

Special Meeting Minutes  
Bradley Beach Strategic Planning  
April 17, 2019 at 6:30

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.

Mayor Engelstad announced that Paula Gavin Volunteer Strategic Plan facilitator would present the results of the Strategic Plan survey along with the timeline moving forward with the Plan.

Ms. Gavin stated that the purpose of the meeting was to provide the timeline of the Strategic Plan which began in November and is scheduled to be presented to the governing body for adoption in May. The survey results will be presented along with public input and Q&A. (The Bradley Beach Strategic Planning Guide and Survey Results are posted on the Bradley Beach website.)

Ms. Gavin reported the following that the survey response of 466 (17% of household/business addresses) was very positive. The survey respondent agreement of 87% to the proposed mission and 86% to the proposed vision is strong endorsement.

Ms. Gavin reviewed the ranking of the issues (as well as respondent commentaries) and satisfaction ratings as well as the solid municipal services and financial performance of Bradley Beach and comparisons to neighboring Jersey Shore towns.

Town meeting attendees raised questions/issues about the strategic plan framework, specific implementation actions/decisions, further resident inputs/involvement, balancing the town character with future development, beachfront options ( including potential for a restaurant on Ocean Avenue), and financial implications of the plan. Positive comments were made on the value of the strategic plan as an integrated statement of the town's needs and priorities for the future.

The following key points were made by Ms. Gavin:

The Strategic Plan framework will be approved by the governing body, which is their role and responsibility and will establish an integrated road map for the future decisions. The future of Bradley Beach to ensure continued strong municipal services as well as continued strong financial position require actions.

The Strategic Plan Goals/Strategies will propose further studies and resident input/ involvement can and will be encompassed in the goals/strategies where future studies are needed.

The Strategic Plan financial proformas will identify resources (expense and capital) required for the goals/strategies and examine funding options, including prudent municipal expenditures.

The Strategic Plan implementation plan will prioritize timing and sequencing of decisions and actions to be taken.

Respectfully submitted

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Paula Gavin  
Volunteer Strategic Plan facilitator