



CONFERENCE MAGAZINE

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President's Message

Gary B. Giberson, NJCM President

Reflections from Belmar

Mayor Matthew J. Doherty

**Cultivated Dune Showed Its Value
in Bradley Beach**

Hon. Julie Schreck

**FEMA Public Assistance
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CONTENTS

From the President.....3
 FEMA Public Assistance (PA) Program.....5
 Creating a Meaningful Budget for Elected Officials and the Public.....7
 Our 50th Anniversary.....9
 New Program Will Speed Repairs to Water System
 and Reduce Costs 11
 NJCM Legislative Committee A Glimpse into 2013 13
 Rebuilding in the Wake of Super Storm Sandy..... 17
 Hurricane Sandy Photos..... 19
 Reflections from Belmar..... 23
 Borough of Avalon 25
 Cultivated Dune Showed Its Value in Bradley Beach 27
 Energy Procurement Platform Saves New Jersey
 Townships Millions..... 29
 Mayors Emeritus Always Poised to Support the
 New Jersey Conference of Mayors 31
 NJCM Business Council
 Educational Workshops Add Webinar Programs! 33

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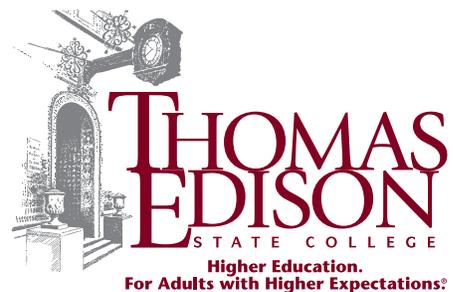
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From the President...

By: Mayor Gary B. Giberson, City of Port Republic, NJCM President

Hello again fellow Mayors

Since Hurricane Sandy struck on the 29th of October, New Jersey has been in a state of emergency. This Hurricane wrapped in a Nor'easter, over one thousand miles wide and came ashore directly from the West on the night of a full moon tide. Alert forecasting gave us ample warning and very soon after Sandy made landfall, the Governor and his Cabinet along with the President of the United States moved quickly to assist with all the reserves needed to start the process of rebuilding New Jersey. The number of communities without power and the homes damaged by wind and water reached record numbers as the height of tides throughout the State broke records set back in 1962. New Jersey Emergency Management personnel at County Operations Centers were swamped with calls as shelters were being activated. We found ourselves in the mist of a need for patience and coordination, as people looked to their Mayor for help. A well trained Mayor working, through their County Emergency Management with their local plans in place made this task possible. During our Spring Conference in Atlantic City, I would like to have a Mayor's Emergency Management operational seminar.

Being a Mayor for twenty-seven years and involved with Emergency Management since the 1950's, I knew how the system is supposed to work. It greatly helped us when we Mayors had daily updates through conference calls directly with our informed, and involved Governor, with his full Cabinet Commissioners at his side, and hourly storm related progress reports. Governor Christie was quick to involve our President to come, witness, evaluate, and involve FEMA for all of us.



So here we are with our Fall conferences postponed, now turning into a wintery one as we try to set up a meeting in January.

Don't forget we want to kick off our Fiftieth year celebration, get those stories and photos in for our planned event book, and get some sponsors in line to help us finance this great happening.

My family and I now want to express our warmest wishes to all the New Jersey Mayors, past and present and their families for a HEALTHY, HAPPY HOLIDAY, and GRACIOUS NEW YEAR !!! Hope to see you in January !!!

Sincerely,



Mayor Gary B. Giberson
President - NJCM



Gary B. Giberson, NJCM
President has served the City of Port Republic as Mayor for 27 years.



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FEMA Public Assistance (PA) Program

By: Mike Hall, Federal Coordinating Officer, FEMA

As public servants we all learn to expect – and try to anticipate – the unexpected. But when something as huge and devastating as Hurricane Sandy comes along, even the most prudent elected officials and government administrators can be caught off guard.

The Federal Emergency Management Agency (FEMA) is your backstop in these situations. Our Public Assistance (PA) program is designed specifically to help states, counties, cities, townships and even villages get back on their feet in the wake of a Presidentially declared disaster.

FEMA Public Assistance provides grants to state and local governments and certain non-profit entities to assist them with the response to and recovery from disasters. Specifically, the program provides assistance for debris removal, emergency protective measures, and permanent restoration of infrastructure. A request for Public Assistance must be filed within 30 days after an area is designated eligible for assistance.

For New Jersey, the deadline for Hurricane Sandy requests for public assistance was extended to January 30, 2013.

Even before Hurricane Sandy hit, our Public Assistance teams were mobilizing so they could spring into action immediately after the event.

Our first PA grants were to the New Jersey Department of Human Services to establish emergency worker response shelters and support at Monmouth Racetrack and in the town of Linden. The two facilities housed 8,000 utility workers from throughout the U.S. who helped restore power to New Jersey communities.

Soon after came PA grants to individual communities – like the Township of

Howell, the Borough of Keansburg and the City of Asbury Park – to help remove the thousands of tons of debris caused by Sandy.

Mike Hall is the Team Leader for the National Incident Management Assistance Team-Red (IMAT), a Senior Executive Service (SES) position. He is credentialed as a Type I FCO and Certified Emergency Manager. He holds a Master's Degree in National Security and Strategic Studies from the United States Naval War College and has attended Harvard University's John F. Kennedy School of Government.



A \$4.2-million PA grant reimbursed the Middlesex County Utilities Authority for expenses to restore sewer pumps damaged by Hurricane Sandy that served 30 communities in Middlesex and Somerset counties.

The storm surge had inundated and damaged the station's onsite electrical substation and controls. Salt water intrusion rendered the pumps, pump fittings and pump motors inoperable. Emergency contracts were immediately secured to protect the remaining infrastructure and prevent raw sewage from being discharged into the Raritan River. FEMA's Public Assistance grant covered the cost of those repairs.

And this is just the beginning of a program estimated to push more than \$1 billion into local New Jersey communities.

One of the first questions that arose in New Jersey after Hurricane Sandy was who is eligible for FEMA Public Assistance. Suitable applicants include state governments, local governments and political subdivisions, and private non-profit (PNP) agencies performing an essential service.

Eligible PNPs can include educational, utility, emergency, medical, temporary or permanent custodial care facilities

(including those for the aged and disabled), irrigation projects, museums, zoos, community centers, libraries, homeless shelters, senior citizen centers, health and safety services and other PNP facilities that provide essential services of a governmental nature to the general public.

