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TOWNSHIP OF NUTLEY, NEW JERSEY

BOARD OF COMMISSIONERS

)
PUBLIC MEETING) TRANSCRIPT OF
) PROCEEDINGS:
)

April 7, 2015

7:38 PM

BEFORE:

- Commissioner Steven L. Rogers
- Commissioner Thomas Evans
- Commissioner Joseph Scarpelli
- Commissioner Mauro Tucci
- Mayor Alphonse Petracco

ALSO APPEARING:

Eleni Pettas, Municipal Clerk

Job No. NJ2049366

Transcribed by: Nicole Yawn

1 P R O C E E D I N G S

2 (Pledge of Allegiance)

3 MAYOR PETRACCO: Thank you.

4 Madam Clerk?

5 MADAM CLERK: Yes, Mayor. Board of Commissioners
6 public meeting Tuesday, April 7th, 2015. The time is now
7 7:38.

8 Pursuant to the requirements of the Open Public
9 Meeting Act, Chapter 231, notice of this meeting was
10 published in the December 11th, 2014 issues of the Nutley
11 Sun, the Star Ledger, and the Herald News. A copy of this
12 notice has been posted on the Nutley town hall bulletin
13 board, and a copy is on file in the municipal clerk's
14 office.

15 Commissioner Rogers?

16 COMMISSIONER ROGERS: Here.

17 MADAM CLERK: Commissioner Tucci?

18 COMMISSIONER TUCCI: Here.

19 MADAM CLERK: Commissioner Evans?

20 COMMISSIONER EVANS: Here.

21 MADAM CLERK: Commissioner Scarpelli?

22 COMMISSIONER SCARPELLI: Here.

23 MADAM CLERK: Mayor Petracco?

24 MAYOR PETRACCO: Here.

25 MADAM CLERK: All present, Mayor.

1 MAYOR PETRACCO: Okay. We're going to move on to
2 minutes, please.

3 MADAM CLERK: Yes, Mayor. We have executive
4 session minutes from March 3rd, 2015 and March 17th, 2015.

5 COMMISSIONER SCARPELLI: Move it.

6 COMMISSIONER ROGERS: Second.

7 MADAM CLERK: Commissioner Rogers?

8 COMMISSIONER ROGERS: Aye.

9 MADAM CLERK: Commissioner Tucci?

10 COMMISSIONER TUCCI: Aye.

11 MADAM CLERK: Commissioner Evans?

12 COMMISSIONER EVANS: Aye.

13 MADAM CLERK: Commissioner Scarpelli?

14 COMMISSIONER SCARPELLI: Aye.

15 MADAM CLERK: Mayor Petracco?

16 MAYOR PETRACCO: Aye.

17 Thank you.

18 We're going to take something out of order this
19 evening.

20 Commissioner Tucci?

21 COMMISSIONER TUCCI: Thank you, Mayor.

22 Tonight we have, as we just witnessed and heard,
23 some very special guests with us who are very enthusiastic
24 and also very talented. So with that lead-in, I'd like to
25 read my first resolution of the evening.

1 WHEREAS, the girls fifth grade basketball team has
2 enjoyed an outstanding season posting a league record of 14
3 wins and no losses, --

4 That's right. Congratulations, girls.

5 (Applause)

6 COMMISSIONER TUCCI: WHEREAS, the members of the
7 girls fifth grade basketball team are Rebecca Echevarria,
8 Rachel Echevarria, Mackenzie Albert, Alexandra Twomey,
9 Olivia Real, Julia Scheidel, Lia DeMaio, Allison Scorsone,
10 Natalie Rufino, Mia Geraghty, Sydney Hess, Nikki Cicchetti,
11 Patricia Columbia-Walsh; and

12 WHEREAS, head coach -- and a fine head coach and
13 assistant -- Joyce Bukowiec, along with Assistant Coach Dave
14 Scheidel, worked tirelessly to train and guide these
15 athletes; and

16 WHEREAS, the members of the girls fifth grade
17 basketball team were the Suburban Travel Basketball Division
18 and League Champions in undefeated fashion;

19 NOW, THEREFORE, BE IT RESOLVED that the board of
20 commissioners of the township of Nutley, county of Essex,
21 state of New Jersey join with the citizens of Nutley to
22 honor and congratulate the members and coaches of the girls
23 fifth grade basketball team for their exceptional efforts
24 and accomplishments.

25 I proudly move this resolution.

1 COMMISSIONER EVANS: Second.

2 (Applause)

3 MADAM CLERK: Commissioner Rogers?

4 COMMISSIONER ROGERS: Aye.

5 MADAM CLERK: Commissioner Tucci?

6 COMMISSIONER TUCCI: Aye.

7 MADAM CLERK: Commissioner Evans?

8 COMMISSIONER EVANS: Aye.

9 MADAM CLERK: Commissioner Scarpelli?

10 COMMISSIONER SCARPELLI: Aye.

11 MADAM CLERK: Mayor Petracco?

12 MAYOR PETRACCO: Aye.

13 COMMISSIONER TUCCI: Girls, would you like to come
14 up for a photo, please?

15 (Pause)

16 MAYOR PETRACCO: Okay. We have one more?

17 COMMISSIONER TUCCI: One more.

18 MAYOR PETRACCO: Can we have your attention for
19 one minute, guys?

20 COMMISSIONER TUCCI: This must be girls night in
21 the council commission chambers here. This is great. All
22 right.

23 WHEREAS, the girls eighth grade basketball team
24 has enjoyed an outstanding season posting a league record of
25 12 wins and 2 losses; and

1 WHEREAS, the members of the girls eighth grade
2 basketball team are Isabella Haines, Gianna Joyce, Rebecca
3 Granata, Lara Carnovale, Alaina Feaster, Courtney Wilde,
4 Abigail Scheidel, Lindsey Norton, Mackenzie Moraski, and
5 Nicole Sullivan; and

6 WHEREAS, Head Coach Kevin Reilly, along with
7 Assistant Coach Kenny Byrnes worked tirelessly to train and
8 guide these athletes; and

9 WHEREAS, the members of the girls eighth grade
10 basketball team were the Suburban Travel Basketball Division
11 and League Champions for the fourth year in a row -- four
12 years.

13 (Applause)

14 COMMISSIONER TUCCI: NOW, THEREFORE, BE IT
15 RESOLVED that the board of commissioners of the township of
16 Nutley in the county of Essex, the state of New Jersey join
17 with the citizens of Nutley to honor and congratulate the
18 members and coaches of the girls eighth grade basketball
19 team for their exceptional efforts and accomplishments.

