

**MINUTES FOR THE FEBRUARY 22, 2011 WORKSHOP MEETING
HELD AT 7:00 PM
51 WEST MAIN STREET
FREEHOLD, NJ 07728**

ROLL CALL:

Present: Mayor Michael Wilson, Councilman Kevin Kane, Councilman John Newman, Councilman George Schnurr, Councilwoman Sharon Shutter and Councilman Jaye Sims

Absent: Councilman Michael DiBenedetto

Also present were Business Administrator Joseph B. Bellina, Borough Attorney Kerry E. Higgins, Captain Glenn Roberts and Borough Clerk Traci L. DiBenedetto

2. PUBLIC COMMENTS

Greg Jewell, 26 Dogwood Lane, stated he is not in favor of the Fire District and doesn't see a need for it. Mr. Jewell stated he is concerned about the cost going up about \$400,000.00 to support the district with accountants and lawyers. Mr. Jewell stated he doesn't think the tax payers should bear the burden of this. The fire department's service is not going to suffer if they remain under your jurisdiction.

Councilman DiBenedetto entered the meeting at 7:02 PM.

Tom Baldwin, 3 Vought Avenue, questioned how a fire district would affect our taxes and if there would be a full time dispatcher.

Mayor Wilson replied a fire district would be a separate added tax on your tax bill. The Borough has joined up with the County dispatching system and it will remain that way.

Dave Rhoades, 6 Enright Avenue, stated he had a real safety issue on his street with the snow removal. Mr. Rhoades was not able to pull out of his driveway on a few occasions because cars were parked on his side of the road. Mr. Rhoades wanted a clarification on the ordinance of what people are not supposed to do when the road is snow covered or when there is a major snowfall.

Mr. Bellina stated the Borough allows 48 hours after the snow ends to have the sidewalks cleared. We did allow a bit longer for that first storm we had right after Christmas. As far as the street, some streets we do not allow parking when the street is snow covered. After the first storm, we did ask everyone as best we could, to

remove their cars from the roads prior to a snow storm. We went through all of the streets where signs are needed to say, "No Parking When Snow Covered" and they should be going up in the spring. Mr. Bellina stated he will be meeting with the police and the public works department and will assess all of the roads. Mr. Bellina doesn't think the Borough has the parking capacity to order everyone to remove their cars from the street. Perhaps there are more roads that we can incorporate into disallowing parking on both sides during a snow storm.

Councilman DiBenedetto stated he is the liaison to the Public Works Department and once that first snow fall hardened it was hard for the plows to get out and move it aside. This was an education for us too.

Councilman Kane offered the following Resolution and moved its adoption, seconded by Councilman DiBenedetto:

RESOLUTION TO CLOSE PUBLIC PORTION.

On roll call Council Members DiBenedetto, Kane, Newman, Schnurr, Shutzer and Sims voted its adoption, opposed none, absent none, abstain none. Mayor Wilson declared the Resolution adopted.

3. ROUTINE TRANSACTIONS-SUPPLEMENTAL AGENDA (See Attachment I).

See the permanent minute book for the minutes and the resolution book for the attachments.

4. YOUTH GOVERNMENT (SEE ATTACHMENT II.)

Councilman Sims stated that he would like to introduce the idea of having a youth government in Freehold Borough. Currently, Mel O'Neal has something similar at the YMCA but this would be separate pertaining to our youth here in Freehold Borough. Councilman Sims has attached a resolution that was adopted by Howell Township and Marlboro Township. Councilman Sims explained he would like it to be open to students from the 7th grade through 12th grade. It could be advised by members of the council or some of our volunteers from our committees. It is just a brief proposal but he would like to see it start up in the fall.

Councilman DiBenedetto asked Councilman Sims if he had discussed this with Mel O'Neal.

Councilman Sims replied they spoke briefly but he is looking to do something separate from what the YMCA does.

Everyone on council agreed to proceed with this.

Councilman Sims introduced Marc LeVine, Chairman of the CIC Committee for a brief presentation.

Marc LeVine introduced members of the committee that were present: Kevin Asadi, Lisa Kristiansen, Al Goldberg, Anthony DiFlumeri, Lisa Schofield and Annette Jordan.

