

**Workshop Meeting
Borough of Eatontown Governing Body
Wednesday, April 27, 2022**

This meeting has been advertised in accordance with the Open Public Meetings Act: A notice of the meeting has been published in the Asbury Park Press, Star Ledger and the Link News, posted on the bulletin board in the lobby of Borough Hall, and posted to the Borough website. Public Comment is welcome at any time.

Mayor Talerico opened the Workshop at 7:02 pm, noting the Borough's compliance with the Open Public Meetings Act

1. ROLL CALL

PRESENT: Mayor Anthony Talerico, Jr., Council President Kevin L. Gonzalez,
Councilmembers Maria Escalante, David Gindi, Everett D. Lucas
ABSENT: Councilmembers Danielle M. Jones
ALSO PRESENT: Attorney Bayer, Interim Administrator Lucia, Borough Clerk Martin

Councilmember Regan arrived at 7:03 pm
The Flag Salute was led by C/Regan

2. FLOODING UPDATE (Mayor Talerico)

Mayor Talerico provided a regional flooding update. The Borough is pursuing funding, and has applied for monies for the Wampum Watershed. The State of New Jersey has made available funding with principal forgiveness loans that allow opportunities to fix infrastructure. Mayor Talerico requested a proposal from T&M for their work to determine if the Borough qualifies. Discussion continued on the process and monies available.

3. SHORT TERM RENTALS (Mayor Talerico)

Mayor Talerico explained the current ordinance and asked how the Council wants to proceed. C/Gindi clarified the current ordinance. Discussion continued on how the Borough could proceed and how the ordinance could be policed. Discussion continued on inspections and timelines for turning over rentals. Discussion continued on a cap for rentals while preserving property owner's rights. C/Gindi established that the short term should be defined as well as the CO process.

4. DIVERSITY ON BOARDS & COMMISSIONS, ACTION FOR SUSTAINABLE JERSEY (Lindsey Purvis)

Ms. Lindsey Purvis of Montclair State University explained she worked with Sustainable Jersey on their Sustainable Public Service Initiative. Ms. Purvis presented on Diversity on Boards and Commissions in Relation to the Borough of Eatontown¹. Council thanked her for her time and presentation. Discussion followed.

The meeting was open to the public on Workshop Items.

Mr. Barry Lefkowitz of MGR2, presented Freddie Herra who is a 100% Disabled Veteran who is interested in setting up a micro dispensary business in Eatontown. Discussion followed on protocol for allowing cannabis business to address Council. Mr. Lefkowitz distributed documents to Council; it was determined the discussion would wait until the end of the Regular Meeting.

Mr. Frank Scatuorchio, Monmouth Road, respectfully suggested Council review West Long Branch for short-term rental guidance. Discussion continued.

Mr. Jeffery King, Elizabeth Parkway, thanked Council for their attention to flooding. He thanked Ms. Purvis for her hard work on the presentation. Mr. King also shared he supports veterans and cannabis.

Ms. Laura Bagwell, Elizabeth Parkway, thanked Council for listening to the Diversity recommendations put together by Ms. Purvis.

There was no further comment from the public.

¹ Presentation Attached

5. CLOSED SESSION

A. Resolution 100-2022

1) Litigation - Fresh Dispensary v. Borough of Eatontown

Attorney Bayer read the resolution into the record.

RESOLUTION 100-2022

AUTHORIZING EXECUTIVE SESSION UNDER THE OPEN PUBLIC MEETINGS ACT FOR THE MAYOR AND COUNCIL OF THE BOROUGH OF EATONTOWN

WHEREAS, pursuant to the Open Public Meetings Act, N.J.S.A. 10:4-6 et seq., a municipality may exclude the public from a meeting of the Municipal Council where the Council intends to discuss certain matters for which privacy is needed in order to protect the public interest or certain enumerated private interests; and

WHEREAS, it is necessary for the Mayor and Council of the Borough of Eatontown to discuss in session not open to the public certain matters that are required by law to be confidential, more specifically: 1) Litigation - Fresh Dispensary v. Borough of Eatontown;

WHEREAS, it is anticipated that the minutes from the deliberations conducted in closed session may be disclosed to the public upon the determination that the public interest will no longer be served by such confidentiality.

