



**BOROUGH OF FAIR LAWN
MAYOR AND COUNCIL
MEETING MINUTES**

WORK SESSION

WORK SESSION MEETING MINUTES OF AUGUST 9, 2022

Mayor Peluso called the meeting to order at 7:10 p.m.

In accordance with the Open Public Meetings Act, adequate notice of this meeting, giving the time, date and information for accessing this public meeting, was sent to 'The Record' on July 18, 2022, was posted on the bulletin board located on the 1st floor of the Municipal Building, was filed in the Office of the Municipal Clerk, and was posted on the Borough's website.

PRESENT: Mayor Peluso, Deputy Mayor Cutrone (late), Deputy Mayor of Community Affairs Krause and Councilmembers Reinitz and Rottenstrich.

ALSO PRESENT: Manager Van Kruingen, Municipal Clerk Magarelli and Attorney Verrone.

RESOLUTION 274-2022, EXECUTIVE CLOSED SESSION

Pending or anticipated litigation or contract negotiation, other than collective bargaining agreements, in which the public body is or may become a party, or matters falling within the attorney-client privilege

Motion to go into executive session to discuss matters exempt from the public as duly noticed by Resolution No. 274 - 2022 was moved by Deputy Mayor of Community Affairs Krause, and seconded by Councilmember Rottenstrich. Motion carried by a roll call vote of 5-0.

RECONVENE PUBLIC SESSION

Upon motion by Deputy Mayor Cutrone and a second by Councilmember Reinitz, it was unanimously agreed to reconvene the meeting at 7:33 pm.

PUBLIC RELATIONS SPECIALIST – LW COMMUNICATIONS

Liz Wellinghorst discussed the communications audit of the Borough that she performed.

She noted the issues she encountered with the website, such as dead links, the need for more transparency with head shots of staff and easier navigation with less clicks to find things. Manager Van Kruingen noted they are due for a free upgrade in 2023.

Ms. Wellinghorst made the following recommendations: doing a town-wide survey to see how residents are getting their news (via Nixle, Constant Contact, Social

Media, etc.); updating templates and the digital letterhead for press releases or town news; having everyone in town use the same master power point deck for branding the town theme and town colors of green and gold; sending out consistent news via social media.

There should be one person tightening the copy from organizations and getting it out to all the communication channels to have a more consistent message. She suggested doing several storylines to provide information and resources for residents and articles to introduce key staff. She also recommended setting up a Crisis Communication Plan for when there is a crisis in the Borough.

Deputy Mayor Cutrone offered to work with Deputy Mayor of Community Affairs Krause to set long term and short term goals. Ms. Wellinghorst stated she can do pre-publicity and post day-of- photos and send it to the media. She will reach out to the Borough organizations. Deputy Mayor Cutrone and Deputy Mayor of Community Affairs Krause offered to review Ms. Wellinghorst's copy before it went out to the public.

With regards to having Ms. Wellinghorst attend Council meetings, Councilmember Rottenstrich and Deputy Mayor Cutrone felt there was some benefit, while Mayor Peluso and Deputy Mayor of Community Affairs Krause felt she should focus on events and concrete things residents needed to know. Councilmember Reinitz thought it should depend on the agenda items, although he saw value in having a brief prepared after each meeting.

DRIVE-THROUGH ORDINANCE (2629-2022) REVISIONS

Ron Reinertsen from CME Associates was present.

Attorney Verrone explained that the revisions requested by the Council amounted to a substantial change in the ordinance from when it was initially introduced.

Mr. Reinertsen reviewed the changes in the ordinance. He also provided two maps of the area as requested by the Council.

GEESE ON 2ND STREET

With the Council's permission, Mayor Peluso moved up the agenda item pertaining to geese on 2nd Street.

Manager Van Kruijning referenced his email of August 8, 2002, which included a proposal from Geese Chasers North Jersey, LLC. The proposal, which included services for 2nd Street and the areas bordering the river, was \$6,700 for a 20 week program. There is an additional charge of \$85 per nest to remove eggs.

There was a unanimous consensus to authorize Manager Van Kruijning to proceed with the program.

BLOCK 4903, LOT, 2; 22-11 ROUTE 208, RESPONSE FROM PLANNING BOARD

Councilmember Rottenstrich stated that the Planning Board reviewed the above property and determined that it was an area in need of redevelopment. Manager Van Kruijning stated the resolutions will be on tonight's Council Meeting agenda.

BOROUGH COMMITTEE POLICIES

Deputy Mayor Cutrone asked to move this item to the September Work Session agenda.

BEAVERDAM PARK PLAYGROUND REPLACEMENT

Manager Van Kruijning explained they submitted a grant application to Community Development for full replacement of the playground, but it was denied because the area does not meet a low or moderate income qualification. The \$213,000 cost of the replacement playground will now come out of Municipal Open Space Trust Funds, which has a current balance of \$260,000.

Councilmember Rottenstrich suggested including shade trees around the playground area. She noticed there is a lot of grass clippings and tree branches dumped along the river that need to be cleared up. Manager Van Kruijning stated they can clean the river banks but to clean the actual stream they must file for a permit and the DEP must approve and monitor the work so they do not disturb the waterway. A private contractor must be hired.

There was a unanimous consensus to move forward with approval for using \$213,000 of Open Space Trust Funds to purchase the playground for Beaver Dam.

STATE TAX COURT SETTLEMENT (BLOCK 4601 – LOT 2)

Manager Van Kruijning referenced his email dated August 3, 2022 with a memorandum from Tax Assessor Henderson regarding this tax settlement refund, which would be expended from surplus.

There was a unanimous consensus to move forward with approval for the Tax Court Settlement discussed above.

DISABLED VETERAN TAX EXEMPTION APPLICATION (BLOCK 4329 – LOT 9)

Manager Van Kruijning referenced his email dated August 3, 2022, which included a memorandum and supporting documentation from Tax Assessor Henderson regarding the application from a 100% disabled veteran.

There was a unanimous consensus to move forward with approval for the tax exemption discussed above.

The following items were moved to the August 9, 2022 Council Meeting at 8:15 pm, which followed the Work Session:

BIKE LANE STUDY – 11TH STREET & HENDERSON BOULEVARD

**SUSTAINABLE LAND USE PLEDGE RESOLUTION
VEHICLE COUNT/SPEED STUDY – CANGER PLACE, DEWEY PLACE, ESSEX PLACE, 1ST,
2ND, 3RD, 4TH, 5TH & 6TH STREET
9-11 CEREMONY – SUNDAY, SEPTEMBER 11, 2022
COMMUNITY CAMP OUT
WATER BILL REDUCTION REQUEST (BLOCK 5829 – LOT 4)**

PUBLIC COMMENTS

Upon motion by Deputy Mayor of Community Affairs Krause and a second by Councilmember Reinitz, it was unanimously agreed to open the time for public comments.

There being no comments from the public, upon motion by Deputy Mayor of Community Affairs Krause and a second by Deputy Mayor Cutrone, the time for public comments was unanimously closed.

ADJOURNMENT

There was a consensus to adjourn the Work Session at 8:17 pm.

The within minutes were duly approved by the Borough Council at their meeting of September 20, 2022, under Resolution 285-2022

Respectfully submitted,



Nicholas J. Magarelli, RMC
Municipal Clerk

The undersigned has read and approved the foregoing minutes.



Mayor Kurt Peluso