Public Assistance falls into seven broad categories:

- Category A: Debris removal
- Category B: Emergency protective measures
- Category C: Road systems and bridges
- Category D: Water control facilities
- Category E: Public buildings and contents
- Category F: Public utilities
- Category G: Parks, recreational, and other emergency management agencies

The assistance also is divided into small and large projects. The small project threshold, adjusted annually for inflation, is \$67,500 currently. For small projects, payment of the federal share of the estimate is made

continued on Page 35



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Creating a Meaningful Budget for Elected Officials and the Public

By: Tom Neff, Director, Division of Local Government Services, NJDCA

Mayors throughout New Jersey face the challenge of helping constituents understand their efforts to contain costs and control property taxes. The Division of Local Government Services recognizes that the current municipal budget format is not readily understandable for the average citizen, nor does it serve as an effective strategic planning document for elected officials.

As part of a larger transition to electronic budget reporting, the Division is committed to the 2013 implementation of N.J.S.A. 40A:5:48, the “user-friendly budget” law. This statute requires the promulgation of a user-friendly budget form for municipalities that serves as a plain language summary of the adopted budget, yet also provides more detailed statistical information “for the public’s understanding of the local unit’s fiscal matters and condition”. The Local Finance Board is proposing rules to implement the user-friendly budget for municipalities, rules incorporating pre-proposal input from local government stakeholders.

The municipality will electronically submit required data from the current and prior budget years to the Division on an Excel spreadsheet platform. User-friendly budget information will be grouped into categories such as fiscal health indicators, property tax data, collective bargaining agreements, health benefits, revenue, appropriations and staffing. Much of the information will be similar to that included in the standard municipal budget but in a different format. Certain areas, for example debt, property taxes, personnel and health benefits, will require more detailed disclosure. In turn, the Division will convert the submitted data into a concise visual format through means such as charts and graphs. The user-friendly budget itself

will be data formatted and displayed by the Division on its website.

We offer below select examples of how the user-friendly budget offers elected officials and the general public a more vivid fiscal picture.

Debt, surplus and property tax assessments/collections are grouped together as “fiscal health indicators”, providing a snapshot of a municipality’s fiscal health and overall financial sustainability. The amount of debt that a municipality guarantees on behalf of other entities various projects is often overlooked but critical to understanding a municipality’s total debt picture; a factor rating agencies increasingly emphasize when formulating municipal bond ratings. For those municipalities with a bond rating, they offer taxpayers a readily apparent indicator of their municipality’s creditworthiness.

Residential taxpayers are often unclear about the impact each type of tax levy has on their pocketbook. The user-friendly budget breaks down property taxes on the municipal, county, school and fire district levels by tax rate, tax levy and what the average residential taxpayer pays toward each. The public can view what portion if a local purposes tax levy increase is due to exceptions to the two percent levy cap. With a greater number of taxpayers wanting to know more about tax abatements or exemptions awarded by their municipality for redevelopment, the user-friendly budget provides the number of projects receiving abatements or exemptions, the revenue earned from PILOT agreements the otherwise taxable value of those projects.

The user-friendly budget will demonstrate with greater detail and clarity the impact of employee health benefits. A substantial component of most municipal budgets,

Tom Neff is the Director of the Division of Local Government Services for New Jersey’s Department of Community Affairs; he is also the Chairman of the State’s Local Finance Board. With over 20 years of public finance experience in government and the private sector, Mr. Neff served as a State Budget Advisor to Governor Christie as well as Budget Counsel for Governors Whitman and DiFrancesco. Tom resides in Lake Como, NJ, where he previously served as a member of the school board.

current and prior year medical and prescription drug coverage costs are given a dedicated input sheet. Annual health benefit costs for employees, elected officials and retirees are broken down by coverage tier (single, parent & child, employee & spouse/partner and family). To show how the recent public employee health benefit reforms have decreased the cost of municipal employee benefits, the recipients’ premium contribution is deducted from the employer healthcare cost.

The Division invites mayors to review and comment on the proposed user-friendly budget rules published in the December 17, 2012 New Jersey Register. Through the vehicle of a user-friendly budget, mayors will possess a valuable tool with which to craft public policy and demonstrate to constituents the fiscal challenges facing their communities. Local elected officials will be able to readily reference information, compare their municipality to others and spot opportunities to lower costs and share services with other local units. Moreover, the public will have a clearer view of what municipalities are doing to save taxpayer dollars, and how circumstances not entirely controlled by the municipality impact local property taxes. 📌

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Our 50th Anniversary

By: Jack Morrissey, Executive Director, NJCM

Year 2013 represents the 50th anniversary of the New Jersey Conference of Mayors and this significant milestone of support to New Jersey's Mayors and their constituents will be recognized in various ways during the upcoming year.

The NJCM Annual Conference, scheduled for April 24, 25, and 26 at the Borgata Hotel, Casino and Spa will be featured amongst other important matters as a 50 year celebration event. (please mark your calendars) The annual summit and a special dinner gala event recognizing those many individuals who over the years have contributed so much to the success of the NJCM .

Helping to further commemorate this historic anniversary, a 50th anniversary commemorative history book will be prepared showing a history of photos and articles going back to the beginning of the conference. Sponsors are being solicited to provide advertisements to help underwrite the cost of the book and short articles from those involved in years past are welcome. It is planned that the book will be distributed later in the year at the gala dinner and after.

The navy blue zipper front sweatshirt with a collar, available, at no charge, to those mayors paying / committing their dues by January 31st, 2013 will include a new 50th anniversary embroidered NJCM logo and the designation " MAYOR ". Items available to all dues paying members include the year 2013 Mayor and Mayor Emeritus car decal, membership certificate suitable for framing, NJCM lapel pin and NJCM membership card. All will also have the 50th anniversary NJCM logo displayed. There has been no membership dues increase this year, nor for the past few years.

We encourage you to participate as a member in the NJCM and join in our planned year 2013 50th anniversary events. You will be kept up to date via special flyers,



the monthly NJCM Conference Courier, the NJCM magazine, the NJCM web site (www.njcm.org) and e-mail.

The newly redesigned / formatted NJCM web site (www.njcm.org) is up and running

Jack Morrissey, Executive Director, NJCM, and Former Mayor, 18 years, Merchantville.

Committee (please see NJCM Legislative Committee article on page 13).

NJCM Business Council workshops and the implementation of the use of new media technology, WEBINAR, to provide electronically, workshop sessions to Mayors have been very successful.(please see article regarding the Business Council on page 33). Special presentations information provided to the NJCM Executive Board such as the one provided by the DCA regarding the "user friendly budget" process for year 2013 are forwarded to our NJCM membership and this has proven very effective (please see article by Tom Neff, Director, Div. of Local Govt. Services, NJDCA on page 7).)



providing a host of information including, very importantly, legislative updates. After the recent storm (Sandy) many information bulletins from a variety of sources, responsible for providing recovery assistance deemed important to mayor, were posted on the web site or communicated via e-mail to all mayors.

