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**MAYOR AND COUNCIL  
AGENDA  
WORKSHOP MEETING  
September 7, 2010**

Agenda items are subject to change. If you have any questions regarding an agenda item please contact the Borough Clerk at 732 776-2999 Ext. 11

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. OPEN PUBLIC MEETINGS ACT STATEMENT**
- 4. ROLL CALL**
- 5. DISCUSSION ITEMS**
  - A. Beachfront area improvements presentation and public input**
- 6. PUBLIC COMMENT- There is a 5 minute limit on comments**
- 7. ADJOURNMENT**

**WORKSHOP MEETING  
SEPTEMBER 7, 2010**

A workshop meeting of the Mayor and Council of the Borough of Bradley Beach was held in the Carmen A. Biase Center, 719 Main Street on the above date.

**CALL TO ORDER**

Mayor Julie Schreck opened the meeting with a salute to the flag.

**Sunshine Law**

The meeting has been noticed publicly according to the Open Public Meetings Act requirement for "Annual Notice", and posted on the official bulletin board.

**Roll Call 6:34PM**

Present: Council: Cotler, D'Angelo, Engelstad, Galassetti  
Mayor Schreck  
Borough Attorney George McGill  
Business Administrator O'Reilly  
Secretary: Municipal Clerk Mary Ann Solinski

The purpose of this meeting was to discuss Beachfront area improvements, and was held in the Carmen A. Biase Center as advertised.

Mayor Schreck introduced Architect Frank Banisch who will act as the facilitator during this meeting and provided an explanation of the purpose of this meeting noting it was a visionary, open process for residents to share and exchange ideas. Mayor Schreck stated that the percentage of revenues from any proposed improvement on the beachfront which would go to the Borough cannot be determined at present. The Borough Attorney gave an overview of steps which would be taken to implement the process of gathering public suggestions in order to create a shared vision for beachfront improvements. Survey forms were available for public input.

Mr. Banisch stated that this meeting is basically to collect ideas for beachfront improvements. Using a process called "SWOT" (strengths, weakness, opportunities and threats) the public first provided:

Strengths: Police presence, quiet, small town feel, landscaping, lifeguards, concerts, dunes to prevent erosion (also noted as a weakness).

Weaknesses: Beach access-ADA access; street sweeping on Ocean Avenue; Borough cleaning of trash cans at the north end parking lot area; carnival atmosphere if rides were installed; dogs on the beach; dunes which block views of the ocean; crosswalks being too narrow; teen dances; difficulty pulling out onto Ocean Avenue – views blocked by parked cars; insurance liability and enforcement of rules pertaining to bicycles on Ocean Avenue.

A slide presentation was given requesting that the audience look at the pictures which were old and current and to consider them a threat or an opportunity.

Opportunities: Another concession which would sell food, souvenirs and sundries; bicycle path; upgrade the golf course; sale and/or rental of body boards and umbrellas; high end restaurant located at the north end parking lot; provide trolley transportation from Main Street to the beachfront; Main Street restaurant discount coupons for beach patrons from 4-6pm; dog beach; widening of the crosswalks; loading/unloading zones on the east side of Ocean Avenue for beach patrons; bench repairs; ADA access ramps; change hours permitting bicycles on the beachfront area; tournaments; diagonal parking on wider streets at the south end of the borough; tennis courts; improvement of Borough communication; better use or enhancement of what exists at the beachfront; look at and improve potential areas of the beachfront; discuss ideas and potential interlocal agreements with neighboring towns; communicate the results and provide a summary of the results of this meeting with the community.

Threats: carnival atmosphere (kiddie rides or water park); blockage of views; cost of maintenance; insufficient parking; storage and upkeep; overall costs; possible impact on the quality of life; safety concerns and the cost of rides etc.

On motion by Schreck/D'Angelo to take a recess in order for the public to review and comment on maps of the different beachfront areas at 7:15pm. Mr. D'Angelo left the meeting during the recess.

On motion by Schreck/Galassetti to re-open the meeting at 7:35pm.

The surveys which were completed at this meeting as well as those being submitted on the website will be reviewed by Mr. Banisch and his company. The results will be compiled and communicated to the officials and public as well as a subsequent Borough meeting being scheduled. The review and report on the findings of the surveys is anticipated to take several weeks.

As a large audience was in attendance without adequate seating provided and no sound system utilized this prompted the public to request that any subsequent meetings be held either at Borough Hall or another larger facility in order to accommodate the public.

Councilman Galassetti noted upon hearing the audience indicate that plans maybe already under preparation for water parks or kiddie rides stated that the Council does not intend to force any idea on the public but are simply asking for public input on what the residents would like to see at the beachfront.

Some of the audience pleaded that if it's not broken, don't fix it and destroy the natural beauty of the town's beach area. Residents also commented repeatedly that the dunes are too high and block the view of the ocean although the dunes provide protection during storms.

**ADJOURNMENT**

ON MOTION           by Schreck / Galassetti the meeting was adjourned at 8:25 PM.

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Mary Ann Solinski, RMC, CMC  
Municipal Clerk