

Proposal for Food Concession at Beachfront  
Promenade (Ocean Park & Park Place Avenue)  
Block 99 Lot 1

Prepared for: Kelly Barrett, Borough of Bradley Beach Administrator  
Prepared by: Caveman Culinarian LLC (d/b/a Cavé Bistro)  
December 6, 2019

## Executive Summary

We understand that the Borough of Bradley Beach (“Borough”) seeks to lease its retired utility building on the Boardwalk Promenade at Ocean and Park Place Avenues (Block 99, Lot 1) for use as a food concession under a lease term of five years with an optional five year extension.

The Borough seeks a Lessee with requisite business qualifications to successfully operate a food business with high seasonal demand, the financial capacity as well as the energy and wherewithal to undertake a very substantial and complete renovation of both the interior and exterior of its building, which will be delivered “as is with all faults.”

Additionally, that such renovation will be undertaken by the Lessee at the sole expense of the Lessee, including all required permits. Specifically and additionally, that such renovation shall not trigger the need for a CAFRA permit. Therefore, the building footprint cannot be expanded in a north/south direction, and the existing building height cannot be increased. However, we understand that the west facing side may be expanded and additionally that a temporary structure may be placed on the south grounds for outdoor dining to be utilized by the Lessee to operate its business for the stated lease term. We understand that Fair Market Value (FMV) rent shall be expected and that the Borough will apply rental offsets for capital improvements to its real estate asset.

We understand the Borough seeks a Lessee: (1) that demonstrates the requisite managerial experience and qualifications to successfully operate a busy food concession; (2) who offers a creative vision / concept that satisfies the Borough’s criteria for use, and use that is aligned with its Master Plan; (3) who demonstrates the Borough’s commitment to environmental preservation and sustainability; (4) who has the financial capacity to completely renovate the utility building and maintain it for the duration of the lease period.

This proposal responds to the information requested of bidders in the Bid Solicitation & Specifications document issued by the Borough on November 6, 2019, specifically through the following sections which mirror the selection criteria outlined within the

document upon which applicants will be evaluated: Capital Improvement, Use, Financial, Rent, Experience and Managerial Responsibilities and Sustainability.

## Improvements

To be time and cost efficient at this initial stage and given the compressed time frame for responses to be prepared and submitted, our proposal contains preliminary architectural renderings to provide the detail needed to envision the scope and extent of the capital improvements as well as design. Our proposed design will not trigger CAFRA, yet makes use of the roof in a new way that accommodates diners, and should not generate complaints by neighbors. It also includes an attractive, modern garbage enclosure on the west facing side that is easy for DPW to access.

In order to achieve the Borough's objectives as well as our own, we plan to hire William Gannon of Gannon Building and Remodeling to handle the construction and Joseph Molinari of WM Architecture to complete the needed renovation. Bill is a markedly accomplished and highly esteemed local builder known for his quality work, and, for completing projects on time and within budget. Joe is a creative, skilled and accomplished architect in the restaurant industry who would guide our renovation to produce an innovative and state-of-the-art kitchen and space that should serve the Borough for many years to come.

Architectural Renderings are included herein as **Exhibit A: Architectural Renderings**. The rendering reflect complete renovation of the building, limited to the existing north/south footprint. However, it includes a proposed addition to the west side for a kitchen. As far as outdoor space for the business is concerned, we propose a rooftop deck as depicted in the attached rendering. Notably, *this rooftop is designed to be lower in height than the current rooftop of the utility building, **thus having no impact whatsoever to views enjoyed by the neighboring residences***. Additionally, this solution for needed additional seating preserves the green space at the south of the building. Alternatively, we would at least need outdoor seating to the south of the building using a non-permanent overhead structure and decking or patio flooring.

A Construction estimate to support the renderings is included herein as **Exhibit B: Construction Estimate**.