20 You girls rock.

21 I move this resolution.

22 COMMISSIONER EVANS: Second.

23 (Applause)

24 MADAM CLERK: Commissioner Rogers?

25 COMMISSIONER ROGERS: Aye.

1 MADAM CLERK: Commissioner Tucci?

2 COMMISSIONER TUCCI: Aye.

3 MADAM CLERK: Commissioner Evans?

4 COMMISSIONER EVANS: Aye.

5 MADAM CLERK: Commissioner Scarpelli?

6 COMMISSIONER SCARPELLI: Aye.

7 MADAM CLERK: Mayor Petracco?

8 MAYOR PETRACCO: Before I vote, I just have to say
9 I was at a few of those games, and it was really, really
10 unbelievable, Commissioner Tucci. These girls could really
11 play.

12 I know we just had the Nutley High School Varsity
13 Team here with Coach Larry Mitchell. And there's a lot of
14 girl talent in Nutley. So look out in the future.

15 And I vote very proudly vote aye.

16 Congratulations.

17 (Applause)

18 (Pause)

19 MAYOR PETRACCO: Guys, we'll give a little, short
20 recess. If you guys want to stay for the whole meeting,
21 you're more than welcome to. If you guys would like to
22 leave, you could leave now. Thank you.

23 (Pause)

24 MAYOR PETRACCO: Okay. At this point, we have a
25 couple proclamations that we're going to read.

1 The fire department had a couple retirements this
2 past month. The first one is for Robert Wynne.

3 WHEREAS, Robert Wynne was born on March 3rd, 1953;

4 WHEREAS, Bob grew up in Nutley and went through
5 the Nutley School system;

6 WHEREAS, Bob became a volunteer firefighter in
7 1972 and continued to volunteer for 18 years;

8 WHEREAS, in 1976, Bob joined the Nutley Police
9 Department as dispatcher and then, in 1988, became a signal
10 system repairman; and

11 WHEREAS, on May 13th, 1992, Bob joined the Nutley
12 Fire Department as a career firefighter; and

13 WHEREAS, in an effort to aid firefighters, he
14 marked fire hydrants with reflective tape so they could be
15 easily seen during night hours and did this off-duty on his
16 own time; and

17 NOW, THEREFORE, BE IT RESOLVED by the board of
18 commissioners of the township of Nutley, county of Essex,
19 state of New Jersey that Firefighter Bob Wynne be recognized
20 with appreciation for his dedication to the fire service and
21 to also be congratulated on his retirement after 23 years in
22 the Nutley Fire Department.

23 We do not need a vote.

24 Bob, I'd just like to congratulate you. I know I
25 know you from way back when, maybe even before you were a

1 paid fireman, and you've always been a pleasure to be
2 around. I really appreciate your service in the Nutley Fire
3 Department. You led the department always with great pride.
4 I know you have a lot of pride in Nutley, and we all
5 appreciate that.

6 I see that Chief Cafone is here. I'd just like to
7 acknowledge him.

8 Would you like to come up and say a few words,
9 Mr. Wynne?

10 Mary's going to definitely have to.

11 (Applause)

12 MR. WYNNE: I would just like to thank the
13 township for letting me be a fireman in town, and it was a
14 great career, and I loved every minute.

15 The guys are great, and you have a great fire
16 department in town. And give them a raise.

17 (Applause)

18 MAYOR PETRACCO: Bob, stick around, because, after
19 we read Mary's, then we'll take a photo. Okay?

20 (Pause)

21 MAYOR PETRACCO: Okay. And this one is for Mary
22 Mosca.

23 WHEREAS, Mary Mosca is a lifelong resident of
24 Nutley, along with her husband, Bob, raised their children,
25 Ron, Susan, and Kenny on Durant place;

1 WHEREAS, Mary joined the Nutley Fire Department in
2 1989 and in her tenure worked for the fire executive,
3 Charlie Kucinski, who's also here tonight and Deputy Chiefs
4 Fred Scalara (ph), Mark Juliano (ph) and Paul Cafone; and

5 WHEREAS, Mary coordinated and planned activities
6 for the fire department's annual fire prevention month which
7 culminated with the department's popular open house; and

8 WHEREAS, Mary served as a team member to the
9 department's office of emergency management initiative and
10 worked tirelessly during major storms and disasters and
11 events; and

12 WHEREAS, Mary was awarded an achievement award
13 from the Nutley Elks for her service to the fire department;
14 and

15 NOW, THEREFORE, BE IT RESOLVED by the board of
16 commissioners, township of Nutley, county of Essex, state of
17 New Jersey that Mary Mosca be recognized with appreciation
18 for her loyal dedication and commitment to the Nutley Fire
19 Department and to also be warmly congratulated on her
20 retirement after 25 years of service.

21 Let's hear it for Mary.

22 (Applause)

23 MAYOR PETRACCO: Again, we do not need a vote.

24 Mary, why don't you come up to the podium?

25 Before you say anything, I'd like to say something

1 to you.

2 MS. MOSCA: You're going to make me cry.

3 MAYOR PETRACCO: I'm going to make you cry? I'm
4 going to try not to cry tonight, Mary.

5 I can only say to you, Mary, from the bottom of my
6 heart, I've seen you go through some tough times with your
7 health. And I have to say God bless you. You've pulled
8 through like a trooper, and it was really refreshing and
9 really, really, really nice to get you back to that fire
10 department.

11 You, to me, is what Nutley is all about. You're a
12 dedicated worker, and you're just the warmest, nicest,
13 friendliest face that I've ever met all the years that I'm
14 in public safety. You've sat in that window, that beloved
15 window that no one really wants to sit and greet the public.
16 And you greeted everyone with a smile every day, and you
17 went out of your way to help them.

18 So you'll be a friend of mine forever and ever.
19 And I just really think the world of you. And I think that
20 you are really what Nutley is all about as far as reflecting
21 that smile out every day. So thank you for your service.

22 MS. MOSCA: Thank you.

23 I want to say that I have had a job for over 25
24 years that I absolutely loved, coming to work every single
25 day. Not a lot of people can say that, but I can because I

1 worked with some wonderful people. I worked for and with
2 great people. And, for that, I'll always be grateful.

3 It's a great town, great employees. It's just
4 been fun, and I've enjoyed every minute of it. And I thank
5 you all very much. Thank you.

6 (Applause)

7 MAYOR PETRACCO: Thank you so much, Mary.

8 Mary, stay up here, Mary. We're going to take a
9 picture.

10 (Pause)

11 MAYOR PETRACCO: As everyone's exiting, I'd just
12 like to say we do also have a proclamation for Joseph Iorio
13 tonight. Unfortunately, Joe couldn't make it, but Joe
14 served the town as well. I believe it was for -- let's see.
15 I think Joe was here for 30 years. So he served the town
16 well.

17 Unfortunately, he couldn't make it, but we do have
18 a proclamation for him. Hopefully, next time he can.

19 Okay. Madam Clerk, I believe we should move on to
20 communications and correspondence.

21 Oh, excuse me. Before we do that,
22 Commissioner Rogers, you have the resolution.

23 COMMISSIONER ROGERS: This is a special resolution
24 recognizing some special people. On January 27th, of 2015,
25 there was a pretty horrific fire on Brown Street. During

1 that fire, three families were displaced.

