

**Cape May Court House, New Jersey
TOWNSHIP OF MIDDLE
TOWNSHIP COMMITTEE
WORKSESSION AGENDA
December 18, 2017 4:00 PM (prevailing time)**

CALL TO ORDER:

Mayor's Announcement: I hereby declare that notice has been given to the Herald Times, the Atlantic City Press and posted on the bulletin board of the Middle Township Municipal Building, stating the time and place of the following meeting, as required in P.L. 1975, Chapter 231 of the State of New Jersey. (Sunshine Law).

Notice of this meeting was properly given in Resolution No. 16-17 entitled "Establishing Work Session Meeting Nights" which was adopted by Township Committee of the Township of Middle on January 2, 2017.

Members present are Mayor Clark and Committeemember Donohue. **Deputy Mayor DeVico was absent.**

Business Administrator Elizabeth Terenik, Township Clerk Kimberly Krauss, Municipal Solicitor Frank Corrado & Municipal Engineer Edward Dennis.

FLAG SALUTE:**SPECIAL PRESENTATIONS OR DISCUSSIONS:****ITEMS OF DISCUSSION:**

Middle Township PR & Marketing Initial Strategic
Outline – Meg Tornetta

Elizabeth Terenik:

- *Expressed importance of public information. Discussed challenges and opportunities.*
- *Introduced Meg Tornetta.*

Meg Tornetta:

- *Discussed focus of getting information out.*
- *Reviewed chart of demographics of various age groups and their preferred methods of communication.*
- *Spoke of an individual or department being responsible for the distribution of the information.*
- *Recommended obtaining google analytics from current site to see how users are engaging.*
- *Discussed various Township events and publicizing said events with pictures on social media.*
- *Explained certain percentage of Americans do not use the internet and need to get information to them as well.*
- *Mentioned changes in journalism.*
- *Spoke of need to get information out to employees as well.*

Elizabeth Terenik:

- *Discussed short term actions.*
- *Spoke of idea to put a newsletter in with tax bills.*

Meg Tornetta:

- *Discussed e-mail management systems.*

Elizabeth Terenik:

- *Mentioned possibility of doing surveys.*

Nancy Sittineri:

- *Spoke of use of surveys for Rio Grande Park.*

Elizabeth Terenik:

- *Discussed long term plans as well as emergency management communications; branding of the Township.*
- *Spoke of various ideas for events that the Township can hold.*
- *Spoke of advertising planning and zoning approvals; can relay facts.*

Nancy Sittineri:

- *Discussed demographic trends changing.*

Meg Tornetta:

- *Suggested going out and talking to residents.*
- *Spoke of school information and enrollment trends.*

Nancy Sittineri:

- *Spoke of importance of trends.*

Elizabeth Terenik:

- *Has ideas to move forward and asked Committee for comments.*
- *Invited department heads to work session for input.*

Committeeman Donohue:

- *A lot to think about; need to first decide what we want the Township to be and how to drive that narrative every day.*
- *Discussed no information is the same as bad information; communication is going to continue to splinter.*

Elizabeth Terenik:

- *Discussed mission statement concept.*
- *Subgroup of people in the Township; board members, employees and committee.*

Committeeman Donohue:

- *Discussed goals towards making Middle a good place to visit and live.*

Elizabeth Terenik:

- *Mentioned master plan 2008-2010; growing versus not growing.*

- Focused development where it is already located.
- Spoke of developing downtowns; what will make property value stronger.

Meg Tornetta:

- Spoke of unemployment and sustainability.

Mayor Clark:

- Discussed need for people to feel safe and secure.
- Spoke of new substation in Rio Grande and community input.
- Also mentioned good customer service in Township Hall.

Meg Tornetta:

- Mentioned customer service training at ACCC.

Chief Leusner:

- Discussed use of Nixel for crisis communications; disseminate communication and press releases.
- Spoke of need of policies in place for social media.

Meg Tornetta:

- Spoke of reaching all different age groups.

Elizabeth Terenik:

- Discussed Police Department being a great model with getting information out and being transparent; can follow in their footsteps.

Mayor Clark:

- Chief Leusner on the cutting edge; only town in the county with an app.

Robert Matthews:

- Discussed communication challenges; church service that spoke of use of emojis.

Robert Flynn:

- Spoke of need to direct people to the website; some still want paper in hand but a lot of the information is on the Township website.

Meg Tornetta:

- Spoke of Township landscaping for easy access on website.

Frank Corrado:

- Asked to what extent the website should be "2-way".

Meg Tornetta:

- Should be a tool for information; spoke of social media policy and need to be monitored.

Frank Corrado:

- Spoke of websites becoming "public forum".

Meg Tornetta:

- Discussed that a website should be a tool for information.
- Spoke of social media policy in place; needs to be monitored.

Susan Quinones:

- Discussed her experience in another municipality where website was used for press releases; get information out to the public for local events.
- Spoke of e-mail notifications sent out and customization.

Meg Tornetta:

- Alerts can be customized for full and part time residents.

Elizabeth Terenik:

- Spoke of pre-population of news on various social media outlets, like use of Nixel.

Frank Corrado:

- Discussed importance of central webmaster.

Nancy Sittineri:

- Spoke of need for one central calendar.

Susan Quinones:

- Reviewed cost for new webpage.

Elizabeth Terenik:

- Discussed responsibilities; special events, sponsorships, general public information, website maintenance and building, in-house versus consulting companies, contracted employees and shared services.
- Reviewed final point, this is personal; need to be someone local and knows committee and personalities of the Township.

Meg Tornetta:

- Discussed the need for photos to get the message out to the public.

DEPARTMENTAL REPORTS AND PROJECT UPDATES:

Administration:

Finance:

Public Works:

Engineering:

Engineering Report



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ENGINEERING + PLANNING REPORT

township of middle

Prepared by Edward Dennis Jr. PE, PP, CMIE
December 18, 2017

capital projects

Middle Township/Lower Township Bike Path Connector

- Work is complete. The project is being closed out.

USDA Rural Development Sanitary Sewer Application – Grassy Sound

- A contract has been awarded to Crown Pipeline Construction for \$2,503,900.00.
- A pre-construction meeting occurred on Thursday, July 6, 2017 at 11:00 AM.
- Main was placed from Grassy Sound to Garden State Parkway.
- Construction is 30% complete.

Robert 'Ockie' Wisting Recreation Complex

- Work is complete. Project is being closed out.

2016 Road Program

- Work is complete. The project is being closed out.

Municipal Building Roof Replacement

- Our office completed coring on the roof to further define the scope of work.
- Bid documents are complete.
- Rooftop solar to be evaluated.
- Bid advertisement to be scheduled.

Reconstruction of Hand Avenue

- Work is complete. The project is being closed out.

Bike Path Northern Extension

- Kickoff meeting was held on October 4, 2017.
- Wetlands delineation is complete.
- Survey is complete.
- Design in progress.

www.rve.com

Edward Dennis, Township Engineer:

- *Reviewed the Engineering Report attached above.*

Legal:

Tax Collection:

Tax Assessment:

Construction/Planning/Zoning:

Recreation:

Police / Animal Control/ Code Enforcement:

Buildings and Grounds:

Sewer:

Economic Development:

Personnel:

Zoning:

Township Clerk:

PUBLIC COMMENT:

No public comment.

Motion to Adjourn Meeting – 5:05pm

1st: Committeeman Donohue

2nd: Mayor Clark

Roll Call Vote: Committeeman Donohue, Mayor Clark

Kimberly D. Krauss, Municipal Clerk