

January 14, 2020

RESOLUTION 2020

STRATEGIC PLAN TASK FORCE RECOMMENDATIONS

Mayor Engelstad offered the following resolution and moved its adoption:

WHEREAS, in February, 2019 the Mayor and Council of the Borough of Bradley Beach authorized the implementation of a 2019-2023 Strategic Plan; and

WHEREAS, Volunteer Facilitator, Paula Gavin spearheaded the plan and formed five (5) Task Forces (Main Street Excellence, Beachfront & Oceanfront Development, Controlling Taxes, Powerful Communications and Civic Engagement) comprised of resident volunteers; and

WHEREAS, the Strategic Plan Task Forces conducted a detailed assessment of the Borough and prepared the (attached) recommendations.

NOW THEREFORE BE IT RESOLVED THAT, the Mayor and Council of the Borough of Bradley Beach hereby endorse the Task Force recommendations. The governing body will further evaluate said recommendations and will explore funding and budget considerations where applicable.

Seconded by Councilman _____ and adopted on roll call by the following vote:

	AYES	NAYS	ABSTAIN	ABSENT
Mr. Bonnell				
Mr. Gubitosi				
Mr. Sexsmith				
Mr. Weber				
Mayor Engelstad				

CERTIFICATION

I, Kelly Barrett, Municipal Clerk, Borough of Bradley Beach, Monmouth County, New Jersey, do hereby certify that the foregoing resolution was duly adopted by the Mayor and Council at the January 14, 2020 meeting.

KELLY BARRETT, RMC, CMR
Municipal Clerk

Bradley Beach Strategic Plan Implementation Recommendations
December 2019 ; January 14, 2020 Bradley Beach Council Review

The Bradley Beach Strategic Plan Implementation Recommendations will be presented to the Borough of Bradley Beach Council on January 14, 2020 for consideration and decision as well as future budget and action planning. These recommendations reflect the research , data collection, analysis and deliberations of the five volunteer resident Task Forces, which engaged 50 residents from July-December in over 25 strategy sessions , as well as extensive inputs and reviews by the Mayor and Borough Administrator.

Bradley Beach Strategic Plan 2019- 2023

Approved by the Bradley Beach Council 5/28/19

Mission

Bradley Beach is a unique oceanfront and family community , home to residents and welcoming to visitors and businesses. As a small but diverse town, our Bradley Beach municipality seeks to offer the best quality of life, civic engagement , services for tax dollars and financial stability in a caring, inclusive and transparent environment.

Vision

Bradley Beach will strive to be a vibrant, desirable, affordable and inclusive community for residents and visitors to our oceanfront town , recognized for its family character, efficient municipal services and strong financial health . Forward thinking and strategic governing will successfully manage the development of residential growth , the beachfront, and Main Street with balanced land use, positive tourism, environmental and coastal stewardship, while embracing diversity and unity of year round residents , summer residents/visitors and businesses.

Values

Honesty

Inclusive Public /Civic Engagement

Transparency

Forward Thinking Leadership

Financial Stewardship

Welcoming and Excellent Town Services

Goal 1- Bradley Beach Character Preservation

Strategies:

Master Plan – Residential Planning and Zoning

Housing Options – Young Families/Seniors

Bradley Beach Strategic Plan Implementation Recommendations

December 2019 ; January 14, 2020 Bradley Beach Council Review

Recommendations:

*Implement proposed Beachfront improvements - water bottle fill stations, showers, playground, mats/handicap access, bike racks, pedestrian crossings (safety bump outs), general beautification. Status: Evaluate for \$ 2020 Beach budget and future years. Council **(7)**

* Implement beach badge increases and maintain current parking fees. Pursue beach buggy transportation program . Status- Beach badge increase to \$80 season, Daily \$10, Youth and Senior \$30 . Complete in November. Research outside beach buggy program. Borough **(8)**

* Continue current Tourism Director promotion/ events , conduct annual beachgoer survey, and form new Volunteer Corps to support activities. Status- Complete **(9)**

* Pursue new restaurant at location of pump station and three additional boardwalk food options to maximize revenue annually. Status- Underway. Borough **(10)**