The NJCM Legislative Committee has been tracking various pieces of legislation impacting on the Mayors and their communities, again, providing updates when appropriate. Shared services, energy receipts taxes distribution, open public records act, open public meetings act and other legislative issues are currently being monitored by the NJCM Legislative

The recent storm (Sandy) seriously adversely impacted on many of New Jersey's communities and their residents. Contained in this NJCM magazine issue are photos and articles related to the storm and its aftermath. Easily ascertained is the tremendous leadership roles demonstrated by New Jersey's Mayors in preparing for storms and their "hands on" involvement in the aftermath of the disastrous impact of same. They are to be commended for all their tireless efforts as are the responders to their communities. 🇺🇸



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New Program Will Speed Repairs to Water System and Reduce Costs

—By: *Jim Glozzy, United Water*

When you sit at your kitchen table and review your household bills, at least one thing one thing should be fairly clear- your water service represents a pretty good value. Think about it. For about a penny a gallon, United Water collects water in reservoirs, treats it to meet or exceed stringent safe drinking water standards, and distributes it through thousands of miles of main to homes and businesses. All of this occurs on a 24 hour basis, 365 days a year.

The company also maintains the system that delivers water and makes repairs to it when necessary. Certainly, nobody likes it when water mains break or leak, but at times they do. The system that feeds 800,000 residents in northern New Jersey was originally built over a century ago and while many mains have been replaced over time, there are still those that are in need of replacement. There is a delicate balancing act that must be achieved, however. You can imagine that the cost to replace a significant portion of our system pipes would be exorbitant and too much for our customers to bear.

A new program, recently approved by the New Jersey Bureau of Public Utilities, the Distribution System Improvement Charge (DSIC), will help this effort. The company will be able to make investments that will speed up the rehabilitation and replacement of critical water distribution components. This will lead to greater reliability in our system, as fewer emergency repairs will be needed. Consequently, maintenance costs will be reduced, which will be good news for everyone.

A Proactive Approach to System Leaks

All water distribution systems, even if they are brand new, have water lost to leaks. That is one of the reasons why regulations allow for an acceptable percentage of lost water.

Nevertheless, each and every day our inspectors and leak detection consultants use sophisticated technology to examine system assets and track down leaks. Our highly-trained personnel use echo-technology to sound underground infrastructure and

individually inspect above ground fire hydrants. Total inspections annually amount to some considerable numbers- over 15,000 fire hydrants, over 9,000 system valves and over 2000 miles of water mains are inspected.

When we do find leaks, repairs are made in ways designed to minimize customer inconvenience, often at times when less water is used. When emergency leaks occur, our crews are available 24 hours a day to make the fix.

Jim Glozzy is responsible for overseeing the operations of water and wastewater systems in northern New Jersey, serving over 800,000 residents. Mr. Glozzy is an accomplished engineer with 30 years of experience and a proven track record in all aspects of water utility management and urban water systems



And when compared to like systems, United Water New Jersey's water distribution system ranks well. United Water New Jersey's Infrastructure Leakage Index, adopted by the International Water Association and the American Waterworks Association is in line with systems that have similar operating pressures, elevations, miles of main, number of service connections and age of infrastructure.

Multiple Factors Contribute to Lost Water

A certain percentage of water that may be lost to the distribution system is not or cannot be billed.

For example, regulations require that we maintain pressures above a psi of 20, but our customers typically desire a higher pressure that is often 3 times that rate or more. Higher pressures enhance the quality of life for residents and aid water-dependent businesses, but they do at times lead to main breaks that result in lost water.

Not only does United Water provide potable water for drinking and health to its customers in New Jersey, but it also provides sufficient water for fire and municipal services that includes, but is not limited to, fire fighting when necessary, hydrant tests,

and street sweeping. It is common practice in the water industry to not bill for these services because they are critical to the communities water suppliers serve.

We also routinely review customer bills for irregularities and inspect and test meters for accuracy. However, meters are imperfect instruments. A certain percentage of meters will fail to register properly.

Finally, and perhaps astonishingly, there are individuals that are illegally tapping fire hydrants or tampering with or bypassing meters. Customers who pay their fair share for water service are unnecessarily shouldering the burden of the cost of operating the system for those who are not. Through bill examination, physical inspection and with the advent of automatic meter reading devices, we are able to identify those that are stealing water more so than in the past.

When we are able to identify instances of theft, we take every remedy available to us to stop it. That could include back billing, shutting off service and/or criminal prosecution.

United Water remains committed to serving the communities of northern New Jersey in a responsible and fiscally prudent manner. The DSIC program will improve reliability and cost to customers. We will also continue to be diligent in finding leaks and making repairs in a timely fashion, while rooting out those that are stealing water. We will strive to continue providing reliable water service 24 hours a day, 7 days a week, 365 days a year. ♪

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NJCM Legislative Committee

A Glimpse into 2013

As 2012 comes to a close, it is important to look at what will be the top priorities for the NJCM Legislative Committee going into 2013.

Budget matters are going to receive top priority as we enter "budget season" for the State of New Jersey. Getting municipalities their fair share of Energy Receipts Taxes is a main concern for the Conference and is why we are actively involved with proposed bills that will require certain energy tax receipts to be paid directly to municipalities (A-2753); guarantee each municipality, at a minimum, Fiscal Year 2010 distribution of Energy Tax Receipts Property Tax Relief Aid in State Fiscal Year 2012 (A-1597); and increase State appropriations to the Energy Tax Receipts Property Tax Relief Fund by \$387 million to restore municipal aid reductions from Fiscal Years 2009, 2010, and 2011 (A-2738).

Shared services will also be a major issue next year as the Conference attempts to work with the legislature on a bill which will remove the hurdles for shared services while, at the same time, not place unreasonable burdens on municipalities. Currently there is proposed legislation which looks to accomplish this, however, it has stark penalties for municipalities and places an undue burden on its residents.

While everyone supports an open and transparent government, there are efforts underway which would take it to such an extreme that it would make governing almost impossible. The proposed bills that would amend the Open Public Meetings Act (S-1451) and Open Public Records Act (S-1452) are so invasive and time consuming, that significant time would be required from your clerks and administrative staff to comply with these changes. The Conference legislative committee is following these efforts closely and offering its expertise to the legislature for bills which will improve public knowledge while limiting

any negative impacts municipalities could experience.

Affordable housing is another issue which needs to be addressed. There are many bills before the legislature dealing with various aspects of affordable housing as well as decisions being made in the executive and judicial branches of government.

Also involved, is the newly formed Road Construction - Traffic Control Cost Committee. This committee was established after our August 22 Business Council workshop and aims at addressing the cost

of road construction projects throughout the state.