2 Fire department did an absolute tremendous job as
3 well as the police department in making sure that the
4 victims would be taken care of. They transported the
5 victims to our office, the Department of Public Affairs, at
6 about 4:30 in the morning.

7 Well, you know, we had a temporary shelter set up
8 for the victims, but we had to find a place for them to go.
9 One phone call to the La Quinta Inn.

10 I ended up speaking with a young man who, although
11 he shared with me that their computer system was down and
12 they really didn't know if they had any rooms available --
13 he said, "Bring them down." He said, "We'll take care of
14 them."

15 Well, we transported those victims to the La
16 Quinta Inn. And, not only did they have rooms for them, but
17 they had coffee. They had blankets. They had everything
18 possible that someone who just went through a very horrific
19 time to bring comfort to them.

20 So tonight I'm presenting a resolution to a number
21 of the employees, and I believe some of their executives are
22 here tonight, just thanking them for stepping up and for
23 helping those who really needed them at a very difficult
24 time and in a very, very early morning on January 27th.

25 By the way, I say these words on behalf of all of

1 my colleagues. Because they, too, knew what went on. They
2 are very grateful for what you all have done.

3 WHEREAS, on January 27th, 2015, a fire engulfed a
4 home on Brown Street in Nutley leaving 3 families homeless;
5 and

6 WHEREAS, a call was placed to La Quinta Inn
7 located at 265 Route 3, East Clifton, New Jersey where Night
8 Auditor Nivaldo Bustamante responded quickly, effectively,
9 and professionally to offer emergency housing for the fire
10 victims; and

11 WHEREAS, staff members, Joseph Oliveri, general
12 manager; Sarah Taylor, assistant general manager; Lisa
13 Murphy, front desk associate; Claude Rodriguez, area
14 director of sales, exhibited the same professionalism,
15 efficiency, and kindness as Mr. Bustamante.

16 NOW, THEREFORE, BE IT RESOLVED by the board of
17 commissioners of the township of Nutley in the county of
18 Essex in the state of New Jersey to recognize and
19 congratulate the staff of the La Quinta Inn for their
20 kindness and their professionalism and thank them for their
21 time and effort in assisting the victims of the Brown Street
22 fire.

23 Gentlemen, I'd like you to stand and come up.
24 Thank you so much. Thank you.

25 (Applause)

1 (Pause)

2 UNIDENTIFIED SPEAKER: Sure. Just wanted to thank
3 the commission as well as the township of Nutley.
4 Unfortunately, some of my people couldn't be here tonight
5 because of family commitment. I wanted to let you know
6 we're going to be sharing these kind words with them at our
7 monthly meeting next Monday.

8 And it's always great being in the hospitality
9 business when we can actually give back to the townships
10 that actually support us. Without you guys, we wouldn't be
11 here.

12 (Applause)

13 (Pause)

14 MAYOR PETRACCO: Okay. Madam Clerk, where does
15 that leave us?

16 MADAM CLERK: Mayor, we need a motion --

17 MAYOR PETRACCO: Communications and
18 correspondence.

19 UNIDENTIFIED SPEAKER: We're going.

20 MADAM CLERK: We need a motion for resolution
21 number 97-15.

22 MAYOR PETRACCO: We have to vote on that?

23 MADAM CLERK: Yes, we need a motion.

24 COMMISSIONER TUCCI: Move it.

25 COMMISSIONER EVANS: Second.

1 MADAM CLERK: Commissioner Rogers?

2 COMMISSIONER ROGERS: Aye.

3 MADAM CLERK: Commissioner Tucci?

4 COMMISSIONER TUCCI: Aye.

5 MADAM CLERK: Commissioner Evans?

6 COMMISSIONER EVANS: Aye.

7 MADAM CLERK: Commissioner Scarpelli?

8 COMMISSIONER SCARPELLI: Aye.

9 MADAM CLERK: Mayor Petracco?

10 MAYOR PETRACCO: Aye.

11 Okay. Now, we'll move on to communications and
12 correspondence, please.

13 MADAM CLERK: Yes, Mayor. The Friends of the
14 Nutley Public Library have submitted a social affair permit
15 to host an evening tea and book signing on Sunday, May 20th,
16 2015.

17 I need a motion.

18 COMMISSIONER TUCCI: Move it.

19 COMMISSIONER EVANS: Second.

20 MADAM CLERK: Commissioner Rogers?

21 COMMISSIONER ROGERS: Aye.

22 MADAM CLERK: Commissioner Tucci?

23 COMMISSIONER TUCCI: Aye.

24 MADAM CLERK: Commissioner Evans?

25 COMMISSIONER EVANS: Aye.

1 MADAM CLERK: Commissioner Scarpelli?

2 COMMISSIONER SCARPELLI: Aye.

3 MADAM CLERK: Mayor Petracco?

4 MAYOR PETRACCO: Aye.

5 MADAM CLERK: Holy Family Church has submitted
6 three different applications. One is for a social affair
7 permit to host their 24th Annual Italian Festival, which is
8 September 24th, 2015 through September 27th, 2015.

9 They've also submitted an application to host a
10 religious celebration on the same dates. And their third
11 application -- they want to do a money wheel, an hourly
12 50/50, and a super 50/50 taking place on Sunday,
13 September 27, 2015.

14 I need a motion.

15 COMMISSIONER TUCCI: Move it.

16 COMMISSIONER EVANS: Second.

17 MADAM CLERK: Commissioner Rogers?

18 COMMISSIONER ROGERS: Aye.

19 MADAM CLERK: Commissioner Tucci?

20 COMMISSIONER TUCCI: Aye.

21 MADAM CLERK: Commissioner Evans?

22 COMMISSIONER EVANS: Aye.

23 MADAM CLERK: Commissioner Scarpelli?

24 COMMISSIONER SCARPELLI: Aye.

25 MADAM CLERK: Mayor Petracco?

1 MAYOR PETRACCO: Aye.

2 MADAM CLERK: The Nutley-Belleville Columbus Day
3 Parade has submitted a letter requesting to hold a tricky
4 tray and a 50/50 cash raffle on Sunday, April 26th, 2015.

5 I need a motion.

6 COMMISSIONER TUCCI: Move it.

7 COMMISSIONER EVANS: Second.

8 MADAM CLERK: Commissioner Rogers?

9 COMMISSIONER ROGERS: Aye.

10 MADAM CLERK: Commissioner Tucci?

11 COMMISSIONER TUCCI: Aye.

12 MADAM CLERK: Commissioner Evans?

13 COMMISSIONER EVANS: Aye.

14 MADAM CLERK: Commissioner Scarpelli?

15 COMMISSIONER SCARPELLI: Aye.

16 MADAM CLERK: Mayor Petracco?

17 MAYOR PETRACCO: Aye.

18 MADAM CLERK: Holy Family Church has submitted an
19 event application to host a public forum event for personal
20 experiences for young adults for 5 consecutive Sundays
21 April 12th, 19th, 26th, May 3rd, and May 10th, 2015.