Mr. LeVine shared project that the committee tackled and successfully completed in 2010. In 2010, the committee completed and released the Resident Resource Packet. The booklet is designed to orient all new residents of Freehold Borough as to who is who in town and where everything is located and how they can reach the right people in each department. The booklets are distributed through Borough Hall and it is time to reorder more booklets. We have already made that request to Councilman Sims and a number of residents have spoken very highly of this item. Also, in 2010 the CIC supported the launch of The Lantern, which is the town newsletter. The committee advises on content and offers editorial advice to the publishers. The newsletter sells its own advertising and is self supporting. The goal of everyone involved would like to see the Lantern as an on-line publication. A third major project in 2010 was the First Annual Freehold Borough Volunteer Fair and more than 20 Borough committees participated. Finally, the committee filled many other committees' publicity requests and issued a number of timely press releases to the local news media and also on-line. During the course of last year we invited a number of committee chairs and members of those committees to our meetings to share with them what resources we can provide and to learn about their own needs.

Councilman Schnurr asked if The Lantern could be sent out via e-mail blast to the residents.

Anthony DiFlumeri stated the committee sends it out via e-mail and it is linked to the Borough web-site itself.

Councilman Schnurr made mention that there are two volunteers who are now on the Memorial Day Parade Committee because of attending the volunteer fair. Councilman Schnurr also suggested e-mail blasting the Resident Resource Packet.

Mr. LeVine stated their goal is to put as much on-line as possible. Our goals for 2011 are even more ambitious and we seek council guidance and support to go forward with them. From an appointment perspective, there are a few additional talents we would appreciate having on our committee. We would benefit from having a person with web design skills and basic HTML on the CIC to assist with some of the on-line projects we have in mind. We would also love to have some high school students with an interest in communications and journalism to get involved in covering and writing about the many things that take place in town every week. The students are required to volunteer to fulfill academic requirements and their efforts will also go into the portfolios that they will need to share with college admissions officers.

Ms. Higgins suggested sending this information over to Borough Hall and e-mail blasting it.

Mr. LeVine stated it is time for Borough Hall to purchase and install a large 46" or larger video monitor with internet access in the conference room. This will be a huge plus for the council and its committees in terms of quick web research as well as teleconferencing.

Ms. Higgins suggested that the committee draw up a proposal with costs for mayor and council to take a look at.

Mr. LeVine stated another productivity tool we seek permission from the council for is to beta test a wiki. Mr. LeVine stated it is a free and simple to use program called TitanPad.com, which is password protected and secure. Anyone on the committee can create a shared living document. Each person can modify or add to the shared document to reflect the progress of the project being worked on. Mr. LeVine stated he would be happy to provide additional information but it is a concept they would like to explore.

Councilman Newman asked if they have explored Google docs.

Mr. LeVine stated they did explore Google docs but they were looking for something extremely simple.

Councilman Newman asked how this would pertain to the committee.

Lisa Schofield replied it saves time and a lot of things get lost through e-mail. It is like being in the same room and working on the same project. It allows projects to come to fruition a lot more expediently.

Mr. LeVine stated the committee also proposes a blog with a working name "Arts and Minds". This blog would be geared to allowing Borough residents to share any type of writing and media that they think will interest readers. The materials are being reviewed for rules of common decency and the writings might take the form of position pieces on current and world events, white papers, e-books, poetry, short stories and video performances on YouTube. There would even be an archive in which the writings of well known Freehold residents might wish to share, with whatever permissions and sign-offs that may be required. Blogs are social media and social media is communication. Our blog will show off our resident's talents and abilities and give them another link to add to their portfolios for work and academics.

Finally, the committee wishes to launch a monthly or bi-monthly video cast talk show. It would run 15 minutes and be loaded on a video cast platform or on YouTube for watching. The video cast would have a host and would feature guests representing our town, business community, artistic community, former residents and people coming to the town. Mr. LeVine presented mayor and council with a brief example of what this would look like. Mr. LeVine stated the committee would look to the council and Borough attorney to advise on any sign offs and releases they would need from guests

and participants to go forward. They are aiming for April 15th to release their first video guest.

Ms. Higgins stated the committee needs a very detailed description of the video cast and blog. Those two items are much more problematic for a municipal government. She stated we would have to create some really strict guidelines for them. Ms. Higgins asked Mr. LeVine to have the entire proposal in writing for mayor and council could review.

Mr. LeVine stated there is a site that he did not mention in his presentation that is called OneTwib. It is designed for neighborhoods to bring neighbors closer together. It is like a Facebook for neighborhoods. He will also provide more detail on this in his proposal.