Finally, the legislative committee will be actively involved in any legislation needed to address the damage caused by Hurricane Sandy and help mitigate damage from future storms.

We will continue to monitor above issues and address any new Legislation that affects your municipality and the residents of your community. And, most importantly, we will keep you informed in a timely and informative manner. 📌

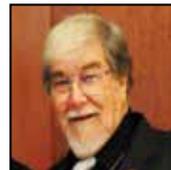
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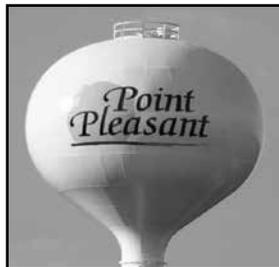
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Rebuilding in the Wake of Super Storm Sandy

By: *Clint B. Allen, Esq., Archer & Greiner P.C.*

Following Super Storm Sandy, commercial businesses and homeowners are left to rebuild their damaged waterfront homes and businesses. The rebuilding process will be filled with hardship and uncertainty. What is certain is that New Jersey Department of Environmental Protection (“NJDEP”) land use regulations will play a major role in the reconstruction process. Homeowners and businesses can take some relief knowing that a structure that legally existed prior to Super Storm Sandy may not require an NJDEP Permit for reconstruction within its existing footprint.

Three NJDEP permit programs may apply to reconstruction of waterfront structures. NJDEP’s Coastal Area Facilities Review Act (“CAFRA”) permit regulations apply to structures located within NJDEP’s CAFRA zone. NJDEP’s Waterfront Development Permits apply to construction of bulkheads, docks, piers and homes within 500 feet of the mean high water line. NJDEP’s Flood Hazard Area Control Act Rules apply to development and reconstruction of properties located within a Flood Zone.

NJDEP will not require a CAFRA or Waterfront Development Permit to reconstruct structures that legally existed prior to the storm, as long as the rebuilt structure is within its same footprint as prior to the storm and the structure is not enlarged.

Also, CAFRA and Waterfront Development Permits are not required to replace damaged siding, doors, roofs or windows, but local building permits could be required. Debris removal does not require a Waterfront Development Permit.

A record should be compiled documenting the legal existence of the structure and its exact footprint. Site plans, survey photographs, NJDEP Bureau of Tidelands instruments, and NJDEP permits can be used, collectively, to document the legal existence of the damaged or destroyed structure.

After compiling this record, the homeowner or business owner should apply

to the NJDEP for a written Exemption Determination, consistent with NJDEP land use regulations, confirming that the reconstruction requires no CAFRA or Waterfront Development Permit Approvals. Receipt of an NJDEP Exemption Determination allows rebuilding to proceed without concern of potential NJDEP enforcement liability.

Clint B. Allen is a Partner in the Land Use, Environmental Permitting & Compliance Practice at Archer & Greiner P.C. in Haddonfield, where he concentrates on land use law, environmental permitting and regulatory compliance. His practice includes obtaining permits, approvals and certifications from local planning and zoning boards, county boards and special regional and state agencies, such as the New Jersey Department of Environmental Protection and the Delaware River Basin Commission. He can be contacted at 856-354-3017 or callen@archerlaw.com.



If the damaged structure cannot be rebuilt within the existing footprint or must be enlarged, then an NJDEP CAFRA or Waterfront Development Permit is required prior to construction.

For structures located within a Flood Zone, reconstruction is subject to New Jersey’s Flood Hazard Area Control Act Rules. NJDEP can issue Flood Hazard Area General Permits for reconstruction of storm-damaged structures, subject to certain conditions. The structure must be constructed either within its prior footprint or moved to higher ground. The structure cannot be enlarged, nor located within a floodway. Also, the lowest finished floor of a residence must be constructed at least one foot above the flood elevation, and the area below the lowest finished floor cannot be used for habitation. Absent compliance with these conditions, an NJDEP Flood Hazard Area Individual Permit could be required.

Homeowners and businesses must also be mindful of municipal zoning ordinances that will come into play in the reconstruction process. Consistent with New Jersey’s Municipal Land Use Law, a nonconforming structure, that is, a structure that does not

comply with local zoning criteria, can be rebuilt if partially destroyed by the storm. However, total destruction, by design or accident, will terminate the nonconforming use. The general rule is that if the foundation and at least two walls remain in a residential structure, it would not be considered “total destruction” and could be reconstructed. However, the decision on

“total destruction” is often the responsibility of the local construction code official in consultation with the local zoning officer.

Also, when reconstructing a home, the local zoning ordinance may require elevating the structure to comply with New Jersey’s Flood Hazard Area Control Act rules as well as National Flood Insurance rebuilding requirements. One should be mindful that a municipal zoning ordinance may impose height limitations for raised structures. Absent compliance with the ordinance’s height limitations, a height variance could be required.

Lastly, homeowners and businesses should be mindful of the notice requirements and notice provisions within their insurance policies and make sure they provide appropriate notice within the time limitations within that policy. Failure to make the appropriate, timely notice to the insurance company, or to cooperate with the insurance company and its adjusters, could result in the loss of coverage and, therefore, a loss of funding for the rebuilding process. ❖



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HURRICANE SANDY

Almost as if Hurricane Irene and Tropical storm Lee, which ravaged New Jersey in September of 2011 were an omen, the latter part of 2012 threw quite a curve ball at our state. As we all know, Hurricane Sandy devastated coastal New Jersey with staggering numbers. An estimated 229 homes were destroyed, 13,434 sustaining significant damage and moderate damage to well over 15,000 homes.

Through the fallout of Hurricane Sandy, The New Jersey Conference of Mayors kept all of our New Jersey Mayors and their municipalities informed of the latest information and services available to aid them with recovery. Our website was updated daily, often hourly, as often as new information became available. At times like this when our entire state is so effected, it is important to reach out to all Mayors to give them the tools and information they need to assist their communities.





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HURRICANE SANDY

The restoration process of New Jersey is well underway, but we have a long way yet to go. While most homes and businesses will be repaired or rebuilt, there are parts of our state that have been changed forever. Sadly, some parts of New Jersey will never be the same again.

Our organization continues to be on the lookout for new information, whether it be news updates, services available, products, etc. that would help you as Mayors recover and restore your communities, so that your residents can bring their lives back to normal, or for some, a “new normal”. We stand by you as you lead your communities into 2013 and beyond.



