has been provided to The Coast Star, the official newspaper of the Borough of Belmar, and the Asbury Park Press on October 22, 2014 notice of this meeting was prominently posted on the bulletin board of the Municipal Building and filed with the Clerk of the Borough of Belmar.

PLEDGE OF ALLEGIANCE

MOMENT OF SILENCE: Our troops and their families

BELMAR YOUTH GOVERNMENT: Mayor and Council Mock Meeting (Postponed to 11/18/14)

SPECIAL PRESENTATION:

- St. Rose 125th Anniversary
- Employee of the Month

WORKSHOP DISCUSSION:

- Best Practices Checklist

PETITIONS:

REPORTS OF MAYOR AND COUNCIL:

APPROVAL OF MINUTES:

PUBLIC SESSION: Public Session on resolutions only on the Agenda. We will continue to have a Public Session at the end of this meeting.

RESOLUTIONS:

- **RESOLUTION AUTHORIZING PAYMENT OF BILLS**

CONSENT AGENDA:

All matters listed in the Consent Agenda are considered to be routine by the Borough Council and will be enacted by one motion. There will be no separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and will be considered separately.

RESOLUTIONS BY CONSENT:

- **RESOLUTION EXECUTING GRANT CONTRACT WITH NJDOT FOR IMPROVEMENTS TO RHODE ISLAND POINT AREA – PHASE I PROJECT**
- **RESOLUTION RELEASING PERFORMANCE BOND FOR TROP PUB REDEVCO LLC**
- **RESOLUTION MAKING FINDINGS AND DETERMINATIONS ON LEGALIZED GAMES OF CHANCE APPLICATION NUMBER 2014-18 & 19**

- **RESOLUTION APPROVING THE CALENDAR YEAR 2015 SPECIAL IMPROVEMENT DISTRICT BUDGET AND SETTING THE HEARING ON THE BUDGET**

ORDINANCES:

Second Reading & Public Hearing

ORDINANCE 2014-18

AN ORDINANCE AMENDING AND SUPPLEMENTING CHAPTER IV, DEPARTMENT OF FINANCE, OF THE GENERAL ORDINANCES OF THE BOROUGH OF BELMAR PERTAINING TO SECTION 13, RECEIPT OF BIDS

PUBLIC SESSION:

MEETING ADJOURNED

RESOLUTION NO. 2014-

**RESOLUTION APPROVING THE CALENDAR YEAR 2015
SPECIAL IMPROVEMENT DISTRICT BUDGET
AND SETTING THE HEARING ON THE BUDGET**

WHEREAS, the Borough of Belmar, pursuant to N.J.S.A. 40:56-65 et seq. has established a Special Improvement District by Ordinance 2010-06 adopted on May 19, 2010 which created Belmar Code Section 30-1 et seq.; and,

WHEREAS, Ordinance 2010-06 by Code Section 30-6 also designated a District Management Corporation which is the Belmar Business Partnership, Inc. whose responsibilities include the preparation and submission to the Borough Council of a yearly budget and a report which explains how the budget contributes to the goals and objectives of the Special Improvement District; and,

WHEREAS, pursuant to Belmar Code Section 30-8 (b) the Borough Council is in receipt of the 2015 yearly budget and pursuant to Belmar Code Section 30-8 (c) the Borough Council is in receipt of the report which explains how the budget contributes to the goals and objectives of the Special Improvement District, both of which are attached hereto; and

WHEREAS, pursuant to Belmar Code Section 30-8(d) the Borough Council shall introduce and approve the yearly budget by a Resolution passed by not less than a majority of the full membership of the Borough Council; and

WHEREAS, pursuant to Belmar Code Sections 30-8(d), (e), (f), (g) and (h) the Borough Council shall upon approval of the budget, fix the time and place for the holding of a public hearing upon the budget with the notice of the hearing and copy of the budget to be published at least 10 days prior to the date fixed therefore in the official newspaper of the Borough and not less than 28 days after the approval of the budget.

IT IS HEREBY RESOLVED, by the Borough Council of the Borough of Belmar that:

1. The 2015 Special Improvement District budget is hereby approved.
2. The hearing on the 2015 Special Improvement District budget shall be on December 16, 2014 at the Municipal Complex, Council Chambers, 601 Main Street, Belmar, New Jersey, at 6:00 p.m.
3. The notice of the time and place for the holding of the public hearing upon the budget and a copy of the budget shall be published in the Coast Star on November 13, 2014.

offered the above resolution and moved its adoption.