Mr. LeVine thanked everyone for their input and interest in the presentation. The committee will be satisfied with whatever decisions and recommendations regarding the proposed projects.

5. FREEHOLD BOROUGH LITTLE LEAGUE – PLANS FOR THE 60TH ANNIVERSARY.

Rich Matteo, President of the Freehold Little League, stated that 2011 marks the 60th anniversary of Freehold Little League which was first chartered in 1951. We have decided to have a reunion celebration on April 8th from 7:00 PM – 10:00 PM. There is a \$10.00 donation, cash bar and we will supply the hor d'oeuvres. This is open to anyone who was associated with the Little League such as players, coaches and past presidents. They will be offering commemorative t-shirts for \$6.00.

Kevin Coyne stated April 8th is Opening Day for the current Little League and there is always an Opening Day Parade through town. They are inviting all of the alumni to join in the parade. There will also be a ceremony and alumni softball game on Opening Day. Mr. Coyne stated any money that we make from this will go to lowering the registration fees.

Mr. Matteo stated tickets are available through Kevin and himself. People can also contact Joe's Barber Shop for tickets. There is also information on their web site at www.fbll.net.

6. FREEHOLD BOROUGH EDUCATION FOUNDATION – STATUS ON GRANTS AND FUNDRAISING.

Jean Holtz, Co-Chair of the Freehold Borough Education Foundation, thanked Council President Schnurr for sitting on their board. She stated it has been a pleasure to have him. The education foundation is a private, non-profit 501C3 organization, which is not part of the school district. It operates separately. There are about 200 foundations in New Jersey. We were founded in 1999 with the purpose of raising funds from non-

traditional resources to fund programs at the school that the tax dollars can't support. Since 1999 we have given out \$95,000.00 in grants to the schools which are all donations. Once a year we send out a request for proposals and teachers send in grant requests. All of our board members contribute and all of them do not have children in the school. This year about \$7,000.00 was given out in grants. As you might know, Park Avenue School lost its library and it was transformed into three classrooms. We did give two first grade teachers \$1500.00 to create a reading room in their first grade classrooms to try to alleviate some of what they lost. We also give money to the counselors to help develop programs. At the other end of the scale we gave the fifth grade gifted and talented teacher \$750.00 to mentor mathematical minds. We usually only give \$750.00 for a single grant or \$1500.00 for a team grant. We had a request from our music teacher who asked for \$750.00 but needed nearly \$3,000.00 to make sure every child in the elementary schools that wanted to play an instrument could get one. We had extra money in the bank and instead of giving the \$750.00; we decided to give them nearly \$3,000.00. We are also working with an organization called HISPA which is a State wide mentoring program that is populated by 300 professional Latino and Hispanic individuals throughout the State. We gave them a \$2500.00 grant which is being matched by Investors Savings to run a mentoring program for all 6th grade students at the Intermediate School to show them that everyone can achieve and progress in the world. Ms. Holtz stated she is very happy that Councilman Newman has been working on the Freehold Borough Arts Council Project. The Education Foundation is going to partner with the Arts Council to do their annual fundraiser in June or October.

Councilwoman Shutzer asked if the Book Bundle program was one of the Education Foundation's grants.

Ms. Holtz replied that it was.

Councilwoman Shutzer stated her grandson came home the other day from school with a canvas bag with a dinosaur on it filled with 5 books about dinosaurs. Within a half hour of being home, he read two of those books to his grandfather. He read the other three over the weekend and was required to write a book report about them. This is a wonderful project for the first graders.

Mayor Wilson thanked Jean for the information and also thanked everyone for attending the meeting.

Councilwoman Shutzer offered the following Resolution and moved its adoption, seconded by Councilman Newman:

- 7. EXECUTIVE SESSION.**
 - A. PERSONNEL MATTERS.**
 - B. LITIGATION.**
 - C. CONTRACT NEGOTIATIONS.**

On roll call Council Members DiBenedetto, Kane, Newman, Schnurr, Shutzer and Sims voted its adoption, opposed none, absent none, abstain none. Mayor Wilson declared the Resolution adopted.

8. ADJOURNMENT.

There being no further business to discuss, Councilman Kane moved to adjourn the meeting at 8:40 PM, seconded by Councilwoman Shutzer, with All in Favor.

Respectfully Submitted,

Traci L. DiBenedetto, RMC
BOROUGH OF FREEHOLD