22 I need a motion.

23 COMMISSIONER TUCCI: Move it.

24 COMMISSIONER EVANS: Second.

25 MADAM CLERK: Commissioner Rogers?

1 COMMISSIONER ROGERS: Aye.

2 MADAM CLERK: Commissioner Tucci?

3 COMMISSIONER TUCCI: Aye.

4 MADAM CLERK: Commissioner Evans?

5 COMMISSIONER EVANS: Aye.

6 MADAM CLERK: Commissioner Scarpelli?

7 COMMISSIONER SCARPELLI: Aye.

8 MADAM CLERK: Mayor Petracco?

9 MAYOR PETRACCO: Aye.

10 MADAM CLERK: And the committee to reelect
11 Mayor Alfonse Petracco has submitted a social affair permit
12 to host an event at the Starlight Dance Studio on Friday,
13 May 8th, 2015.

14 COMMISSIONER TUCCI: Better take a close look at
15 this one, but I'll move it.

16 (Laughter)

17 MADAM CLERK: Is that a motion, Commissioner?

18 COMMISSIONER EVANS: I just was wondering has the
19 code office checked this?

20 (Laughter)

21 COMMISSIONER EVANS: Well, on that basis, yes, I

22 --

23 MADAM CLERK: Second, right, Commissioner Evans?

24 COMMISSIONER EVANS: Yes.

25 MADAM CLERK: Okay.

1 Commissioner Rogers?

2 COMMISSIONER ROGERS: Aye.

3 MADAM CLERK: Commissioner Tucci?

4 COMMISSIONER TUCCI: Aye.

5 MADAM CLERK: Commissioner Evans?

6 COMMISSIONER EVANS: Aye.

7 MADAM CLERK: Commissioner Scarpelli?

8 COMMISSIONER SCARPELLI: Aye.

9 MADAM CLERK: Mayor Petracco?

10 MAYOR PETRACCO: I guess I have to abstain on that
11 one.

12 MADAM CLERK: Thank you.

13 MAYOR PETRACCO: Thank you.

14 MADAM CLERK: That's it for communications, Mayor.

15 MAYOR PETRACCO: Okay. We'll move on to the
16 bills.

17 MADAM CLERK: Bills. Public Affairs, \$11,795.46;
18 Revenue and Finance, \$2,472,271.32; Public Safety,
19 \$125,721.24; Public Works, \$136,951.39; Parks and Public
20 Property, \$663,628.34. Total payroll -- \$820,754.00, for a
21 grand total of \$4,231,068.29.

22 MAYOR PETRACCO: Move the bills.

23 COMMISSIONER TUCCI: Second.

24 MADAM CLERK: Commissioner Rogers?

25 COMMISSIONER ROGERS: Aye.

1 MADAM CLERK: Commissioner Tucci?

2 COMMISSIONER TUCCI: Aye.

3 MADAM CLERK: Commissioner Evans?

4 COMMISSIONER EVANS: Aye.

5 MADAM CLERK: Commissioner Scarpelli?

6 COMMISSIONER SCARPELLI: Aye.

7 MADAM CLERK: Mayor Petracco?

8 MAYOR PETRACCO: Aye.

9 MADAM CLERK: That's it for bills, Mayor.

10 MAYOR PETRACCO: Thank you.

11 Okay. I see we have ordinance introductions.

12 Commissioner Evans?

13 COMMISSIONER EVANS: Thank you, Mayor.

14 3305 I'll read by title. An ordinance to amend an
15 ordinance codified in the Code of the Township of Nutley,
16 Chapter 600, Site Plan Review, and 600(a), Checklist for
17 Site Plan Application to add and delete the enumerated
18 sections.

19 I move that this ordinance be passed to a second
20 reading and advertised in the Nutley Sun together with the
21 notice required by law and that further consideration of
22 said ordinance for final passage by the board of
23 commissioners be held at its second reading on May 5th,
24 2015.

25 So move.

1 COMMISSIONER TUCCI: Second.

2 MADAM CLERK: Commissioner Rogers?

3 COMMISSIONER ROGERS: Aye.

4 MADAM CLERK: Commissioner Tucci?

5 COMMISSIONER TUCCI: Aye.

6 MADAM CLERK: Commissioner Evans?

7 COMMISSIONER EVANS: Aye.

8 MADAM CLERK: Commissioner Scarpelli?

9 COMMISSIONER SCARPELLI: Aye.

10 MADAM CLERK: Mayor Petracco?

11 MAYOR PETRACCO: Aye.

12 COMMISSIONER EVANS: 3305 I'll read by title, an
13 ordinance to amend an ordinance codified in the Code of the
14 Township of Nutley, Chapter 228 entitled vehicles in
15 traffic, particularly Article 2, parking in certain streets,
16 Section 13 entitled parking prohibited at all times to add
17 the location set forth therein.

18 I move that this ordinance be passed to a second
19 reading and advertised in the Nutley Sun together with the
20 notice required by law and that further consideration of
21 said ordinance for final passage by the board of
22 commissioners be held at its second reading on May 5th,
23 2015.

24 So move.

25 COMMISSIONER TUCCI: Second.

1 MADAM CLERK: Commissioner Rogers?

2 COMMISSIONER ROGERS: Aye.

3 MADAM CLERK: Commissioner Tucci?

4 COMMISSIONER TUCCI: Aye.

5 MADAM CLERK: Commissioner Evans?

6 COMMISSIONER EVANS: Aye.

7 MADAM CLERK: Commissioner Scarpelli?

8 COMMISSIONER SCARPELLI: Aye.

9 MADAM CLERK: Mayor Petracco?

10 MAYOR PETRACCO: Aye.

11 COMMISSIONER EVANS: And the final ordinance 3307,
12 again, by title, an ordinance to amend an ordinance codified
13 in the Code of the Township of Nutley, Chapter 228 entitled
14 vehicles in traffic, particularly Article 7, special zones
15 and areas, Section 29(a) entitled handicapped parking to add
16 the location set forth therein.

17 I move that this ordinance be passed to a second
18 reading and advertised in the Nutley Sun together with the
19 notice required by law and that further consideration of
20 said ordinance for final passage by the board of
21 commissioners be held at its second reading on May 5th,
22 2015.