Seconded by and adopted by the following vote on roll call:

Council members:	AYES	NAYS	ABSENT	ABSTAIN
Ms. Keown-Blackburn				
Mr. Magovern				
Mr. Bean				
Mrs. Nicolay				
Mayor Doherty				

Adopted:



**BELMAR BUSINESS
PARTNERSHIP**

*Managing the Belmar
Special Improvement District*

708 10th Avenue
Belmar, NJ 07719
office. 732-894-9022

**Belmar Business Partnership
Proposed 2015 Budget**

Income

Assessment \$118,700
Total Income \$118,700

Expense

General Administration \$48,700
Branding/Marketing \$20,000
Business Development \$20,000
Visual Improvement \$20,000
Organization \$10,000
Total Expenses \$118,700

In compliance with terms of Belmar Ordinance Chapter XXXIV, Fiscal Year and Annual Budget, section 34-8c, the BBP attests that:

1. All income anticipated by the Special Improvement District is done in compliance with the terms of Belmar Ordinance Chapter XXXIV, subject to subsequent adjustments for commercial properties in outlying areas effective FY 2013. No costs in the proposed Special Improvement District 2015 budget are costs to be charged against the general funds of the Borough, with the possible exception of funds managed pursuant to municipal leases or under applicable terms of local redevelopment agreements, if any. Such apportionment of costs is subject to control and oversight of Borough officials and, as such, is outside the purview of the Belmar Business Partnership Special Improvement District Board of Trustees.

2. The amount of costs that have been charged and assessed against properties benefited in the District in proportion to benefits against properties in the District for the first three (3) years after the adoption of this Chapter have not exceeded ten (10%) percent of the property tax (which is based upon combined Municipal, County and school taxes) being paid for each property assessed per Sections 34-4 and 34-5.

3. For the purposes set forth in the proposed 2015 Special Improvement District budget, no costs are known by the Belmar Business Partnership Board of Trustees to be specially assessed against properties in the District.

Belmar Business Partnership



2015 Budget Overview



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 Listing of Officers and Trustees

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A Message from the Trustees

The year 2014 brought with it an emergence of the Belmar Business Partnership as a force in our community that we envisioned in our past presentations. In our 2013 annual report and budget request, we had a graphic depicting "What Makes a Great Place?" *(see appendix 1). The key attributes of that graphic were categories of sociability, uses & activities, access & linkages, and comfort & image. These are some of the factors that create a "great place", one that people want to visit.

The accomplishments of 2014 of the BBP and the enhanced working with relationship with Belmar tourism have seen increased measures of success for the attributes listed above. The central business district has an increased welcoming and neighborly atmosphere. There are fun family oriented activities for residents and tourists alike. It is safe and we have seen an attractive charm continue to emerge. It has become more convenient and accessible and pedestrian friendly. The pages that follow address the specific 2014 accomplishments in our broad categories of Business Development, Visual Improvements, and Branding and Marketing.

Whether it is the emergence of a variety of new businesses and more on the horizon or the fantastic success of activities such as Cruise Night, the Belmar Business Partnership, along with the Mayor and Council have been instrumental in creating a welcoming and vibrant business environment. We are proud to share our accomplishments and follow with our visions and goals for 2015.

The visions for 2015 carry with them requirements. The continued efforts of those in our community who volunteer their time and energy, the cooperation of the Mayor and council, and the financial assets necessary to accomplish our goals.

We, the Trustees, wish to thank the Borough of Belmar for its' continued support of this private/public corporation. We pledge to continue to earn your and our stakeholders support.

2014 Executive Board

President: Sal Marchese
Vice President: Marty Riccio
Treasurer: Gail O'Reilly
Secretary: Norman Einhorn

2014 Board of Trustees

Norman Einhorn Sal Marchese
Oliver Klein Marty Riccio
Gail O'Reilly Tom Volker
Dirk Reitsma Brendan Read
Brian Hadden Tom Burke

Council Liaison: Jennifer Nicolay, Councilwoman

Executive Assistant: Jackie Gammond

Who We Are

The Belmar Business Partners is the designated district management nonprofit corporation that manages the Belmar Special Improvement District as outlined and directed in Chapter 34 of the Belmar Borough Code Ordinance No. 2010-06.

Our Mission

Our mission is to foster the economic development and revitalization of the Belmar business' and business community through the private/public partnership we are charged to manage.

Our Goals

- To strengthen the economic and commercial contributions to the residents and property owners of the Borough of Belmar.
- To engage and support within the district activities designed to promote our central business district and make it a fun place to come for shopping and relaxation.
- Provide the opportunity for those who live and work and invest within our community to contribute to the improvement of the special improvement district we manage.
- To foster and create and oversee self-help programs that will improve the local business climate.
- To annually present a comprehensive report of our accomplishments for the recent fiscal period and provide insight on how our efforts are planned to continue into the new fiscal period

What Makes a Great Place?

At the heart of managing our central business district are a number of factors we must focus on in order to create that "Great Place" to visit. The activities and initiatives of our committees and working with other Belmar institutions like the Tourism Board, the Arts Council, and the Chamber of Commerce have resulted in great strides in our central business district becoming that "Great Place". This is not only good for Main Street, but influences the other commercial and businesses in Belmar. The below chart, reprinted from our 2013 annual report depict the Key Attributes and intangibles that go into your Belmar Business partners in their management of the Belmar Special Improvement District.