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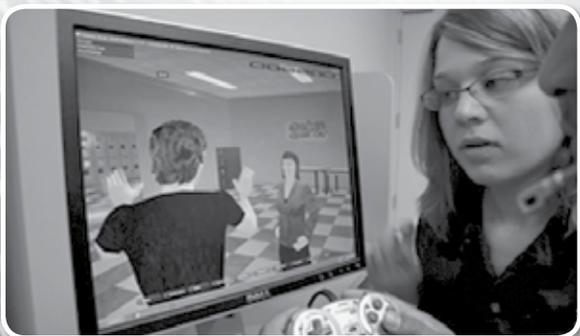
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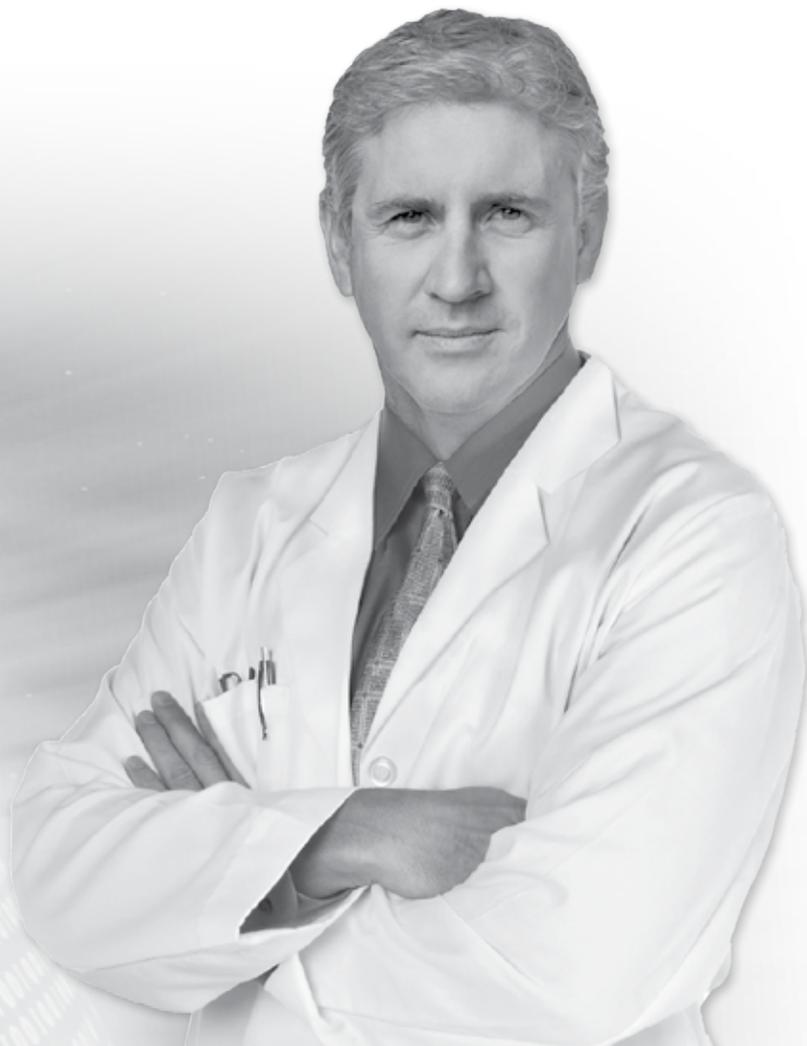
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HURRICANE SANDY

Reflections from Belmar

By: Mayor Matthew J. Doherty, Belmar

In an era when politics and economics divide us as a people, the fragility of our world around us serves as a reminder that our humanity transcends all differences.

Sandy knew not who was a Democrat or a Republican, a conservative or liberal, who was rich or poor. When Sandy lifted the waters of the Atlantic over our beachfront and into our neighborhoods, she did not discriminate by demographic or socioeconomics.

In the days after the storm when there was no power or wireless service, when fuel was sparse and resources were limited, we were at once a community, forced to be self-reliant at times, interdependent at others. In an age when so many of us value our individuality, when we know little about our neighbors, when our primary mode of communication is a keyboard or keypad, our common circumstances and - in those early, violent, dark hours - our survival, required citizenship.

Sandy revealed a community with incredible strength and resolve, and people throughout this state and country who are generous and kind.

The power has come back on, our phones and wireless devices are working again, but our town remains devastated. Homes and businesses are damaged. Property has been destroyed. Families have been displaced. Good and hard-working people have seen their investments and fortunes wash away.

Some of our landmarks and tourist attractions that have defined who we are for generations of both residents and visitors are gone. The Belmar I was elected to lead just two years ago is a very different place.

Our town and many other communities of New Jersey may never be the same again and yet our communities remains vibrant and strong. 🇺🇸



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HURRICANE SANDY

Borough of Avalon

By: Mayor Martin Pagliughi, Avalon Borough

Over the course of the past two years, the Borough of Avalon has made many necessary and innovative improvements to its emergency management plan. These improvements were not only put to the test during the challenges presented by Hurricane Sandy, but they also passed the test with flying colors.

In June, 2012 Avalon completed the construction of the Avalon Pet Evacuation Trailer. This 53-foot long trailer is customized with 70 cages to accommodate dogs and cats during a mandatory evacuation. The trailer travels to the site of Avalon's designated shelter before the pets and their owners arrive. Pets are placed in the shelter which is located adjacent to the evacuation shelter so residents can be reunited with their pets. The pet evacuation shelter worked flawlessly during the Hurricane Sandy event.

The main purpose of the shelter is to encourage pet owners to leave Avalon and get out of harm's way during a mandatory evacuation. The State of Louisiana learned during Hurricane Katrina that some people would not leave their homes so they could care for their pets. That decision unfortunately cost some individuals their lives.

Avalon was able to communicate with the public through a brand new emergency management website that was completed in July, 2012. The website (www.avalonemergency.org) was designed to provide instant, updated information before, during, and after the hurricane. The website was a big success. Thanks to constant updates of information, photographs, and even video, the website received over 2.4 million hits and over 60,000 unique visitors during Hurricane Sandy; Avalon has a population of approximately 1300 residents. The website truly turned into the information hub not only for Avalon, but other shore communities as well.

Our community entered into relationships with private companies to provide essential services during a major storm event. Two of those relationships were used during Hurricane Sandy. Avalon contracted with a private bus company that took our evacuees to Avalon's designated shelter before the storm arrived. And, Avalon exercised its contract with a debris removal company to provide instant cleanup of the Borough's streets and public properties. Sea grass, debris, lumber, and other items were completely cleared from our community within days of Governor Chris Christie's permitted re-entry into Avalon.