# Use

## **“Salt” (working name)**

Farm-to-Beach Kitchen

### **The Concept**

The vision for the Farm-to-Beach Kitchen is based upon our successful and popular healthy food restaurant Cavé Bistro. Established in 2013, Cavé uses only wholesome foods, including mainly organic produce and grass fed/grass finished pasture raised meats, poultry and fresh local and wild seafood. We are proud of the reputation we have earned for serving delicious, clean food and exceptional service reflected in hundreds of reviews left by diners on Yelp, Google and Trip Advisor.

At Cavé, ingredients are thoughtfully sourced by suppliers and specialty purveyors that include local and regional farms and fisheries who share our high standards for quality, humane treatment and handling, environmental consciousness and sustainability. Cavé is one of a handful of restaurants that has qualified as a Surfrider Foundation Jersey Shore Ocean Friendly Restaurant. We love the beach and our ocean and are proud to support its health and cleanliness. Learn more about Cavé Bistro at [www.cavebistro.com](http://www.cavebistro.com) or or simply visit the restaurant during business hours.

### Healthy Eatery

Our Farm-to-Beach Kitchen would be the first of its kind restaurant on the beachfront at the Jersey Shore, focusing on the quality of food and nutrition, without sacrificing taste. In short, Farm to Beach will remain true to the values and practices that have helped make Cavé successful.

The kitchen would serve a creative menu of 100% housemade plates using only the best ingredients available and will offer “to go” and orders for pick-up. Food delivery is not presently envisioned. A detailed menu plan will be established at the appropriate time, favoring local and regional suppliers where possible. Like Cavé, Farm-to-Beach is BYOB.

As part of our healthy food initiative, we do not serve processed foods or any sugar or corn-syrup based beverages (e.g., no Coca-Cola or Pepsi products) in favor of

alternatives such as locally made Kombucha, sparkling water, flavored sparkling waters, coconut water, home brewed iced teas, cold brew coffee.

For a representative sampling of the variety and style of the dishes to be offered at Salt, please see the menus for Cavé included herein as **Exhibit C**.

### Mobile Garden

We envision a mobile garden comprised of several planters on wheels (that may double as dividers between outdoor tables, if applicable) providing privacy and beauty. We will grow herbs and produce items that we will in turn use in the restaurant. The mobile garden will be as attractive as it is functional, and will serve to express the concept of the farm-to-beach kitchen and make most efficient use of the square footage available to us. It also serves as a point of interest for our diners and contributes to the uniqueness of the restaurant. Raised beds are easy to manage and maintain, they are out of the way of critters and some serve to repel bugs (e.g., citronella, lavender). During the evening and off season, we will simply empty them and wheel them back into the building. A low cost, low maintenance and high value item.

### Calendar of Operations

Open from Mid-April to Mid-October, Farm-to-Beach Kitchen will serve breakfast, lunch and dinner seven days a week from Memorial Day through Labor Day. Breakfast service will start at 7 am and dinner service will run until 9 pm on weekdays, and 10 pm on the weekend. During the shoulder season, we envision offering lunch and dinner service Thursday-Sunday. Hours of operation in high season will be as follows:

Breakfast	7:00-10:00 am
Lunch	11:30 am-3:30 pm
Sunday - Thursday Dinner	5:00 pm - 9:00 pm
Friday/Saturday Dinner	5:00 pm - 10:00 pm

### Garbage and Recycling

We plan for a wooden gated garbage enclosure to be built on the northwest corner of the building including garbage and recyclable materials with easy access for DPW to remove in the normal course of their operations.

that rent will be negotiated with the successful candidate following the conclusion of this bid process.

### **Proposed Rent Payment Schedule**

We propose to pay the first quarterly installment of rent 45 days following the issuance of a Certificate of Occupancy. Thereafter, we propose quarterly payments for each lease term year. However, we are flexible and will work out a mutually acceptable rent payment schedule at the appropriate time.

## **Experience and Managerial Responsibilities**

Caveman Culinarian LLC is comprised of two partners, Douglas W. Stehle and Lynn Tellefsen. Doug serves as the primary operator of the restaurant, and Lynn manages the publicity, marketing, financial and administrative functions. Doug is a career chef with over 20 years of experience overseeing food service operations that catered to hundreds of diners each day.

