

January 20, 2026

**BOROUGH OF BRADLEY BEACH**

**RESOLUTION 2026-42**

**MEMORIALIZING THE BRADLEY BEACH BUSINESS COMMUNITY ALLIANCE  
MEMORANDUM OF UNDERSTANDING FOR 2026**

**WHEREAS**, the Bradley Beach Business Community Alliance (BBBCA) is a separate entity that delivers great value to the residents and businesses within the Borough; and

**WHEREAS**, the Governing Body wishes to memorialize the BBBCA Memorandum of Understanding for 2026 and how the Borough will work in collaboration with the BBBCA during the course of this year.

**NOW THEREFORE BE IT RESOLVED**, the Governing Body of the Borough of Bradley Beach wishes to document and recognize this MOU (Schedule A attached) dated January 20, 2026.

Seconded by Councilperson \_\_\_\_\_ and adopted on roll call by the following vote:

	<b>AYES</b>	<b>NAYS</b>	<b>ABSTAIN</b>	<b>ABSENT</b>
Ms. DeNoble				
Ms. Greenblatt				
Mr. Karp				
Mr. Nowicki				
Mayor Gubitosi				

**CERTIFICATION**

I, Erica Kostyz, Municipal Clerk, Borough of Bradley Beach, Monmouth County, New Jersey, do hereby certify that the foregoing resolution was duly adopted by the Governing Body at the January 20, 2026 Council Business Meeting.

\_\_\_\_\_  
Erica Kostyz, RMC, CMR  
Municipal Clerk

## **Schedule A**

### **Bradley Beach Business and Community Alliance 2026 Proposed Memorandum of Understanding**

The Borough of Bradley Beach (“the Borough”) and the Bradley Beach Business and Community Alliance (“BBBCA”).

The Bradley Beach Business and Community Alliance (BBBCA) was incorporated as an independent and separate 501c6 non-profit in the State of New Jersey on December 9, 2019. The BBBCA officially launched on January 1, 2020 with a cooperative agreement with the Borough of Bradley Beach.

The mission of the BBBCA is to bring businesses, residents, non-profits, and the Municipality together in a collaborative partnership to strengthen businesses, enhance resident life and engage the community.

As an organization, the BBBCA’s goals align closely with those of the Borough of Bradley Beach. While the BBBCA remains an independent 501c6 organization, and the Borough is Taxpayer funded, Tourism funds and Special Events Budgets cannot be commingled with BBBCA funding of BBBCA sponsored events, there is significant value to the community if the Borough and the BBBCA work collaboratively in achieving their respective goals. This Memorandum of Understanding outlines the two-way relationship between the Borough of Bradley Beach and the BBBCA.

#### **1. Town Communications**

**A. The Borough of Bradley Beach and BBBCA will have mutual website links.**

**B. The Borough of Bradley Beach will recognize the BBBCA in the annual Municipal calendar and post events, as agreed, upon, on the Municipal Website. Social media posts will be shared from the BBBCA Social Page and appropriate newsletters.**

**C. The BBBCA will promote Borough events and activities in the BBBCA weekly newsletter and on BBBCA social media communications.**

**D. The Borough will allow periodic use of town signage to promote BBBCA events, however the Borough will not share in the costs for print materials or advertising in relation to BBBCA events.**

#### **2. Bradley Beach Town Planning and Support**

**A. The Borough of Bradley Beach and BBBCA will support the growth and success of local businesses.**

**B. The BBBCA and its members are welcomed to share suggestions with the Governing Body for potential “Borough events” that may complement BBBCA events and activities.**

**C. BBBCA Leadership is encouraged to offer suggestions and provide input to the Borough's Governing Body related to town design and Capital Improvements.**

**3. Events**

**A. The BBBCA will secure approval of all events and dates on or in Borough property as part of the new 2026 Bradley Beach Community Events calendar.**

**B. The BBBCA will secure all necessary permits, licenses and/or approvals which may be required (i.e.: State, local or other outside agencies, in conjunction with proposed events), particularly Borough Code Chapter 393: "Special Events".**

**C. When planning multiple events during the calendar year, as an exception to Borough Code 393: "Special Events", the BBBCA can submit multiple event descriptions as a single permit application, and will not be required to submit a non-refundable deposit.**

**D. The Borough will provide itemized costs for Borough services, in advance of any planned event, for which the Borough will invoice the BBBCA. At its discretion, the Borough's Governing Body may waive a portion or all of the costs incurred by the Borough in support of any specific BBBCA event.**