Avalon's dedicated emergency management team continues to enhance and improve its emergency response services. I would encourage all municipal leaders and emergency management officials to share their helpful, proactive measures to benefit every citizen in the State of New Jersey. 🦋

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HURRICANE SANDY

Cultivated Dune Showed Its Value in Bradley Beach

By: Hon. Julie Schreck, Bradley Beach

Many years ago, the Bradley Beach Department of Public Works (DPW) undertook a fairly low-tech project to cultivate a dune that would run the length of our beach. A dune is not just a pile of sand you deposit somewhere. A dune develops over time, as wind packs down the sand, and dune grass sets roots and stabilizes it. So our DPW set out snow fence, in a zig-zag pattern, then filled the voids in between the zigs and zags with people's cast off Christmas trees. Volunteers planted dune grass plugs. Within a few years, the cultivated dune stretched the one-mile length of our beach, with breaks where the beach entrances are. At first just four to five feet high, it eventually reached heights closer to twelve to fifteen feet along its span.

The project, which cost about ten thousand dollars at the outset, was intended to serve two public purposes: to keep more sand on the beach, and to minimize damage from ocean surges. During Superstorm Sandy, the dune endured hours of pounding by surf and battering by the dislodged timbers from the late great Ocean Grove Fishing Pier. It shielded beachfront buildings from this onslaught. Finally, the dune flattened down over our paved boardwalk, protecting it as the ocean washed over top. Public restrooms, the roadway, the sidewalks, the municipal sewer pump station, and the homes across the street from the boardwalk suffered far less damage than comparable property in neighboring towns that did not have dunes. Not a controlled scientific trial, by any means, but certainly suggestive of the benefit of a cultivated dune.

I wrote a piece in this magazine a few years ago, discussing the balance that Bradley Beach has tried to achieve with the dune. As it grew taller, it blocked views of the Ocean from homes, and even from the boardwalk, and many people expressed their dislike of these changes. Oceanfront homeowners, and boardwalk joggers and walkers advocated bulldozing it flat. The taxpayers of Bradley Beach can be glad no one sued the borough over it, as happened in another shore community.

Because it was cultivated by humans, only a few yards from paved roads and fully developed land, our DPW worked at confining the dune to more or less its original footprint. It is in a dune's nature to migrate – it is practically a living thing. Environmentalists in the community advocated less maintenance, less bulldozing, more letting nature take its course. Had we had allowed nature to take its course, the dune most

likely would have continued to grow and move westward, overtaking our boardwalk, and, eventually, Ocean Avenue – a county road. So DPW obtained permission from NJDEP to bulldoze sand out from the space between the dune and the boardwalk periodically, and return it to the beach.

After Superstorm Sandy, faced with evidence that the dune forestalled millions of dollars worth of public and private property damage, we have begun the work of cultivating it again. It's going to be more costly than it was the first time (although only a fraction of the cost of entirely rebuilding a boardwalk and amenities) because hundreds of thousands of cubic yards of sand from the former dune are now piled up against our boardwalk and bulkhead, and will have to be pushed east, onto the beach. With snow fence and castoff Christmas trees placed on the beach in January to trap it, that sand we've moved will then resupply our new, nascent dune. It will take years to get back to the size it once was, leaving our beachfront nearly as vulnerable in the interim to storm surges as any town that has never chosen to cultivate a dune.

Until the day when we as a society undertake a planned retreat from the coast, or nature makes that decision for us, cultivated dunes may provide protection for the public restrooms, lifeguard stations, walkways, ramps and mats that keep our beach clean, safe, and accessible. Bradley Beach will continue to maintain these amenities for as long as we can, for the benefit of all members of the public, as this is part of our responsibility as stewards of a public resource. ♡



Julie Schreck was the first woman Mayor of Bradley Beach. She was directly elected Mayor in May 2008, after serving as a borough councilwoman for one year. She served as Mayor of the Borough of Bradley from July 2008 to January 2013, and served on the Monmouth County Greenhouse Gas Reduction Advisory Committee through December 2012.

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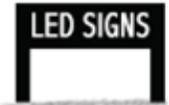
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Energy Procurement Platform Saves New Jersey Townships Millions

By: *Todd Segmond, CEO of Energy Market Exchange (EMEX)*

The competitive energy marketplace provides the luxury of choice and the opportunity to reap substantial savings, yet along with choice often comes challenge.

For example, the laborious procurement process and necessary diligent regulatory consideration requires dozens of administration hours and can essentially wipe out ROI efficiency and actual savings. And the playing field may not always be level for small- to midsize townships.

Through creative procurement offerings, there are solutions for municipalities, school districts, utility authorities and others to streamline the traditional RFP process and save tens or hundreds of thousands of dollars annually through a competitive online bidding process.

Which Solutions Best Streamline RFPs?

If you have researched energy procurement offerings, you may have heard about reverse auctions. Reverse auctions pit energy suppliers against each other, driving bids down to win the business. The auction ends when the suppliers have reached their lowest bid and the buyer has secured the lowest possible rate on energy. It's like the old commercial, "when banks compete, you win."

Additionally, due to a recently enacted exception to New Jersey's Public Bid Law, municipalities and townships are now entitled to forego traditional RFPs when procuring energy. This allows you to take advantage of the more efficient bid mechanism, potentially saving you up to 30 percent on energy costs. Energy Market Exchange (EMEX) is approved as a vendor pursuant to the Act.

The streamlined RFP process is no less thorough; it's simply less arduous and removes many of the hurdles and hoops of the traditional RFP. Using this procurement platform eliminates the need for costly admin hours or expensive service firms to manage the process – plus, it can save towns thousands each month. It's a matter of utilizing technology to bypass the minutia.

Governmental and other public entities are subject to a high standard of accountability – and the intense scrutiny that comes with it – therefore a transparent and accessible procurement process is essential. The exchange technology also provides accessibility and transparency to all those involved.

Choose a Reverse Auction Provider That's NJDCA-Approved

EMEX Reverse Auctions are NJDCA-approved and take place over the course of just 10 minutes; best of all, there's no obligation to sign when the auction ends. You and your board, team or other key stakeholders can watch every bid and counterbid in real time. The suppliers that qualify

Todd Segmond is the founder and CEO of Energy Market Exchange (EMEX). He has been associated with the energy industry for over 20 years and the deregulated industry since its inception in 2002. Prior to founding EMEX, Segmond had an extensive background in trading energy commodities. As CEO, he is responsible for the overall vision and direction of the company.



to participate are equipped with their own unique and secure portal, watching exactly the same screen as they track and chart every bid. While you know the identities of the suppliers bidding, suppliers are blind to one another. Your EMEX consultant is with you throughout the auction to answer questions.

After the auction, review the results and, if you're ready, complete your contract. If you choose not to move forward, you can opt for another auction later.

The result is a clear, level playing field with a step-by-step digital record of events, which you can easily make available for board review.

Immediate Savings Add to the Bottom Line

Across the US, mayors and town administrators are realizing significant cost savings for their municipalities. For example, the town of Phillipsburg, NJ saved \$18,000 on energy; the borough of Berlin saved \$66,500; and the township of Morris saved \$163,000 over two years.