23 So move.

24 COMMISSIONER TUCCI: Second.

25 MADAM CLERK: Commissioner Rogers?

1 COMMISSIONER ROGERS: Aye.

2 MADAM CLERK: Commissioner Tucci?

3 COMMISSIONER TUCCI: Aye.

4 MADAM CLERK: Commissioner Evans?

5 COMMISSIONER EVANS: Aye.

6 MADAM CLERK: Commissioner Scarpelli?

7 COMMISSIONER SCARPELLI: Aye.

8 MADAM CLERK: Mayor Petracco?

9 MAYOR PETRACCO: Aye.

10 Thank you.

11 We'll move on to resolutions.

12 Commissioner Rogers?

13 COMMISSIONER ROGERS: Resolution number 91-15,
14 WHEREAS, the Department of Public Affairs desires to enter
15 into a contract for the furnishing of Public Health Nursing
16 services of a technical and professional nature with the
17 township of Montclair pursuant to N.J.S.A. 40A; and

18 WHEREAS, the township of Nutley shall provide the
19 services of a licensed registered nurse who will administer
20 public health nursing activities within the territorial
21 jurisdiction of the township of Nutley;

22 WHEREAS, the township of Montclair agrees to pay
23 the township of Nutley during the contract period,
24 January 1st, 2015 through December 31st, 2016, at \$37 per
25 hour of nursing time, which includes administrative costs up

1 to 15 hours per week of nursing time;

2 NOW, THEREFORE, BE IT RESOLVED by the board of
3 commissioners of the township of Nutley that the mayor and
4 the township clerk are hereby authorized to enter into an
5 agreement for public health nursing services with the
6 township of Montclair.

7 So move.

8 COMMISSIONER SCARPELLI: Second.

9 MADAM CLERK: Commissioner Rogers?

10 COMMISSIONER ROGERS: Aye.

11 MADAM CLERK: Commissioner Tucci?

12 COMMISSIONER TUCCI: Aye.

13 MADAM CLERK: Commissioner Evans?

14 COMMISSIONER EVANS: Aye.

15 MADAM CLERK: Commissioner Scarpelli?

16 COMMISSIONER SCARPELLI: Aye.

17 MADAM CLERK: Mayor Petracco?

18 MAYOR PETRACCO: Aye.

19 COMMISSIONER ROGERS: Resolution 105-15 --

20 WHEREAS, the week of April 6th through 12th, 2015 is
21 National Public Health Week. And, during the first full
22 week of April each year, APHA brings together communities
23 across the United States to observe National Public Health
24 Week as a time to recognize the contributions of public
25 health and highlight issues that are important for improving

1 our nation; and

2 WHEREAS, since 1995, the American Public Health
3 Association, through its sponsorship of National Public
4 Health Week, has educated the public, policy makers, and
5 public health professionals about issues important for
6 improving the public's health; and

7 WHEREAS, more than half of all cancer deaths could
8 be prevented by making healthy choices such as not smoking,
9 staying at a healthy weight, eating well, keeping active,
10 and getting recommended screening tests; and

11 WHEREAS, preventing diseases before they start is
12 critical to helping people live longer, healthier lives
13 while managing health-related costs; and

14 WHEREAS, some of the greatest achievements of
15 public health includes vaccinations, safer work places,
16 safer and healthier foods, control of infectious diseases,
17 fluoridation of drinking water, public health preparedness,
18 and recognition of tobacco use as a health hazard; and

19 WHEREAS, strong public health systems are critical
20 for sustaining and improving community health;

21 NOW, THEREFORE, BE IT RESOLVED that the board of
22 commissioners of the township of Nutley, county of Essex,
23 state of New Jersey do hereby recognize April 6th through
24 12th, 2015 as Public Health Week.

25 Before I move this resolution, let me give you a

1 little taste of the importance of public health resolution.
2 Clinics that this town has historically provided for people,
3 especially women. I remember a year ago we had screening at
4 a women's health clinic, and there were three women that
5 came in just kind of taking advantage, you know, taking
6 advantage of the services that we provided. And the initial
7 screening didn't come out too well.

8 They were sent eventually to their doctors, and I
9 believe things turned out fine because -- you know what?
10 They were able to prevent something from becoming more
11 serious because of the clinics that we have in this
12 community. That's how important public health is.

13 On that, so move.

14 COMMISSIONER SCARPELLI: Second.

15 MADAM CLERK: Commissioner Rogers?

16 COMMISSIONER ROGERS: Aye.

17 MADAM CLERK: Commissioner Tucci?

18 COMMISSIONER TUCCI: Aye.

19 MADAM CLERK: Commissioner Evans?

20 COMMISSIONER EVANS: Aye.

21 MADAM CLERK: Commissioner Scarpelli?

22 COMMISSIONER SCARPELLI: Aye.

23 MADAM CLERK: Mayor Petracco?

24 MAYOR PETRACCO: Aye.

25 COMMISSIONER ROGERS: Resolution number 98-15 --

1 WHEREAS, the township of Nutley recognizes the importance of
2 promoting a healthy lifestyle, which includes healthy eating
3 habits and exercise, as part of a daily routine;

4 WHEREAS, the township of Nutley recognizes that
5 not all residents of Nutley have the ability to grow their
6 own fresh fruits and vegetables due to property constraints,
7 adequate daylight, et cetera; and

8 WHEREAS, the township of Nutley has applied for a
9 grant in the amount of \$12,000, Partners for Health and
10 Shaping New Jersey to install 12 raised garden beds, a
11 gardening shed, and a bike rack in a fenced-in area,
12 granting residents the ability to grow their own fresh
13 organic produce; and

14 WHEREAS, a portion of all produce grown will be
15 donated to the American Red Cross Food Pantry and the
16 Vincent Methodist Care Kitchen;

17 NOW, THEREFORE, BE IT RESOLVED that the board of
18 commissioners of the township of Nutley in the county of
19 Essex, state of New Jersey formally approves the grant
20 application for the community garden and bicycle rack
21 project for the term of 2/27/15 through 9/30/15.

22 BE IT FURTHER RESOLVED that the mayor and clerk
23 are hereby authorized to sign the grant agreement on behalf
24 of the township of Nutley and that their signature
25 constitutes acceptance of the terms and conditions of the

1 grant agreement and approve the execution of the grant
2 agreement.

3 So move.

4 COMMISSIONER SCARPELLI: Second.

5 MADAM CLERK: Commissioner Rogers?

6 COMMISSIONER ROGERS: Aye.

7 MADAM CLERK: Commissioner Tucci?

8 COMMISSIONER TUCCI: Aye.

9 MADAM CLERK: Commissioner Evans?

10 COMMISSIONER EVANS: Aye.

11 MADAM CLERK: Commissioner Scarpelli?

12 COMMISSIONER SCARPELLI: Aye.

13 MADAM CLERK: Mayor Petracco?

14 MAYOR PETRACCO: Aye.

15 COMMISSIONER ROGERS: And one thing I'd like to
16 add -- that New Jersey Partners for Health have been very,
17 very good to us. And Commissioner Scarpelli and his staff
18 also worked hard with Partners for Health to make this a
19 reality.