NOW THEREFORE BE IT RESOLVED that the Mayor and Council of the Borough of Eatontown do hereby authorize the above-referenced executive session to be held closed to the public, on April 27, 2022.

Motion to enter into closed session by C/Gonzalez; seconded C/Escalante

Voice Vote: AYE - C/Gonzalez, C/Regan, C/Escalante, C/Gindi, C/Lucas
ABSENT - C/Jones

Council entered Closed Session at 7:35 pm

Council returned from Closed Session at 8:38 pm

Motion to return from closed session by C/Escalante; seconded C/Regan

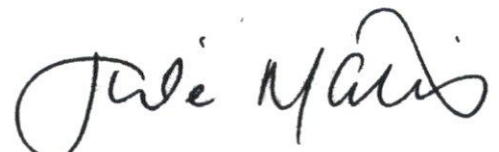
Voice Vote: AYE - C/Gonzalez, C/Regan, C/Escalante, C/Gindi, C/Lucas
ABSENT - C/Jones

Roll Call: PRESENT - Mayor Talerico, C/Gonzalez, C/Regan, C/Escalante, C/Gindi, C/Lucas

6. ADJOURNMENT – 8:38 pm

Motion to adjourn by C/Gindi; seconded by C/Escalante

Voice Vote: AYE - C/Gonzalez, C/Regan, C/Escalante, C/Gindi, C/Lucas
ABSENT - C/Jones



By: Julie Martin, RMC, Borough Clerk



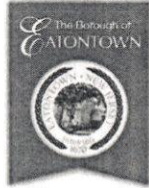
Diversity on Boards and Commissions:

Report to the Borough of Eatontown

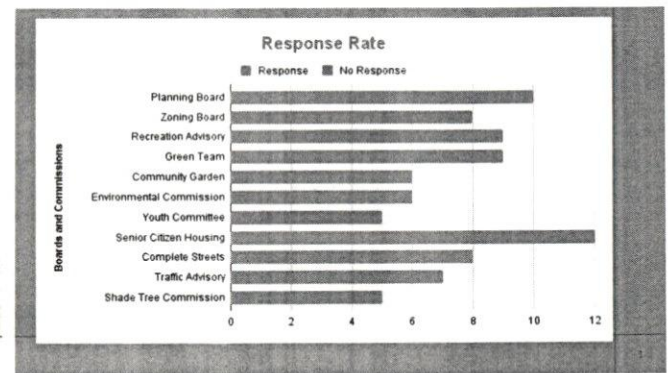
By Lindsey Purvis, Student intern, MSU's Sustainable Public Service Initiative
April 27, 2022 Presentation to Council




Survey and Data

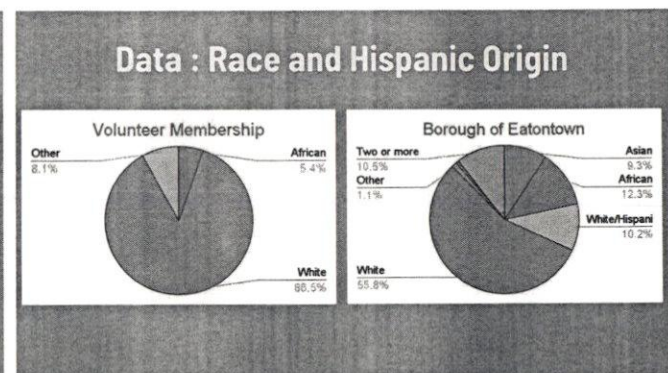
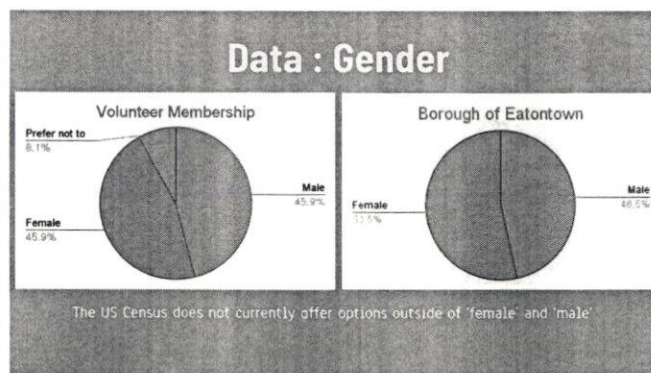