General Administration

In fiscal year 2014, the BBP removed administrative costs from its' three main focus committees and created a heading that encompasses all administrative costs. Much of the labor for the BBP's efforts is through volunteer work as we only employ one person who serves as an executive assistant to the Trustees and Executive Committee. Other professional services falling under the heading of administration include but are not necessarily limited to: annual audit costs, legal fees when necessary, professional consultation when indicated. Other administrative line items include insurance, rent, utilities, supplies and equipment, computer and website expenses, subscriptions, dues and fees, printing and distribution costs. It is the Executive Committee who oversees the financial aspects of the BBP. By having only one staff person, we are able to better utilize our budget for administration in a cost effective manner.

Our office and conference room are located at 708 10th Avenue on the Second Floor. Our telephone number where we can be reached is 732-894-9022.

We can also be found on the internet at belmarbusinesspartnership.com.



2015 BUDGET REQUEST

Belmar Business Partnership Proposed 2015 budget

Following is a committee-by-committee overview of efforts planned for 2015 and their cost. It should be noted that in past years all staffing costs, supplies, and office expenses generally were split between the Management/Organization line item and the cost of implementation of the program areas, since most of what is done by staff is in support of the work of individual committees. Going forward, the BBP board has revised this approach. The proposed 2015 budget consolidates all staff and general administrative costs into one category. These expenditures continue to support the operations of Visual Improvement, Business Development, Branding/Marketing and Organization activities. Therefore each committee subtotal reflects only direct program expenses, with all supporting staff activity and related expenses being absorbed in the General Administration category.

General Administration

The purpose of the General Administration budget is to provide the foundation for all Special Improvement District work and to support program activities for the Visual Improvement, Business Development, Branding/Marketing, and Organization committees.

Projected expenditures:

Staff

Professional expenses (annual audit, accounting, legal)

Insurance

Rent

Utilities

Supplies and Equipment

Computer Expenses

Subscriptions, Dues and Fees

Maintain inventory of businesses in town

Continue regular email newsletters and bulletins to businesses

Distribute recruitment and welcome package for new businesses

Special Programs

Reserve – Year-over-year obligations

Budget subtotal: \$48,700

Branding and Marketing Committee

The purpose of the Branding/ Marketing (Promotion Committee) is to create a unified, quality image and develop promotion strategies that bring people to the business districts. Through the sponsorship of special events and advertising, this committee promotes the businesses of Belmar.

Projected activities:

Conduct monthly Cruise Nights April through October
Spotlight special shopping, dining, and recreation destinations
Conduct retail promotions
Provide co-op advertising programs
Conduct special events in conjunction with Tourism, Chamber of Commerce, Belmar Arts Council and other local organizations
Reinforce Belmar brand
Upkeep web sites (mobile and home site)
Continue to build VIP card effectiveness and participation
Direct Program Expenses: **\$20,000**

Business Development Committee

The Business Development/Retention Committee works to strengthen the existing downtown business base and recruit new concerns by providing information and research, identifying opportunities for market growth, and developing financial incentives for building rehabilitation and business development. The grants funded by this committee are helping to revitalize the look of the business district.

Projected activities:

Continue and expand Façade Improvement/Renovation Grant program
Continue New Business Fit-out Grant program
Recruit in accordance with business type wish list
Maintain business analysis to be mindful of potentials for new businesses
Pursue development of incentives for businesses to locate in Belmar
Investigate regional billboard advertising campaign
Offer business training to encourage best practices
Work with Borough representatives on sign ordinance update and parking
Work with Visual Improvement Committee to conduct parking summit to collect information regarding improvements to parking
Direct Program Expenses: **\$20,000**

Visual Improvement Committee

This committee works toward enhancing the physical appearance of the Belmar Special Improvement District by capitalizing on its' unique assets and heritage. The Visual Improvement Committee plans and executes initiatives for streetscape and other beautification projects. Some of the accomplishments for this committee include the design and purchase of the ArtWalk flags, the hanging flower baskets and Welcome to Belmar signs.

Projected activities:

- Maintain guest information centers with town map and event schedules
- Maintain existing, and add additional, wayfinding signs
- Add welcome signs at more entries to town
- Enhance signage for parking
- Add additional and maintain existing benches and bicycle racks
- Provide seasonal plants in planters throughout commercial areas
- Refurbish hanging pots in commercial areas
- Continue to expand holiday decorations
- Continue Belmar Shines program that coaches businesses to shine in appearance and customer service
- Work on lighting issues with JCP&L
- Promote continuation of Main Street streetscape lighting improvements from Tenth Avenue to Fifth Avenue
- Work with Business Development Committee to conduct parking summit to collect information regarding improvements to parking

Direct Program Expenses: **\$20,000**

Organization

The Organization Committee works to encourage stakeholders, local organizations, and regional partners to participate in activities that strengthen the business climate in Belmar.

Projected activities:

- Stakeholder Communication
- Membership Development
- Inter-agency Initiatives with local organizations

Direct Program Expenses: **\$10,000**

Belmar Business Partnership Proposed 2015 Budget

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