20 So, Commissioner --

21 MAYOR PETRACCO: Thank you.

22 Commissioner Tucci?

23 COMMISSIONER TUCCI: Yes. Thank you, Mayor.

24 WHEREAS, the township of Nutley has a need to
25 acquire specialized professional services as a fair and open

1 contract pursuant to the provision of N.J.S.A. 19:44 A-20.5;
2 and

3 WHEREAS, the Department of Parks and Public
4 Property has determined that there is a need to acquire
5 specialized professional services for air conditioning,
6 plumbing, heating, and refrigeration service and purchase;
7 and

8 WHEREAS, the municipal clerk is hereby authorized
9 and directed to advertise for sealed bids for air
10 conditioning, plumbing, heating, and refrigeration service
11 and purchase;

12 NOW, THEREFORE, BE IT RESOLVED by the board of
13 commissioners of the township of Nutley, county of Essex,
14 state of New Jersey that the sealed bids shall be due on
15 Wednesday, April 29th, 2015 at 3:00 p.m. addressed to the
16 municipal clerk, Nutley Township Hall, One Kennedy Drive,
17 Nutley, New Jersey, at which time they will be publicly
18 opened and read.

19 I move the resolution.

20 COMMISSIONER EVANS: Second.

21 MADAM CLERK: Commissioner Rogers?

22 COMMISSIONER ROGERS: Aye.

23 MADAM CLERK: Commissioner Tucci?

24 COMMISSIONER TUCCI: Aye.

25 MADAM CLERK: Commissioner Evans?

1 COMMISSIONER EVANS: Aye.

2 MADAM CLERK: Commissioner Scarpelli?

3 COMMISSIONER SCARPELLI: Aye.

4 MADAM CLERK: Mayor Petracco?

5 MAYOR PETRACCO: Aye.

6 COMMISSIONER TUCCI: That's all I have, Mayor.

7 MAYOR PETRACCO: Thank you.

8 Commissioner Evans? I'm sorry.

9 COMMISSIONER EVANS: Thank you, Mayor.

10 BE IT RESOLVED by the board of commissioners of
11 the township of Nutley in the county of Essex, state of New
12 Jersey that, in accordance with N.J.S.A. 52:34-6.2(b)(3),
13 that the township municipal clerk be and she is hereby
14 authorized to advertise to utilize a national cooperative
15 purchasing agreement with the U.S. Communities Government
16 Purchasing Alliance contracted vendors that would otherwise
17 require public bidding for the year 2015 commencing
18 January 1, 2015 through December 31st, 2015.

19 So move.

20 COMMISSIONER TUCCI: Second.

21 MADAM CLERK: Commissioner Rogers?

22 COMMISSIONER ROGERS: Aye.

23 MADAM CLERK: Commissioner Tucci?

24 COMMISSIONER TUCCI: Aye.

25 MADAM CLERK: Commissioner Evans?

1 COMMISSIONER EVANS: Aye.

2 MADAM CLERK: Commissioner Scarpelli?

3 COMMISSIONER SCARPELLI: Aye.

4 MADAM CLERK: Mayor Petracco?

5 MAYOR PETRACCO: Aye.

6 COMMISSIONER EVANS: WHEREAS, the township of
7 Nutley, pursuant to N.J.S.A. 40A:11-11 may by resolution and
8 with advertising purchase any goods or services under an
9 approved national cooperative purchasing program; and

10 WHEREAS, the township of Nutley has the need on a
11 timely basis to purchase goods or services utilizing the
12 following national cooperative program: U.S. Communities
13 Government Purchasing Alliance; and

14 WHEREAS, the township of Nutley intends to enter
15 into contracts with the U.S. Communities Government
16 Purchasing Alliance contract vendors through this resolution
17 and properly executed contracts which shall be subject to
18 all the conditions applicable to the current contracts.

19 NOW, THEREFORE, BE IT RESOLVED that the board of
20 commissioners of the township of Nutley, county of Essex,
21 state of New Jersey authorizes the purchasing agent to
22 purchase certain goods or services from those approved U.S.
23 Communities Government Purchasing Alliance vendors pursuant
24 to all conditions of the individual contracts for the year
25 January 1, 2015 through December 31st, 2015.

1 So move.

2 COMMISSIONER TUCCI: Second.

3 MADAM CLERK: Commissioner Rogers?

4 COMMISSIONER ROGERS: Aye.

5 MADAM CLERK: Commissioner Tucci?

6 COMMISSIONER TUCCI: Aye.

7 MADAM CLERK: Commissioner Evans?

8 COMMISSIONER EVANS: Aye.

9 MADAM CLERK: Commissioner Scarpelli?

10 COMMISSIONER SCARPELLI: Aye.

11 MADAM CLERK: Mayor Petracco?

12 MAYOR PETRACCO: Aye.

13 COMMISSIONER EVANS: WHEREAS, the township of
14 Nutley has a continued need for the services of a special
15 development counsel through a non-fair and open contract as
16 a professional service pursuant to the provisions of
17 N.J.S.A. 19:44 A-20.4 or 20.5, as appropriate; and

18 WHEREAS, Inglesino, Pearlman, Wyciskala & Taylor,
19 LLC., 600 Parsippany Road Suite 204, Parsippany New
20 Jersey, has ably and continuously provided these services
21 since October 1,2013; and

22 WHEREAS, the law firm of Inglesino, Pearlman,
23 Wyciskala & Taylor was paid \$74,560.97 in 2014 and has
24 submitted a fee schedule for 2015 to provide such services,
25 for a total amount not to exceed \$75,000; and

1 WHEREAS, the anticipated continued term of this
2 contract is for 12 months, from January 1, 2015 through
3 December 31, 2015; and

4 WHEREAS, the law firm of Inglesino, Pearlman,
5 Wyciskala & Taylor, LLC., has completed and submitted a
6 business entity disclosure certification and determination
7 of value, which certifies that they have not made
8 any reportable contributions to a political or candidate
9 committee in the Township of Nutley in the previous one year
10 and that the contract will prohibit them from making any
11 reportable contributions through the term of the contract;
12 and

13 WHEREAS, funds are available from account # 5-01-
14 226-205 and have been certified by the chief financial
15 officer, said certification being attached to this
16 resolution;

17 NOW, THEREFORE, BE IT RESOLVED that the board of
18 commissioners of the township of Nutley, county
19 of Essex, state of New Jersey that a contract for -- to
20 agree to a contract for special development counsel as
21 follows:

22 One, A, that the mayor and township clerk are
23 hereby authorized and directed to finalize 2014 contract and
24 execute an agreement with Inglesino, Pearlman, Wyciskala &
25 Taylor for a term beginning January 1, 2014 through

1 December 31st, 2014.

2 B, that the firm of Inglesino, Pearlman, Wyciskala
3 & Taylor is authorized to practice in the state of New
4 Jersey, be awarded a contract for counsel for the township
5 of Nutley for the year 2015 to perform services of special
6 development counsel with regard to the Hoffman La Roche
7 property and they shall receive such compensation in
8 accordance with the quote submitted and not to exceed
9 \$75,000.

