

REGULAR MEETING

CITY COUNCIL

JULY 26, 2011

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The Regular Meeting of the Long Branch City Council was held on Tuesday, July 26, 2011 at 7:00 p.m. in the Municipal Building, 344 Broadway, Long Branch, New Jersey.

Present: Michael Sirianni, Council President; Kathleen Billings, Council Vice-President; Joy Bastelli, Councilwoman; Dr. Mary Jane Celli, Councilwoman; John Pallone, Councilman

Others Present: Adam Schneider, Mayor; Howard Woolley, Business Administrator; James G. Aaron, City Attorney; Kathy L. Schmelz, City Clerk

Absent: Ronald Mehlhorn, Finance Director

The Pledge of Allegiance was recited and certification was read into the record.

**PRESENTATIONS:**

None

**READING AND APPROVAL OF PREVIOUS MINUTES:**

**July 12, 2011** – Motion by Councilwoman Bastelli seconded by Councilman Pallone to approve the minutes of July 12, 2011 was carried out upon the following roll call vote: Ayes 4 / Abstain 1 Sirianni

**CONSIDERATION OF ORDINANCES**

**PUBLIC HEARING AND FINAL CONSIDERATION**

**#27-11 AN ORDINANCE AMENDING ORDINANCE 325-42 SCHEDULE XVI BUS STOPS OF THE CITY OF LONG BRANCH (INTRODUCED: JULY 12, 2011)**

A motion by Councilman Pallone to open the public hearing on said ordinance was seconded by Councilwoman Billings.

**Donna Peterson – Rockwell Avenue**

Spoke regarding the right hand turns on Bath Avenue.

After ample time was given and no one else responded, a motion by Councilman Pallone to close the public hearing was seconded by Councilwoman Celli.

A motion was made by Councilman Pallone, seconded by Councilwoman Billings to adopt on third and final reading was carried out upon the following roll call vote: Ayes 5

**ORDINANCES FOR INTRODUCTION**

**#28-11 AN ORDINANCE OF THE CITY OF LONG BRANCH, ADOPTING THE FINANCIAL AGREEMENT, ACCEPTING THE APPLICATION FOR TAX EXEMPTION UNDER NJSA 40A:21-1 ET SEQ. AND AUTHORIZING TAX EXEMPTION AND PAYMENT IN LIEU OF TAXES IN CONNECTION WITH THE WOODROW WILSON URBAN RENEWAL PROJECT**

A motion was made by Councilman Pallone, to introduce on first reading, advertise and post according to law and set the public hearing for August 9, 2011 was seconded by Councilwoman Billings and carried out upon the following roll call vote: Ayes 5

**PUBLIC PARTICIPATION:**

A motion was made by Councilman Pallone, seconded by Councilwoman Celli to open the public portion of this meeting.

**Daniel Smuro – 591 Monmouth Place**

Spoke regarding the implementation of the parking ordinance on Hollywood Avenue. He believes the signs are incorrect. This will be looked into.

**Donna Peterson – Rockwell Avenue**

Spoke regarding solar panels and the ferry service.

**Russell Freed – 762 Greens Avenue**

Spoke regarding pot holes on Prospect, Bay, north and south side of Lake Drive, manhole cover missing, Liberty Street by Chelsea Avenue pot holes, railroad crossing on Brighton and Joline.

**Bill McLaughlin – 448 Ocean Avenue**

Spoke regarding the Chamber of Commerce receiving revenues from the 4<sup>th</sup> of July celebration.

**Vincent Lapore – 80 North Broadway**

Spoke regarding the solar panel project, the improvement authority, shared services bill, legal bill pay outs and the ordinance regarding Woodrow Wilson Homes.

**Gerry Scarano – Ocean Boulevard**

Thanked DPW for the clean lots on Broadway. Went on to speak about Council receiving healthcare benefits and the Housing Authority.

**Diana Multare – 21 North Bath Avenue**

Spoke regarding the Pier and Ferry project and articles relating to same in the newspaper.