"The bottom line is always top of mind for any municipality, especially in times of economic stress," said Tim Quinn, administrator, township of Morris, New Jersey. "With EMEX, I can set the price forward so there is no shock to my budget, and I am maximizing the dollars now and into the future."

Using the EMEX Reverse Auction, budgeting becomes easier. With the ability to secure multi-year contracts, you know how much you are going to save over a one-year or even greater period of time, effectively hedging against price fluctuations.

"Our school board didn't have the luxury of realizing savings through bulk purchases in the way larger boards and towns do," said Albert Telsey, Esq., attorney for the Salem City Board of Education. "Using EMEX Reverse Auctions, we have been able to create a competitive advantage in our energy procurement and realize percentage savings typically associated with larger institutions."

With "apples to apples" bids and millions saved for municipalities in the last year, EMEX Reverse Auctions are changing the game for towns and businesses – and putting the power to save in the town's hands, where it belongs.

EMEX is a leading online energy clearinghouse in over 10 deregulated states. For five years, we have empowered our clients to procure energy quickly and efficiently, and it is our mission to put the power to save money in the hands of our clients with smart, ground-breaking technologies designed to dramatically simplify commercial and municipal energy procurement. ♣



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Mayors Emeritus Always Poised to Support the New Jersey Conference of Mayors



By: Jack Morrissey, Chairman, NJCM Mayor Emeritus Advisory Council

Again, this year the Mayors Emeritus Advisory Council (MEAC) were actively involved in supporting the New Jersey Conference of Mayors, with both support of the activities of the Conference and administrative support in the office. Many meetings were held to plan for the events and prepare for their involvement in same. In addition to the Mayors Emeritus involvement, many of their spouses also lend support in many ways.

The Mayors Emeritus Advisory Council are former Mayors willing to stay involved by supporting the New Jersey Conference of Mayors. Most are also, still involved in Government, civic, or quasi-governmental affairs. Holding positions on local governing bodies, school boards, state, county or local committees / commissions, joint insurance funds, authorities, etc. Some hold elected positions at higher levels in State Government. All members bring to the Conference significant experience and knowledge.

In year 2013, the NJCM's 50th anniversary, the New Jersey Conference of Mayors will be conducting their Annual Conference (April 24,25 and 26) at the Borgata, their Annual Summit, a special 50th Anniversary Gala Dinner, a variety of workshops and the compiling and preparation of an NJCM 50th year Anniversary Commemorative History Book. All aspects of these events will be actively supported by the Mayors Emeritus. Thankfully, they will be wherever needed, significantly adding to the success of the events / activities.



All of last year's events were extremely successful, with record attendance and participation by Mayors and other elected officials. The Governor, Lt. Governor, the Governor's Cabinet and other state elected and appointed officials all made themselves available to the Mayors at these events.

Some of the activities of the Mayors Emeritus in support of the NJCM and it's activities include securing panelists for panel sessions, obtaining sponsors, generating informative handout pamphlets, monitoring all events, preparing and mailing flyers for events, registration support, setup, liaison with vendors, support in the NJCM office, coordinating with the NJCM staff, etc., etc.

As mentioned above, this coming year, 2013 is the 50th Anniversary of the New Jersey Conference of Mayors and the Mayors Emeritus Advisory Council is looking forward to helping make all activities during the year "extra" special. The Anniversary Gala and the 50th Anniversary

Commemorative History Book are additional tasks with which they will be involved.

Mayors Emeritus of the NJCM for year 2013 will be provided with special 50th Anniversary Lapel pins, 50th Anniversary NJCM car decals, 50th Anniversary membership certificates and membership cards. All will receive the NJCM magazine and be invited to all activities during the year. The Annual dues are \$45.00. If you are a former Mayor, and have not received a membership application, you may secure one by calling the NJCM office at 609-989-9216. Applications for NJCM Mayor Emeritus license plates may be secured from the NJCM office, also.

Many thanks to the Mayors Emeritus and Spouses who actively support the NJCM and contribute so much to its success, we could not do it without you. Thank you so much for your support, as your Chairman, I cherish your friendship. Have a great New Year! 🍀



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NJCM Business Council

NJCM Business Council Educational Workshops Add Webinar Programs!

By: Gary Passanante, Director, NJCM Business Council

Our regular workshops have proven to be very beneficial for our attending Mayors. Everything from our newly elected mayors workshop to our budget & finance primer or solar & energy savings, these workshops help prepare you for the challenges we face today in managing our communities.

We recognize that your time is valuable and that circumstances may not always afford you the opportunity to carve a half day out of our busy schedule to attend our sessions in Trenton. Today, technology has made it possible to take our experts to your home or office without any travel or special equipment. If you have a computer or tablet with access to the internet, then you have all that you need to participate in this great new workshop media option.

At each webinar, our guest panelists will provide their subject expertise and you will have the option to receive electronic copies of the presentation materials for your review and reference. Most importantly, you will only need an hour or so to participate in the actual webinar session and you won't waste one minute travelling anywhere!

The Business Council is actively planning future webinar workshop topics that will continue to be an invaluable source of education and preparation for meeting the economic challenges that lie ahead. In that light, please feel free to submit any suggestions you may have that we can consider in our planning process. Some topics currently being considered are:

Sharing/Consolidating Services. Exploring the pros & cons to sharing and/or consolidating services

Public Outreach, Technology & Communication. How to utilize today's new media technology to reach your constituents in a safe and effective manner

Health Insurance. Providing a roadmap for implementing the new state guidelines and controlling costs

Bargaining Units and Your Employees. Creating and maintaining good working relationships with your employees

Gary J. Passanante is the Director of NJCM Business Council and the Mayor of Somerdale

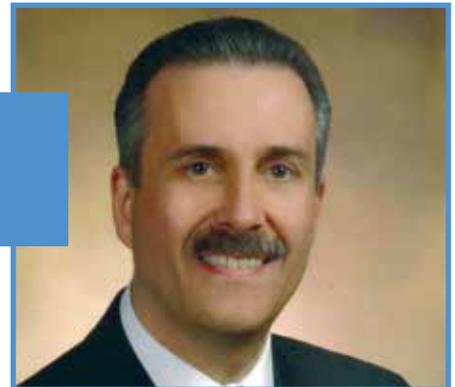
Partnering with Your Schools to Fight Bullying. Exploring the tools and professional services available in developing an "Anti-Bullying" campaign for your community and schools

Energy Saving Options. Is solar regaining popularity? Reverse energy auctions, how do they work and what can you save? How to implement town wide energy aggregation to save your residents money. What grants are still available that can save you tens of thousands of dollars in equipment and installation cost.