- Fully anonymous using SurveyMonkey
- 10 questions
- Sent to 11 Boards/Commissions
- Received responses from March 6th - March 31st
- 37 responses (A Huge Thanks to all who participated!)
- Used 2020 Census Data for residents over 18

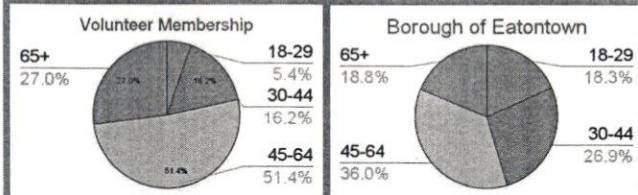


Changes Made Prior

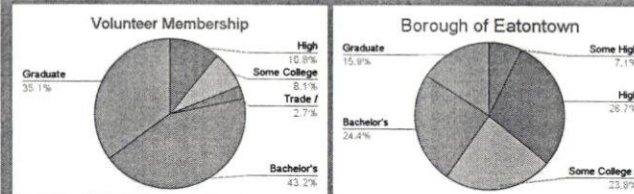
- Removed overly personal question
 - Removed questions regarding income level
- Used a more anonymous survey method
 - SurveyMonkey used with link to survey via Council liaison
- Shortened the Survey
 - 10 questions under 2 minutes to complete



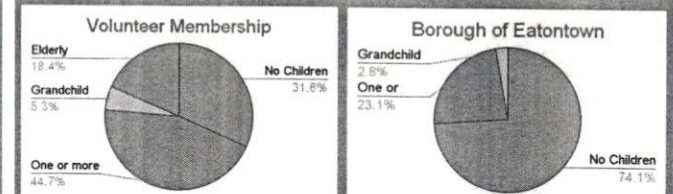
Data : Age



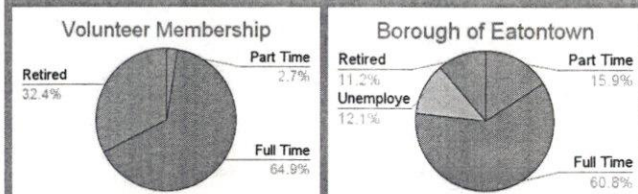
Data : Education



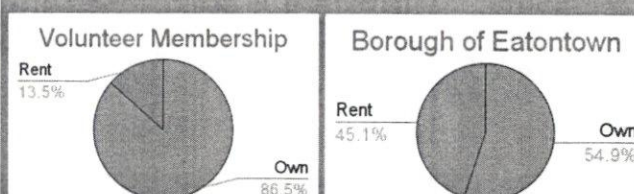
Data : Caregiver Status



Data : Employment Status



Data : Own VS Rent



Areas to be Proud of! No Recommendations Needed

- Gender
 - Men and Women (Only options currently offered by the census) are currently accurately represented on Eatontown boards and commissions
 - House of Representatives : 27.9% Female, 72.1% Male
 - Senate : 24% Female, 76% Male
 - Eatontown is more representative regarding gender than Congress!
- Employment Status
 - Eatontown is successful in having a fairly represented employment status
 - Boards and commissions have a useful mix of full time, part time, and retired members

Recommendations : Race and Hispanic Origin

Asian Americans and African Americans are underrepresented on Eatontown Borough Boards and Commissions