Goal 4 - Infrastructure Enhancements

Strategies:

10 Year Capital Plan - Needs, Priorities, Cost

Environmental/Coastal Plan - Document/Actions (NJ DEP Requirements)

Goal 5- Powerful Communications

Strategies:

Single Bradley Beach Identity

Town Communications

Town Marketing and Promotion Plan/ Neighboring Town Relationships

Recommendations:

*Implement new town slogan –*Bradley Beach Where the Best Memories Begin* ; new beach descriptor –*Bradley Beach . Best Family Beach- Beautiful and Serene* and logo- Bradley Beach common font , color and clamshell . Status- Transition timeline underway, including immediate changes on website , signage and print materials and based on schedule of vehicle, etc replacements starting January 2020. Borough **(11)**

*Create new user friendly website for “what’s happening in town” , accessed from BB official website address. Status: Proposal for January, 2020 Complete . \$2020 . Borough **(12)**

*Implement Bradley Beach Integrated Marketing and Communications Plan , and hire part time Borough Communications Director. Status: Plan complete. \$ 2020 Budget Consideration . Council **(13)**

Bradley Beach Strategic Plan Implementation Recommendations
December 2019 ; January 14, 2020 Bradley Beach Council Review

Goal 7- Civic Engagement

Strategies:

Volunteer Plan for Recruiting, including Fire, First Aid and Boards/ Commissions
On Line Community System to Share/Expand Public Information/ Voice

Recommendations :

*Implement Volunteer Management System, including expanded website/ promotional recruiting and diversity for volunteer programs, Boards and Commissions. Status- Volunteer Management System complete. Propose to Council as Bradley Beach Procedure in 2020. Part time Borough Volunteer Manager (Michele Whille) appointed as part of current job. Recruit BB Strategic Plan Implementation Task Forces Force members for Bradley Beach volunteer assignments. Borough **(19)**

*Create new operational system for Fire Department and First Aid Squad including official recognition plan, intra Borough communications/coordination , new recruiting strategies, alternative scheduling , stipends for Borough staff who volunteer for Fire and First Aid, potential volunteer LOSAP pension, paid staff to augment volunteers in a hybrid structure, special Police officer category . Current Fire and First Aid budget requests have been honored by Borough. Develop plan for Bradley Beach and facilitate discussion and planning with neighboring towns. Status-Underway/Proposal . \$2020 Budget. Borough. Council **(20)**

*Create new Borough Civic Engagement Events - Cultural Fair, Field Day , Field Festival , Dog Fair, and Community Garden. Status- Calendar planning requested . Underway. Borough **(21)**

*On Line Resident Survey – Included in Integrated Marketing and Communications Plan.

*Create new Teen Program , comprised of Teen Volunteer Squad and Teen Mentoring. Status – Extensive research and reviews with School Board and Recreation Department, who will oversee.\$ 2020 Budget. Recreation Department, Teen Program Volunteer Leadership, Council **(22)**

*Create Census Outreach Plan and Population Data . Status- Census Counts Committee formed and outreach plan designed for December2019 to April 2020. **(23)**

Note: Develop plan for Borough Population knowledge system, including census data and the centralized resident data base for engagement.

RECOMMENDATIONS SUMMARY

Completed -4

Underway- 13

Proposal /Plans Requiring 2020 Budget Funding – 9 (Recommendation #)

Main Street Streetscape (#1)

Main Street Appearance Improvements (#2)

Beachfront Improvements (#7)

User Friendly “What’s Happening” Website (#12)

Integrated Marketing and Communications Plan (#13)

Shared Services- Fire/First Aid (#18)

Fire Department and First Aid (#20)

Teen Volunteer and Mentoring Program (#22)

Borough Full Time Planning and Grant Manager (#26)

IMPLEMENTATION TRACKING

To ensure Strategic Plan Results , Mayor Engelstad will appoint a Strategic Planning Committee/Task Force. The Strategic Plan Implementation Recommendations will be tracked and progress results reported quarterly to the Council.

Prepared by Paula Gavin , Volunteer Strategic Plan Facilitator