Doug founded Cavé in 2013 after designing and managing the kitchen build out in what used to be a mainly retail building. He also completed several capital improvements (e.g., new flooring, upgraded bathrooms), and secured all of the required permits for the change of use as a restaurant (e.g., garbage enclosure, fire suppression system, etc.)

Cavé serves lunch and dinner five days a week and Sunday brunch. Additionally, Cavé operates a weekly meal service business offering private chef clients housemade ready-to-eat meals for pick up. Cavé just entered its seventh year in business, with revenues and profitability growing each year. As local business owners and as Bradley Beach residents, we are integrated into our community and we understand the environmental factors involved in operating a successful food business here.

### **Biography: DOUGLAS W. STEHLE, EXECUTIVE CHEF & BUSINESS OWNER**

Doug Stehle has a long record of success as a chef in nearly every facet of the food services industry, from fine dining, to catering, and to successful food services operations at universities and hospitals.

In 2013, Doug built and opened Cavé Bistro in Avon-by-the-sea offering dine-in and take-out service as well as a weekly healthy meals service serving dozens of customers each week.

The response by the public has been enthusiastic and Cavé has become a popular dining destination for health conscious foodies at the Jersey shore. For over six consecutive years, Doug has successfully operated Cavé as a high quality food BYOB and each year, receivables and profitability has increased.

Earlier in his career, Doug served as chef at Princeton University for 11 years. During that time, he served as Unit Chef for Retail Operations at the then brand new Frist Campus Center with average weekly sales of over \$100,000. Also during his tenure at Princeton, Doug served as Unit Chef for Residential Dining where he was responsible for the operations that fed 900 undergrad residents breakfast, lunch and dinner daily. As the University Catering Chef, he managed the ivy league institution's alumni and special events catering operations often serving meals for thousands of guests at special events.

Later, Doug served as Executive Chef for Robert Wood Johnson Hospital handling room service dining for 700-bed hospital, food operations for the employee cafeteria of 4,000 employee hospital, as well as catering for special events.

Doug earned his culinary arts degree at Atlantic County Community College in 1994. He has been a silver and bronze medal winner in various American Culinary Federation competitions.

## Sustainability

Like Cavé, the Farm-to-Beach Kitchen will be among the state's most progressive and environmentally conscious restaurants. We meet all of the Surfrider criteria for sustainability, including:

- No expanded polystyrene use (aka Styrofoam).
- Proper recycling practices are followed.
- Only reusable foodware is used for onsite dining.
- No plastic bags offered with take out or to-go orders and utensils are provided only upon request.
- Paper straws are provided only upon request.
- No beverages are sold in plastic bottles.
- Vegetarian/vegan food options are offered on a regular basis.
- All seafood is 'Best Choice' or 'Good Alternative' as defined by Seafood Watch, or certified as sustainable.

Additionally, we elect not to use large food-chain suppliers (such as Sysco) in favor of smaller, more local suppliers in order to serve the highest possible quality foods and to reduce the carbon footprint. Even local farms are used when in season. The Mobile Garden will also supply food products to be used in the restaurant (see description above).

### **Storm Preparedness**

The renovation will be comprised of all hurricane rated glass, doors, and other materials.



PAUL R. GANNON

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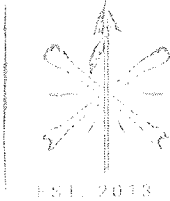
**Salt Pavilion**  
**Ocean Avenue, Bradley Beach**  
**December 6, 2019**

**Proposal for Tenant Fit Out**  
**Pricing based on preliminary plans by Weltz / Molinari Architecture dated 12.6.19**

Gannon Building and Remodeling hereby submits preliminary number for demolition/construction out based on a preliminary set of drawings for a estimated cost of \$340,000.00. The cost does not include the supply, installation or design of any and all kitchen appliances or products. Custom Millwork and / or tables and chairs were not figured at this time. Projected allowances were included for railings, exterior sliding door system, flooring, interior trim and doors. Estimate assumes the current utilities currently serving the site will be sufficient for new structure and use.