As always, we welcome your input for additional topics that would be of interest and benefit to our mayors. If you have any suggestions, please email them to me at Gary@njcm.org and I will add them to our future

topics for evaluation and consideration. Be sure to stay on the lookout for our webinar workshops throughout the year.

If your company services municipalities and has not yet joined the Business Council, I urge you to contact me by email Gary@NJCM.org or by phone (856) 207-9142. I would be happy to discuss our membership and the full set of benefits available. 2013 will be a great year to get involved as we celebrate our 50th anniversary with special events and publications.



Let me extend my sincere thanks to all of you, our business members, Mayors and especially our Executive Board for your continued support and confidence in the Business Council. Together, we continue to work as a team to better serve our constituents and clients alike. 🍷

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Conference information and updates will be posted on the NJCM website and registration packages will be mailed shortly.

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Mike Hall continued from Page 5

upon approval of the project. PA grant recipients are required to notify FEMA upon completion of the project.

Large projects payments are determined by the actual costs of the finished project. Interim payments may be made as necessary. The federal share of assistance is not less than 75 percent of the eligible cost.

One of the keys to successful implementation of the PA grant process is documenting your costs via good recordkeeping and tracking systems. This usually entails keeping track of staff hours and equipment use

for the duration of the project. You need to know who is working, where they are at any given time, where your equipment is, what problems your personnel may be having, and the daily status of each project site. Not only is this essential operationally, but also vital to getting reimbursed.

Because of the nature of disaster declarations, all records must be county specific. That can be an issue for jurisdictions whose borders cross county lines.

One of the easiest ways of keeping track is a 24-hour log maintained at the project

headquarters. Workers call in with their locations and provide regular updates which get recorded in the log. At the end of the project, data from the log is transferred to a spreadsheet which captures information that FEMA needs to complete the grant process.

Even after critical services are fully back online, FEMA's Public Assistance program will still be here, helping New Jersey's parks, museums, libraries and other municipal facilities recover from the most destructive storm in New Jersey history. ♣



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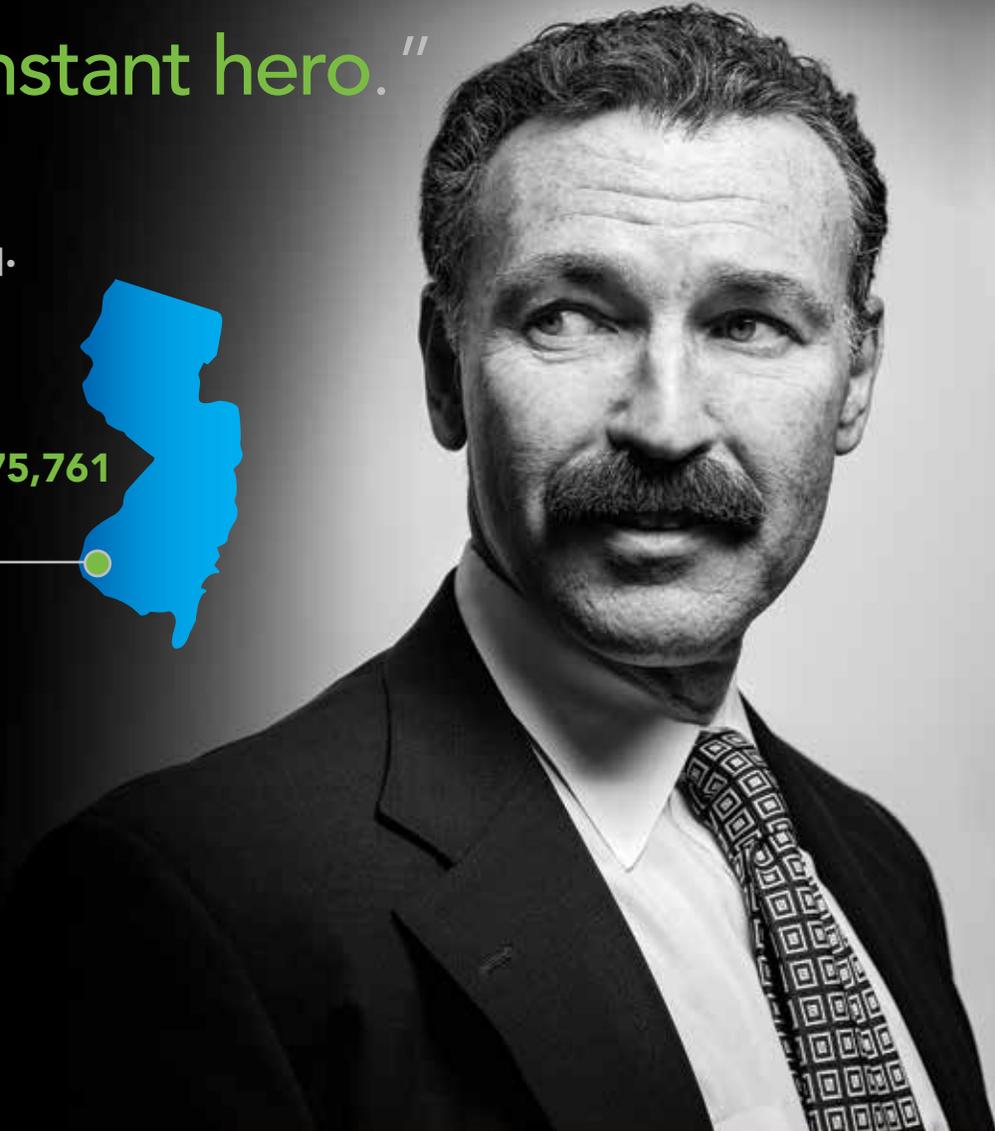


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Wal-Mart	700-76 Broadway, #314, Westwood, NJ 07675	(201) 767-1626	www.wal-mart.com
Verizon	777 Parkway Ave, Trenton, NJ 08618	(609) 771-0035	www.verizon.com
PSEG	80 Park Plaza, Newark, NJ 07102	(973) 430-7135	www.pseg.com
Energy Market Exchange (EMEX)	2825 Wilcrest Drive, Suite 656, Houston, TX 77042	(713) 521-9797	www.energymarketexchange.com
PNC Government Banking	101 Walter Foran Blvd., Flemington, NJ 08822	(908)-806-5748	www.pnc.com
CFG Health Systems	765 Route 70 East Bldg. A-100, Marlton, NJ 08053	(856)-797-4853	www.cfghealthsystems.com
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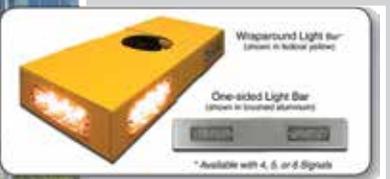
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