**Michelle Bobrow – 295 Ocean Boulevard**

Thanked Mr. Woolley and Mr. Jennings for the email response, the addition of resolutions and ordinances to the agenda and the scanned bill list being crooked on the web.

**Harold Bobrow – 295 Ocean Boulevard**

Spoke regarding the change in time of the regular meeting and asked about the relationship between the City and the Housing Authority.

**Harold Cooper – 113 South Seventh Avenue**

Stated that he enjoys the dialogue between the Council and the public.

**Nat Zaccaria - Pier Village**

Spoke regarding a letter he forwarded to the Mayor regarding the lack of flags flying on the 4<sup>th</sup> of July during Oceanfest.

The Mayor responded by stating that he apologized for not answering the letter right away and gave the reasons.

**Lori Ann Vendetti - 33, 38 Ocean Terrace**

Spoke regarding the American flag banners that used to be at Pier Village during Oceanfest.

After ample time was given and no one else came forward, a motion was made by Councilwoman Bastelli, seconded by Councilman Pallone to close the public portion of this meeting.

**RESOLUTIONS:**

On file in the Clerks Office and posted on the City's Web Site.

**APPLICATIONS:**

None

**MISCELLANEOUS BUSINESS FOR THE GOOD OF THE ORDER**

**Councilwoman Bastelli** - I want to thank everyone for coming tonight and often times I do not answer questions and I'd like the public to know that it is a decision that I made. I've looked at some of the transcripts of people's questions and I've found them to be erroneous. I found a lot of them to be uncivil, unintelligible and unreasonable and from this point on I will chose to answer questions that I do find to be accurate, to be civil, understandable and reasonable and I thank you for all of your questions and tonight many good issues were risen. Many valid issues and thank you for coming and I hope you have a good couple of weeks. Thank you.

**Councilwoman Celli** - I have a comment I'd like to pass on to all of the residents of the City. Sunday night I was at the concert in West End and one of our residents came up to me and she said "I have something I'd like to tell you". I thought, oh well, here we go but the bottom line was, as she left the concert, I guess the Sunday before, she had, she took her chair with her and she was parked next to a gentleman from New York and he said "may I help you with your chair"? And she said "ok" so they put it in the trunk and he said "do you live here"? and she said, "yes". "Well I want to tell you something" he said, "I love Long Branch. I come to the beaches and he said "I think they are the best beaches". Well I just want to tell you it made me very proud when I heard somebody from another state came here, took the time to talk somebody and say they were very pleased with the City. Thank you.

**Councilman Pallone**- I'd like to thank everybody for coming. You know I'd like to share a letter that was sent to Mayor Schneider and to all of us. It was unsolicited and if you could just bear with me because I just thought it was very touching. It was commending the beach staff and I'd like to commend them as well as Mr. Jennings but let me just read this. I'm not going to mention the woman's name but I'd just like to read the letter briefly.

Dear Mayor Schneider:

It gives me great pleasure to write this letter commending the Long Branch Beach Staff. It is difficult to find the words that truly express my gratitude. I have been a New Jersey resident for quite some time. During the summers, I frequent the beach. Until this year it did not matter to me which beach. I went to the Long Branch beach last year a couple of times. I enjoyed it, so I went back this year and have not gone to another beach and have no intention.

I am physically disabled and it is not easy going to the beach. However, the Long Branch Beach Staff makes going to the beach easy. The first time I went to the beach this year, I used the sand/beach wheelchair available to the disabled. I spoke to the attendant at length and she told me if I ever needed the chair, I should let her know. The second time I went to the beach, I did not see the chair. The attendant called a gentleman named Riley. He asked me if I preferred a ride in the truck. He put my belongings in the back of the truck, he set up my chair, made sure I am comfortable and briefly alerted the lifeguard to my situation. I was fortunate that Riley informed the lifeguards because a situation arose were I needed their assistance. The tide was high, I was reading. The next thing I knew, I was soaked. When I looked up, the lifeguard was by my side. The kayak had floated very close to me. The lifeguard was very concerned. He thought the kayak hit me; it did not. Even though the lifeguard was on break, he helped me move and organize my belongings.

