



## **LBEC Strategic Initiatives 2015 to 2016**

Appointed by Mayor Adam Schneider, the Long Branch Environmental Commission is a group of environmentally mindful Long Branch residents who help implement the green initiatives and goals of the City of Long Branch, the Mayor's Energy Review Committee and the city's Master Plan and Environmental Resource Inventory.

The purpose of the Commission is to increase public awareness regarding environmental issues and events in our community. The Commission sponsors events and campaigns that improve the quality of our environment and make a difference in the health of our community. By partnering with the city, local families, organizations, businesses, and visitors to take important actions, the Environmental Commission intends to make a positive difference in the greening of this wonderful and diverse seaside city.

The following objectives were developed at the 2015 Reorganization meeting of the Environmental Commission to provide direction in the coming year.

### **1. Stabilize Membership and Review/Pursue Partnerships Within Community**

- a. Increase membership in Environmental Commission and Green Team
  - i. Communicate with Mayor Schneider about membership interest and potential alternate position
  - ii. Present Annual Report and future initiatives to City Council
  - iii. Provide opportunities for project participation among current Environmental Commission and Green Team members while also recruiting new members
- b. Pursue community partnerships through shared service and mutual interest
  - i. Long Branch Public School District
    1. Communicate with established contacts and pursue additional contacts among administrative and classroom level educators
    2. Provide potential projects for school incorporation
      - a. October beach sweep with Clean Ocean Action
      - b. Cleanups with Monmouth County Clean Communities
      - c. Anti-litter Poster Contest
      - d. Arbor Day celebration
  - ii. Long Branch Rotary Club
    1. Establish contact(s) to ultimately partner in service projects
    2. Include in upcoming activities (COA Beach Sweep, Arbor Day celebration, etc.)
  - iii. Long Branch Chamber of Commerce
    1. Participate in Chamber events and provide education about Environmental Commission role and activities

2. Include and collaborate with Chamber in discussion and implementation of “Street Trees” project

**2. Follow Objectives of Community Forestry Plan and Solidify Commission’s Role**

- a. Arbor Day/ Community Outreach
  - i. Pursue and establish avenues for advertising and publicizing Commission activities and events
  - ii. Develop program for Environmental Commission’s Annual Arbor Day celebration, including activities with community partners, circulation of educational material, and seedling distribution
- b. “Street Trees” Project
  - i. Establish recommendations for tree planting throughout the City through research and analysis by the Commission
  - ii. Complete Heritage Tree Draft Guidelines, determine appropriate trees, and develop fact sheets for all designated Heritage Trees.
  - iii. Present project to City Council for consideration/guidance and pursue including in City Environmental Resource Inventory
  - iv. Develop plan for education and outreach to citizens and business community
- c. Tree Canopy/Cover Goal
  - i. Gather data of current City tree cover
  - ii. Review and develop a municipal tree cover goal

**3. Coordinate with Officials and Leaders and Complete “Getting to Resilience” Program**

- a. Communicate with contacts from Jacques Cousteau Reserve to pursue further understanding and follow through for “Getting to Resilience” program
- b. Organize and sort Community Plan Checklist plans and associated officials/staff for presentation to City Business Administrator
- c. Communicate with all parties involved, schedule meeting, and complete “Getting to Resilience” process

**Members Present:**

Rick Garlipp, Chair  
Richard Lee, Vice Chair  
Mark Smiga  
Rich Garlipp  
Tiffany Hollingsworth  
Michele Bernich (City Liaison)  
Joy Bastelli (City Council Liaison)

By the order of: Rick Garlipp, Chairperson  
July 20, 2015