**Thanks**  
**Jim Gannon**  
**Gannon Building and Remodeling**

# Cavé



## SUMMER 2019 SUNDAY BRUNCH

Welcome to Cavé Bistro!

Eat well, feel your best. Our gluten free menu features organic, grass fed and free range meats, pasture raised poultry, local and wild seafood.

### SALADS

**Pan Seared Romaine- 12**  
Heritage Bacon, Pickled Onion, Mustard-Shallot Dressing

**Organic Baby Greens- 10/6**  
Cucumber, Radish, Red Onion, Apple Cider Vinaigrette

**Baby Arugula Salad- 12/7**  
Toasted Pumpkin Seeds, Avocado, Red Onion, Creamy Raw Cashew-Lime Dressing

**Add ..**  
**Pesto Grilled Pasture Raised Chicken- 10**  
**Seared Wild Coho Salmon, Fennel Pollen Rub- 12**

### Sides

Sweet Potato Hash- 5

Heritage Bacon- 3

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100% Gluten Free  
Eat Well, Feel Your Best  
[www.cavebistro.com](http://www.cavebistro.com)

**Sunday Frittata - 10**  
with side green salad

**Breakfast Burrito- 11**  
Eggs, Potatoes, Kerrygold Cheddar, Avocado, Brown Rice Tortilla

**Caveman Breakfast - 11**  
3 Eggs over Sweet Potato Hashbrowns with Avocado, Pico and Sriracha  
+ Heritage Bacon (2) - 3

**The Egg Sandwich- 9**  
Heritage Bacon, Avocado, Sriracha, Soft Gluten Free Bun  
add Kerrygold Cheddar- 10

**The Bison-Egg Scramble- 16**  
3 Eggs Scrambled with ground bison, onions, shredded sweet potato, topped with Avocado and Sriracha

**Pancake of the Day- 10**  
Pure Maple Syrup, Grass-Fed Butter  
Grain/Gluten Free, always

**Soups**  
Cup of House Made Bone Broth- 5

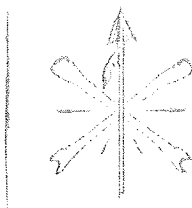
Cavé's Classic Chicken Veggie Soup- 7

Seasonal Soup of the Day- 7

**The Bison, the Duck & the Egg- 17**  
Fresh Ground Bison Burger with Duck Fat folded in and topped with a Fried Egg, Avocado and Sriracha over Sweet Potato Hash Browns and seasonal greens.

**Grass-Fed Angus Beef Burger- 16**  
Heritage Bacon, House-Cured Pickle, Beet "Ketchup" served on a Soft Gluten Free Roll

# Cavé



EST. 2013

## SUMMER 2019 LUNCH

### SALADS

Salads are available in two sizes. Add a specialty protein to any salad.

Pan Seared Romaine- 12  
Heritage Bacon, Pickled Onion, Mustard-Shallot Dressing

Organic Baby Greens- 10/6  
Cucumber, Radish, Red Onion, Apple Cider Vinaigrette

Baby Arugula Salad- 12/7  
Toasted Pumpkin Seeds, Avocado, Red Onion, Creamy Raw Cashew-Lime Dressing

Heirloom Tomatoes- 12  
Burrata, Micro-Basil, Smoked Olive Oil

Add ..  
Pesto Grilled Pasture Raised Chicken- 10  
Seared Wild Coho Salmon, Fennel Pollen Rub-12

Caveman Breakfast- 11  
Three Eggs over Sweet Potato Hashbrowns with Avocado, Pico and Sriracha  
Add Heritage Bacon (2)- 3

### WRAPS

Gluten free brown rice tortilla, served with a seasonal green salad.

