

**BOROUGH OF BRADLEY BEACH**

**WORKSHOP MEETING MINUTES**

**NOVEMBER 9, 2021 AT 6:00 P.M.**

A Workshop Meeting of the Mayor and Council of the Borough of Bradley Beach was held in the Meeting Room at 701 Main Street, Bradley Beach, New Jersey on the above date.

**CALL TO ORDER**

Mayor Fox opened the meeting with a salute to the flag.

Sunshine Law

The meeting has been noticed publicly according to the Open Public Meetings Act requirement for the “Annual Notice” and posted on the official Municipal Building bulletin board.

**ROLL CALL 6:00 p.m.**

Present: Council: Bonnell (Arrived at 6:40), Sexsmith, Weber, Mayor Fox  
Borough Administrator, Kimberly M. Humphrey  
Borough Attorney Alternate, Andrew Sobel  
Municipal Clerk, Erica Kostyz

Mayor Fox read the following OEM announcement:

**Our Office of Emergency Management requests that everyone conform to the latest CDC guidelines for vaccinated/non-vaccinated persons, social distancing, and indoor meeting density.**

**Signage Ordinance Discussion (Back in Time Café):**

Mayor Fox began the discussion with an overview of the 6/23 adoption of Signage Ordinance 2021-14 the Governing Body received a request for an exemption for the Back In Time Café located at 615 Main Street which has been in operation for 25 years.

Mayor Fox stated this evening’s discussion is to look for potential solution to hopefully resolve this appeal for the satisfaction of all involved.

An alternative developed by the Business Administrator and Public Works Supervisor is to place a permanent and decorative sign close to the entrance corner of LaReine Avenue and Main Street, then adopt a Consignment Ordinance that would resolve the appeal followed by a resolution at future subsequent meetings.

Administrator Humphrey stated a Consignment Ordinance would be the best option and presented the Governing Body with a photo of a potential sign idea for Back in Time Cafe that would be permanent.

Councilman Sexsmith asked what the size of the sign would be.

Administrator Humphrey replied that would be the decision of the Governing Body.

Councilman Sexsmith inquired about placement options.

Administrator Humphrey stated the DPW Supervisor found a location that she approves of also.

Councilman Weber asked where the location would be.

DPW Supervisor, Biagio Cofone responded the sign would be on the corner of LaReine Avenue and Main Street off the sidewalk.

Councilman Sexsmith inquired if this sign placement would renewed annually or bi-annually.

Administrator Humphrey and Attorney Alternate Andrew Sobel confirmed the renewal can be done bi-annual.

Councilman Sexsmith suggested renewal should be in line with annual renewal fees (ex. Mercantile License, Outdoor Café renewals) to avoid a large fee.

Councilman Weber confirmed the ordinance can be rescinded if the current business retires.

Councilman Weber raised concerns of other businesses wanting the same type of sign agreement.

Further conversation ensued on how this type of situation would be managed, the size and location of the sign involved, payment of the sign (owner's or Borough's responsibility).

Mayor Fox, Councilman Sexsmith and Councilman Weber all feel this is a good compromise and solution.

**Public Comment on this Workshop Discussion:**

**Renee VanBuren, owner of the Back in Time Café at 615 Main Street, stated she appreciates the Borough's effort to compromise. Ms. VanBuren expressed disapproval of the potential sign solution offered and not allowing her A-Frame sign to remain where will be a detriment to her business and feels the Governing Body is not being supportive of the café.**

**Administrator Humphrey asked if the option still stands for Ms. VanBuren to remove her sign in the evenings when the café is closed and during inclement weather.**

**Mayor Fox responded yes.**

**Ms. VanBuren stated her sign is vital to her business due to the location.**

**Ms. Humphrey stated she had received complaints about the sign being in the way for patrons and not ADA compliant and why a permanent sign that is elevated would be the best mechanism.**

**Conversation ensued between Ms. Humphrey & Ms. VanBuren regarding enforcing the current signage rules that are now in place.**

**Councilman Weber stated he understands Ms. VanBuren's complaints however does not feel it is fair to blame the Council for the recent changes to signage rules.**

**Conversation ensued between Councilman Weber and Ms. VanBuren regarding compromise of signage placement.**

**Jeanne Moretto, 4 Atlantic Avenue, stated Ms. VanBuren's sign is important and needs to be visible.**

**Lisa Winkler, 504 Bradley Boulevard, expressed support for Ms. VanBuren's sign.**

**Ms. Humphrey asked everyone for clarification if the sign presented and the location offered as a solution is the issue.**

**Ms. VanBuren stated she feels the sign presented will not draw the attention needed for patrons looking for a place to dine and stated her A-Frame sign is the draw.**

**Tom Gavin, 414 Fourth Avenue, stated he understands both sides and suggested placing an A-Frame sign in the location being suggested.**

**Thomas J. Coan, 612 Third Avenue, spoke about the importance of the sign ordinance and does not feel this appeal should be granted.**

**Mayor Fox stated the options would be resubmitting the exemption for a vote or moving forward with the consignment ordinance.**

**Ms. VanBuren made and inappropriate comment towards Councilman Weber.**

**Mayor Fox stated this Workshop discussion is closed.**

### **2022 Beach Badge Fees and Sale Dates**

**Discussion took place amongst the Governing Body to decide on the pricing of 2022 Preseason and Seasonal Badge Prices and the dates of sale.**

**Councilman Sexsmith stated he is satisfied leaving the prices the same for 2022.**

**Councilman Weber stated he is in favor of lowering the fees for 2022 given the amount of money in the surplus.**

**Further conversation ensued regarding 2022 expenses, monies that need to be appropriated, the number of badges sold in 2021, and selling weekly badges in addition to daily badges.**

**Public Comment on this Workshop Discussion:**

**Rich Despina, 600 Third Avenue, inquired if there were figures available for the N.J. Transit Beach program for 2021.**

**Mayor Fox and the Clerk responded due to an issue on N.J. Transit's end, the Borough did not partake in the program for 2021.**

**Thomas J. Coan, 612 Third Avenue, expressed his opinion about the amount that should remain in surplus.**

**Note: There were no Public Comment Emails for either discussion**

Fox/Severson moved to adjourn  
Meeting Adjourned at 7:00 p.m.

*Erica Kostyz*

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Erica Kostyz RMC, CMR  
Municipal Clerk