

Special Meeting Minutes
Bradley Beach Strategic Planning
February 3, 2019 at 12pm

A special meeting of the Mayor and Council of the Borough of Bradley Beach was held in the meeting room on the above date.

CALL TO ORDER

Mayor Gary Engelstad 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.

ROLL CALL 12:15pm

Present: Cotler (Telephone and In Person), Bonnell, Goldfarb, Weber
Mayor Engelstad
Administrator/Clerk Kelly Barrett
Borough Attorney Marguerite Schaffer

DISCUSSION: Strategic Planning

INTRODUCTION

Mayor Engelstad introduced the purpose of the special meeting as a discussion of a Bradley Beach Strategic Plan 2019-2023 framework, facilitated by volunteer and part time Bradley Beach resident, Paula Gavin. Mayor Engelstad presented the expectations and benefits of a Strategic Plan as well as the planned timeline for completion and approval by May 2019. Mayor Engelstad stated that the overriding purpose of the Bradley Beach Strategic Plan was to strengthen our town and has often been suggested by the public. Mayor Engelstad confirmed that this meeting was only a discussion with no votes taken and that the public was present at this special meeting as observers and would be able to express opinions at the conclusion of the discussion. Mayor Engelstad also confirmed that the public would have a future opportunity to present their opinions in surveys and town halls during the strategic planning process.

MISSION, VISION and VALUES

The Strategic Plan facilitator led a discussion of Strategic Plan mission, vision and values. All participants provided inputs. A proposed mission, vision and values statement(s) will be developed and tested.

STRENGTHS, WEAKNESSES, OPPORTUNITIES and THREATS (SWOT) ANALYSIS and KEY ISSUES

The Strategic Plan facilitator summarized the Internal and External Assessment developed by the Borough Administrator. All participants participated in the SWOT analysis, focused on

achieving our Bradley Beach mission and vision. All participants provided inputs to a list of sixteen key issues, based on SWOT and achievement of our mission and vision.

PROPOSED GOALS

The Strategic Plan facilitator led a discussion on potential/ proposed Goals, which will be analyzed for strategies and action plans in the coming months. Council Member Weber reinforced that financial plans and viability must be included in the analysis of Goals. The facilitator confirmed that a Financial Plan will be part of the Strategic Plan, projecting the funding to achieve the Strategic Plan. All participants contributed to goals and agreed on list for further study. Sixteen potential Goals were identified.

PROPOSED MEASURES of SUCCESS

The Strategic Plan facilitator led a discussion on potential Measures of Success. Council Member Cotler reinforced that the measures of success will need to be realistic and aligned with goals. All participants contributed to measures of success and agreed on list for future study. Twelve potential measures of success were identified.

NEXT STEPS

The Strategic Plan facilitator, Paula Gavin, summarized next steps and timeline:

- * Summary of Discussion and Approval of Minutes. Posting of Minutes and Bradley Beach Strategic Planning Guideline on Website in February.
- * Alignment of Bradley Beach Budget, Capital Plan and Master Plan proceedings and decisions with Strategic Plan in February- May.
- * Public Surveys and Town Halls in March/April.
- * Evaluation and development of Strategic Plan Framework- Mission, Vision, Values, Goals and Measures of Success in March/April.
- * Mayor and Council proposal and approval of Strategic Plan, plus communications/ monitoring / tracking system by May.

PUBLIC DISCUSSION

Multiple public attendees stated opinions, including positive support of strategic planning process, desire for public input/discussion, individual suggestions/positions and agreement that Strategic Plan should focus on what is best for the overall town-the Borough of Bradley Beach.

Adjourn

Mayor Engelstad/Cotler 2:30 PM

Paula Gavin, Strategic Planner Volunteer
Bradley Beach Resident