Fresh Roasted Chicken Salad, Avocado, Bacon- 12

Grass-Fed Beef Brisket, Avocado, Smoked Chili Aioli, Kerrygold Dubliner Cheddar- 15

Thai Vegetable- Carrots, Zucchini, Red Onion, Japanese Eggplant, Cilantro, Creamy Cashew-Lime Dressing- 12

### BEVERAGES

"Next Level" Organic coffee with grass-fed butter and Coconut Oil - 5  
Small World Organic Coffee - 16oz- 3 | New Orleans Style Cold Brew- 5 | Mighty Leaf Organic Tea- 3 | Fresh Brewed Iced Tea - 3 | Fiji Bottled Water-2.50 | Spindrift Sparkling Water - 3 | San Pellegrino- 6 | Fine Health Kombucha- 6.75

### SPECIALTY BURGERS

Burgers are cooked to order and served with a seasonal green salad.

The Bison, the Duck & the Egg- 17  
Fresh Ground Bison Burger with Duck Fat folded in and topped with a Fried Egg, Avocado and Sriracha over Sweet Potato Hash Browns and seasonal greens.

Jerk Turkey Burger- 15  
Pasture Raised Ground Turkey, Jerk Spice and Scallions, Caramelized Plantains

Grass-Fed Angus Beef Burger- 16  
Heritage Bacon, House-Cured Pickle, Beet "Ketchup" served on a Soft Gluten-Free Roll

### BOWLS OF THINGS

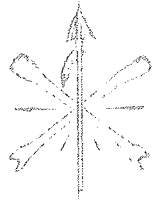
Cup of House Made Bone Broth- 5

Cavé's Classic Chicken Vegetable Soup- 7

Seasonal Soup of the Day- 7

Vegetable Curry Bowl- 15  
Baby Bok Choy, Red Curry, Coconut Milk with Chicken- 18

# Cavé



WEEKLY  
PREPARED  
MEALS

## EAT WELL, FEEL YOUR BEST

Enjoy the great taste of Cavé all week long with delicious meals prepared by Chef Doug. Our customers tell us they taste better than the rest. Cavé meals are beyond what most of us can cook ourselves (when's the last time you whipped up an iced broccoli puree for your pan seared Ora King salmon?) Our regulars tell us the quality and taste has them looking forward to eating their meals week long.

### LEAVE THE CALORIE COUNTING BEHIND

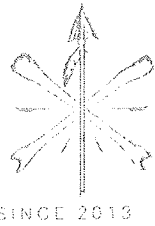
Eat for health and weight loss by simply eating nutritiously and in healthy portions. Our customers tell us they feel and look their best when they consistently eat well. If it's hard to imagine loving the food that will help you feel and look your best (whether you have a gluten intolerance or simply want to lose or maintain your ideal weight), remember how much you loved your meal at Cavé!

### ORDER VIA EMAIL BEFORE 12 PM SUNDAY FOR MONDAY

Each week, Chef Doug and his talented team cook up house made healthy dishes made from scratch using the same high-quality ingredients used at Cavé.

- A minimum order of 8 meals (4-day supply of meals) is required to place an order.- \$100
- Select up to two substitutions by doubling up on any other two meals offered that week
- Order as many extra meals as you wish (\$12.50 per)
- Add any of our baked goods or bone broth onto your weekly order
- Pick up at Cavé each Monday during business hours
- Pay with cash, check or by credit card at the time of pick-up.
- Ask about the monthly discount

The menu changes every week. On Friday and Sunday, Chef Doug sends an email to all subscribers with the following week's menu and ordering instructions. Place an order via email reply. Orders are confirmed each SUNDAY afternoon at noon. Sign up here or online at [www.cavebistro.com](http://www.cavebistro.com).