I have shared this with my family, friends, and colleagues. As a result, they have been enjoying the benefits of the Long Branch beach.

I am grateful to the Long Branch Beach Staff for ensuring that all of the beach goers have a positive experience. They are outstanding role models for the young people spending the day/summer at the beach.

My only regret is that I do not know all the names of the individuals who consistently contribute to making Long Branch Beach a paradise.

And again, it was just very moving to me and I just wanted to share it with you, thank you.

**Councilwoman Billings** – I want to thank everyone for coming out tonight and I only have one comment. It seems sometimes that we lose sight that we are all here for the same common cause. We are here to make this City a better place and I really want all of us to think about that. That's what we are here for. Both sides of the podium and I wish we could work together a little bit better then screaming at each other and hollering at each other and actually have dialogue. Thank you.

**Councilwoman Bastelli** – Michael, can I say one more thing?

**Councilman Sirianni** – Councilwoman Bastelli..

**Councilwoman Bastelli** – Now that we are on the beaches. I remembered that Saturday morning I participated in the Undy 5000 which is to raise awareness for colon cancer and its put on by the Colon Cancer Alliance and I spoke to, I had the opportunity to speak to the Director, his name was Todd Setter and he himself is from San Diego, California and he sponsors these races all over the country and we are one of two shore races right on the waterfront and he came over to me and said, "you know, I thought we had the most beautiful shore race in San Diego but when I arrived here today to do this race, I was amazed and realized that you won. Your oceanfront beach is more beautiful then I have to admit, it's more beautiful then San Diego". I was really touched that he actually admitted that to me and I wanted to share that, that nationally, our beaches are known and they are very beautiful and I'm really grateful for that and for the care that they receive. Thank you.

**Councilman Sirianni** – Thank you also for coming this evening. As decided in the workshop and there will be a resolution at the next Council meeting, the hours and Mr. Bobrow beating me to the punch, there will be new hours starting the last meeting in August. The workshop will go from 6 – 7:30 and the Council meetings then will be starting at 7:30 so we will be making that a resolution and we also will be changing the website in regards to that and wanted to make sure everyone knows about this. In regards to downtown, Mr. Cooper, everyone at this table does not like the appearance of downtown. They're right now, their situation is out of our immediate control that are in other peoples hands. Its taking longer then what we anticipated especially for what I've anticipated but it is something that we are not, we are on the same page with you. We are on the same page with you. I can't go into much more about it but we are on the same page with you. In regards to the Chamber of Commerce. The Chamber of Commerce, I look at as our public relations. For a resort city, we do not have a public relations department within these four walls. We do not print, do our print material, the Chamber does and if I look at housing, a public relations persons office, staff, the whole bit, benefits, salary and then pay for all of the publications that the Chamber does, this is my thoughts, my feelings and we can talk about it further afterwards, that's why I am happy that we are in partnership, that we can do these ventures with them. Yes, when you sit down and you look at the sum of money, it knocks you over. I agree with you but when I sit down and I look at personnel, staffing, office, phone, benefits, salary, the whole package and then the print material that says Long Branch on it because if you go on the parkway and if I'm not...I know parkway and possibly turnpike, there are Long Branch brochures all up and down the state. We don't, we the City of Long Branch does not pay for that. They are our, I look to them as our public relations people. They are working with us in tandem to promote the City. Now this is my thoughts, my feelings and I'm sure afterwards, Mr. McLaughlin, you'll beat me up over it, your more the welcome to but I just wanted to explain to you where I'm coming from and where my thought is. Just because one person has one point of view, there are other points of view also and other ways of looking at things. That's the beauty of this government in whole, that's the beauty of us being the United States, that's the beauty of our freedom that we can look at things and also make our best judgment calls.

### **ADJOURNMENT**

A motion was made by Councilwoman Bastelli, seconded by Councilwoman Billings to adjourn this meeting at 9:05 p.m.