10 C, a copy of this resolution, as well as the
11 contract, shall be placed on file with the clerk.

12 So move.

13 COMMISSIONER TUCCI: Second.

14 MADAM CLERK: Commissioner Rogers?

15 COMMISSIONER ROGERS: Aye.

16 MADAM CLERK: Commissioner Tucci?

17 COMMISSIONER TUCCI: Aye.

18 MADAM CLERK: Commissioner Evans?

19 COMMISSIONER EVANS: Aye.

20 MADAM CLERK: Commissioner Scarpelli?

21 COMMISSIONER SCARPELLI: Aye.

22 MADAM CLERK: Mayor Petracco?

23 MAYOR PETRACCO: Aye.

24 COMMISSIONER EVANS: WHEREAS, N.J.S.A 40A:12A-6

25 authorizes the governing body, by resolution, to have

1 its planning board conduct a preliminary investigation to
2 determine whether an area of the municipality is in need of
3 redevelopment pursuant to N.J.S.A 40A: 12A-5; and

4 WHEREAS, the board of commissioners of the
5 township of Nutley issued said resolution number 67-14 on
6 March 18th, 2014 for the Hoffman LaRoche site; and

7 WHEREAS, the planning board in executing its
8 responsibility to complete this preliminary investigation
9 for the Hoffman LaRoche site, issued an RFP for a qualified
10 professional planner; and

11 WHEREAS, after a review by the planning board, Maser
12 Consulting P.A, 331 Newman Springs Road, Suite 203, Red Bank
13 New Jersey, was approved by the board of -- by the planning
14 board and enlisted to provide these planning services for an
15 amount not to exceed \$33,250 and the hourly rate of the
16 planner not to exceed \$190 per hour; and

17 WHEREAS, funds are available from account # 5-01-
18 226-205 and have been certified by the chief financial
19 officer, said certification being attached to this
20 resolution; and

21 NOW, THEREFORE, BE IT RESOLVED, that board of
22 commissioners of the township of Nutley, county of Essex,
23 state of New Jersey, hereby authorizes and directs the
24 mayor and municipal clerk to execute an agreement with Maser
25 Consulting, 331 Newman Springs Road, Suite 203, Red Bank,

1 New Jersey. A copy of this resolution, as well as the
2 contract, shall be placed on file with the municipal clerk.

3 Just of note, the fourth whereas, it's refer to
4 the board of commissioners. It should be -- it's incorrect.
5 It should state the planning board, and it was read
6 correctly.

7 The other aspect of this particular agreement is
8 the work for Maser has already been completed as planned
9 under the guidance of the planning board, which was
10 instructed by the board of commissioners to complete. This
11 is an administrative process to clean up the contracting
12 side in order to be able to provide payment for services
13 that have already been rendered.

14 MADAM CLERK: Motion:

15 COMMISSIONER EVANS: So move.

16 COMMISSIONER TUCCI: Second.

17 MADAM CLERK: Commissioner Rogers?

18 COMMISSIONER ROGERS: Aye.

19 MADAM CLERK: Commissioner Tucci?

20 COMMISSIONER TUCCI: Aye.

21 MADAM CLERK: Commissioner Evans?

22 COMMISSIONER EVANS: Aye.

23 MADAM CLERK: Commissioner Scarpelli?

24 COMMISSIONER SCARPELLI: Aye.

25 MADAM CLERK: Mayor Petracco?

1 MAYOR PETRACCO: Aye.

2 COMMISSIONER EVANS: BE IT RESOLVED by the board
3 of commissioners of the township of Nutley in the county of
4 Essex, state of New Jersey the treasurer be and she is
5 hereby authorized to refund overpayments of property taxes
6 for lot 9700 10C 0327 for \$1,244.58, for block 1300-1 C2013
7 for \$1,683.05, and 4402-5 for \$17,637.85 for a --

8 UNIDENTIFIED SPEAKER: (Indiscernible) total.

9 COMMISSIONER EVANS: Yeah, I think I'm going to
10 pull this because there's an error in this, because it
11 totals \$3,900, but the total suggests that maybe that's in
12 error. So let's correct this, and we'll do it at the next
13 meeting.

14 No vote required.

15 BE IT RESOLVED by the board of commissioners of
16 the township of Nutley in the county of Essex, state of New
17 Jersey the treasurer be and she is hereby authorized to
18 refund overpayment of property taxes in the amount of
19 \$327.40 for block 3801-14.

20 So move.

21 COMMISSIONER TUCCI: Second.

22 MADAM CLERK: Commissioner Rogers?

23 COMMISSIONER ROGERS: Aye.

24 MADAM CLERK: Commissioner Tucci?

25 COMMISSIONER TUCCI: Aye.

1 MADAM CLERK: Commissioner Evans?

2 COMMISSIONER EVANS: Aye.

3 MADAM CLERK: Commissioner Scarpelli?

4 COMMISSIONER SCARPELLI: Aye.

5 MADAM CLERK: Mayor Petracco?

6 MAYOR PETRACCO: Aye.

7 COMMISSIONER EVANS: WHEREAS, the tax collector of
8 this municipality has previously issued tax sale
9 certificates to U.S. BANK CUST FOR TLCF 2012A LLC, for the
10 block 5204-23;

11 WHEREAS, the purchaser of the aforesaid tax sale
12 certificate has indicated to the tax collector that
13 they have lost or otherwise misplaced the original tax sale
14 certificate and have duly filed the appropriate
15 affidavit of loss with the tax collector; and

16 NOW, THEREFORE, BE IT RESOLVED that the tax
17 collector of the municipality be and is hereby
18 authorized, upon receipt of the appropriately executed and
19 notarized loss affidavit and the payment of a fee of
20 \$100 per certificate, to issue appropriate duplicate tax
21 sale certificate to the said purchaser covering the
22 certificate lost as previously described, all in accordance
23 with the requirements of Chapter 99 of Public Laws of
24 1997.

25 BE IT FURTHER RESOLVED, that a copy of this

1 resolution and the loss affidavit be attached to the
2 duplicate certificate to be issued to said purchaser and
3 that said duplicate certificate shall be stamped or
4 otherwise have imprinted upon it the word duplicate, as
5 required by law.