# SUMMER 2019 DINNER

## SMALL PLATES

Grass-Fed Beef Sliders, Sweet Plantains,  
House-Cured Pickles, Sriracha Aioli - 14

Grass-Fed Brisket Tostone, Guacamole,  
Smoked Chili Aioli - 14

Pan Roasted Achiote Octopus, Salsa  
Verde - 18

Risotto - Saffron, Asparagus - 16

## BOWLS

Cup of Housemade Bone Broth- 5

Cavé's Classic Chicken Vegetable Soup- 7

Seasonal Soup of the Day- 7

Vegetable Curry Bowl - Roasted Vegetables,  
Baby Bok Choy, Red Curry, Coconut Milk- 15  
with Chicken- 18

## SIDES

Roasted Baby Cauliflower- 7

Grilled Asparagus- 7

Sweet Potato Puree- 7

## SALADS

Pan Seared Romaine- 12  
Bacon, Pickled Onion, Mustard-Shallot  
Dressing

Organic Baby Greens- 10/6  
Cucumber, Radish, Red Onion, Apple  
Cider Vinaigrette

Baby Arugula Salad- 12/7  
Toasted Pumpkin Seeds, Avocado, Red  
Onion, Creamy Raw Cashew-Lime  
Dressing

Heirloom Tomatoes- 12  
Burrata, Micro-Basil, Smoked Olive Oil

## LARGE PLATES

Grass-Fed 20 oz Bone-In Rib Eye, Chimichurri  
Butter, Duck Fat Truffle-Parmesan Fries,  
Spinach- 36  
(Cooked Sous Vide at precisely 128°F, which  
results in a perfect edge to edge medium rare)

Grass-Fed Beef and Pork Bolognese, Zucchini  
Noodles, Pumpkin Seed Basil Pesto - 20

Pan Roasted Ora King Salmon- 35  
Citrus Ginger Beet Puree, Pea Shoots

Pan Roasted Pasture Raised Half Chicken- 29  
Boned Half Chicken, Baby Cauliflower, Roasted  
Pepper Sauce

Fresh Market Fish Preparation- Mkt. Price

Weekly Wildcard Special- Mkt Price

## BURGERS

The Bison, The Duck and The Egg- 19  
Fresh Ground Bison Burger with Duck Fat  
folded in and topped with a Fried Egg, Avocado  
and Sriracha over Sweet Potato Hash Browns  
and seasonal greens.

Grass-Fed Beef-Roasted Marrow Burger- 19  
Bacon-Onion Jam, Kerrygold Dubliner Cheddar,  
Soft Gluten-Free Potato Roll, Duck Fat Fries

## PRIX FIXE TASTINGS

Mon, Wed, Thurs ONLY)

3 Courses- 45

Salad or Soup, Large Plate, Dessert

4 Courses- 55

Salad or Soup, Small Plate, Large Plate, Dessert

January 14, 2020

RESOLUTION 2020-26

Mayor Engelstad offered the following resolution and moved its adoption:

WHEREAS, the Borough advertised for Request for Proposals (RFP) for the Renovation and Lease of Retired Utility Building on the Boardwalk Promenade for use as a Food Concession with a return date of December 6, 2019; and

WHEREAS, Lynn Tellefsen and Douglas Stehle, Caveman Culinarian, LLC., was the sole bidder of the Renovation and Lease of Retired Utility Building; and

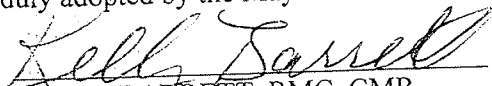
NOW THEREFORE BE IT RESOLVED, that the Mayor and Council of the Borough of Bradley Beach award a Contract for the Renovation and Lease of Retired Utility Building for use as a Food Concession to Lynn Tellefsen and Douglas Stehle, Caveman Culinarian, LLC., the extensive renovations as provided (Exhibit B of the RFP) and an annual payment of \$5,000. for a five year term with an optional five (5) year extension

Seconded by Councilman Sexsmith and adopted on roll call by the following vote:

	AYES	NAYS	ABSTAIN	ABSENT
Mr. Bonnell	X			
Mr. Gubitosi	X			
Mr. Sexsmith	X			
Mr. Weber	X			
Mayor Engelstad	X			

**CERTIFICATION**

I, Kelly Barrett, Municipal Clerk, Borough of Bradley Beach, Monmouth County, New Jersey, do hereby certify that the foregoing resolution was duly adopted by the Mayor and Council at the January 14, 2020 meeting.

  
KELLY BARRETT, RMC, CMR  
Municipal Clerk