- Recruit in multiple languages
 - 20.9% of Eatontown residents speak a language other than English at home
 - Offer opportunities to those who are bilingual to act as translators
- Use programs that already exist in the community to help recruit
 - Including social justice organizations and immigration organizations
 - Partner with them to help with outreach in the community
- Promote the fact that we want diverse boards because of the valuable insight that differing backgrounds can provide
 - 8 states have laws regarding trying to create and maintain diverse boards
 - On the recruitment announcement mention that Eatontown is looking to further diversity
 - Can help assuage possible worries

Recommendations : Age

Eatontown could recruit more volunteers ages 18 - 29

- Go into high schools to promote joining a board or commission
 - Offer students the chance to volunteer with boards without being a member
 - This will open opportunities for them to get involved
 - Use Key clubs, Circle K, National Honors Societies, etc., to promote this
 - Add a student to the Board of Education
 - Offer community service hours
 - Add a student to the Youth Committee
 - Offer special opportunities
 - "Meet the Mayor"
- Go into Youth Organizations
 - YMCA
 - Eagle and Scouts

Recommendations : Age (Cont'd.)

- Go into colleges
 - Brookdale Community College
 - Monmouth University
 - Fliers
 - Volunteer groups
 - School clubs
- Diversify the way board recruitment works
 - Digital and non-digital
 - Bulletin boards (libraries and other municipal owned buildings)
 - On the town/school's website
 - Email
 - Social media (Facebook, Twitter, Instagram)
 - Local news stations
 - Applying via online, email, traditional mail, phone, or in person

Recommendations : Education

Eatontown could recruit those who do not have a higher degree in education

- People may have a preconceived notion that if they do not have a college degree than they are not 'smart' or educated enough to sit on a board or commission
 - Specify there is not an education requirement when recruiting for boards and commissions
 - Highlight that all experiences are welcome and sought after
 - Highlight that the decisions made by boards and commissions have an effect on everyone, not just the people who are currently represented on the boards
- Time commitment is not as big and scary as thought
 - You get out what you put in
 - Monthly meetings and weekly work
 - When recruiting give estimated time commitments for boards and commissions

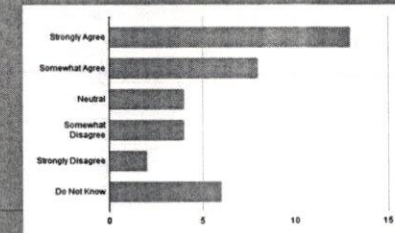
Recommendations : Own vs Rent

Eatontown could recruit those who rent rather than own

- Those who rent may be worried they are not permanent enough to sit on a board or commission
 - Be clear about the duration of sitting on a board
 - Months? Years?
- Advertise positions in areas with high amounts of renters
 - Use HOA's that deal with areas that are mostly renters
 - Get permission from apartment complexes to either post about the board if they have a bulletin board
 - Send emails
 - Send out physical letters to those living in apartments
- Reach out to people who are already involved in the community via volunteer work
 - If they feel connected enough to volunteer, use that

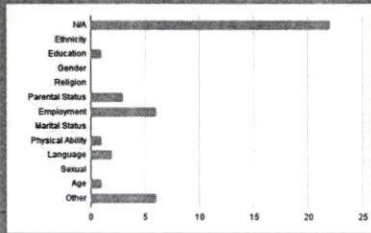
Additional Diversity Questions:

By municipality actively recruits people from different cultures and backgrounds to serve on boards and commissions.



Additional Questions Continued :

I perceive the ability to participate in boards/commissions is inhibited by the following (check all that apply):



"I perceive the ability to participate in boards/commissions is inhibited by the following (check all that apply):"

Anonymous responses from respondents:

- Two respondents commented on time constraints
- Two respondents commented on possible political bias
- One respondent commented on a lack of knowledge about how to get involved with boards and commissions
- One respondent commented on the duration people sit on boards and commissions preventing new members
- One responded commented that some members sit on multiple boards which inhibits the addition of new members



MONTCLAIR STATE
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Questions and comments?

**Thank you all
for your time!**



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