6 So move.

7 COMMISSIONER TUCCI: Second.

8 MADAM CLERK: Commissioner Rogers?

9 COMMISSIONER ROGERS: Aye.

10 MADAM CLERK: Commissioner Tucci?

11 COMMISSIONER TUCCI: Aye.

12 MADAM CLERK: Commissioner Evans?

13 COMMISSIONER EVANS: Aye.

14 MADAM CLERK: Commissioner Scarpelli?

15 COMMISSIONER SCARPELLI: Aye.

16 MADAM CLERK: Mayor Petracco?

17 MAYOR PETRACCO: Aye.

18 COMMISSIONER EVANS: Thank you, Mayor.

19 MAYOR PETRACCO: Thank you.

20 Commissioner Scarpelli, please?

21 COMMISSIONER SCARPELLI: WHEREAS, resolution 87-15
22 was adopted at the commission meeting of March 17th, 2015 to
23 advertise for the sealed proposals (RFP) for the marketing
24 of recycling materials collected by the township of Nutley;

25 WHEREAS, the date to receive on Wednesday,

1 April 15th, 2015 at 3:00 p.m. in said resolution must be
2 amended; and

3 WHEREAS, the amended date to receive on behalf of
4 the board of commissioners in the third floor commission
5 chambers, Township Hall, One Kennedy Drive, Nutley, New
6 Jersey shall be on Friday, May 8th, 2015 at 3:00 p.m.
7 prevailing time.

8 NOW, THEREFORE, BE IT RESOLVED by the board of
9 commissioners of the township of Nutley, county of Essex,
10 state of New Jersey that resolution 87-15 be amended.

11 I move the resolution.

12 COMMISSIONER ROGERS: Second.

13 MADAM CLERK: Commissioner Rogers?

14 COMMISSIONER ROGERS: Aye.

15 MADAM CLERK: Commissioner Tucci?

16 COMMISSIONER TUCCI: Aye.

17 MADAM CLERK: Commissioner Evans?

18 COMMISSIONER EVANS: (No audible response.)

19 MADAM CLERK: Commissioner Scarpelli?

20 COMMISSIONER SCARPELLI: Aye.

21 MADAM CLERK: Mayor Petracco?

22 MAYOR PETRACCO: Aye.

23 COMMISSIONER SCARPELLI: That's all I have, Mayor.

24 MAYOR PETRACCO: Thank you.

25 WHEREAS, Jacquelyn Kueken has submitted an

1 application to become a volunteer firefighter in the
2 township of Nutley; and

3 WHEREAS, the application has been accepted by the
4 chief and deputy chief;

5 NOW, THEREFORE, BE IT RESOLVED by the board of
6 commissioners, township of Nutley, state of New Jersey,
7 county of Essex that Jacquelyn Kueken will become a recruit
8 with the fire department effective immediately.

9 BE IT FURTHER RESOLVED that Jacquelyn Kueken will
10 have 18 months to successfully complete the requirements set
11 forth by the chief and deputy chief in order to assign the
12 rank of volunteer firefighter in the Nutley Fire Department.

13 I move the resolution.

14 COMMISSIONER TUCCI: Second.

15 MADAM CLERK: Commissioner Rogers?

16 COMMISSIONER ROGERS: Aye.

17 MADAM CLERK: Commissioner Tucci?

18 COMMISSIONER TUCCI: Aye.

19 MADAM CLERK: Commissioner Evans?

20 COMMISSIONER EVANS: Aye.

21 MADAM CLERK: Commissioner Scarpelli?

22 COMMISSIONER SCARPELLI: Aye.

23 MADAM CLERK: Mayor Petracco?

24 MAYOR PETRACCO: Aye.

25 This is a resolution authorizing the township of

1 Nutley Office of Emergency Management to accept funds from a
2 subgrant award of the federal fiscal year 2014 of emergency
3 management agency assistance program funding and for the
4 chief financial officer of the township of Nutley to amend
5 the budget and certify the availability of the funds.

6 I move the resolution.

7 COMMISSIONER TUCCI: Second.

8 MADAM CLERK: Commissioner Rogers?

9 COMMISSIONER ROGERS: Aye.

10 MADAM CLERK: Commissioner Tucci?

11 COMMISSIONER TUCCI: Aye.

12 MADAM CLERK: Commissioner Evans?

13 COMMISSIONER EVANS: Aye.

14 MADAM CLERK: Commissioner Scarpelli?

15 COMMISSIONER SCARPELLI: Aye.

16 MADAM CLERK: Mayor Petracco?

17 MAYOR PETRACCO: Aye.

18 WHEREAS, raffle applications have been received
19 from the following organizations: Holy Family Church, Holy
20 -- we have three Holy Family Churches, actually, one for the
21 money wheel, hourly 50/50 cash raffle, and super 50/50 cash
22 raffle. It's September 24, 2015 to September 27th, 2015.

23 Nutley-Belleville Columbus Day Parade is license
24 number 20-15, a tricky tray on April 26th, 2015. They also
25 have a license number 21-15 for a 50/50 cash raffle

1 April 26th, 2015.

2 Nutley Irish-American Alliance, Inc., license
3 number 22-15, off-premise merchandise raffle, May 15th,
4 2015.

5 WHEREAS, the applications have been reviewed and
6 approved by the municipal clerk and the police department;

7 NOW, THEREFORE, BE IT RESOLVED by the board of
8 commissioners, township of Nutley, county of Essex, state of
9 New Jersey that the aforementioned licenses are approved and
10 the municipal clerk is authorized to issue the licenses.

11 I move the resolution.

12 COMMISSIONER TUCCI: Second.

13 MADAM CLERK: Commissioner Rogers?

14 COMMISSIONER ROGERS: Aye.

15 MADAM CLERK: Commissioner Tucci?

16 COMMISSIONER TUCCI: Aye.

17 MADAM CLERK: Commissioner Evans?

18 COMMISSIONER EVANS: Aye.

19 MADAM CLERK: Commissioner Scarpelli?

20 COMMISSIONER SCARPELLI: Aye.

21 MADAM CLERK: Mayor Petracco?

22 MAYOR PETRACCO: Aye.

23 Okay. That concludes our business portion of the
24 meeting.

25 Commissioner Evans, we have a guest here tonight

1 that's going to make a presentation, I believe?

2 COMMISSIONER EVANS: Yes. Yes, I'd like to
3 introduce once again Mark Lohbauer, who is a principal with
4 the consulting firm of JGSC Consulting. We've been in the
5 middle of our work to understand better the circumstances of
6 what's surrounding our business district, the opportunity
7 for revitalization.

8 Mark has been engaged, as you recall, to conduct
9 an inventory of the township, review market-related data,
10 talk to various stakeholders, and also complete a survey of
11 the residents to better understand the dynamics that are
12 influencing the market analysis.

13 So, Mark, you're here as part of our agreement.
14 Mark is here to brief the commissioners on the findings, and
15 I won't steal his thunder. I'll turn it over to Mark, given
16 the hour.

17 MR. LOHBAUER: Thank you, Commissioner, Mayor, and
18 fellow commissioners. Thank you very much for inviting me
19 here tonight and for having engaged us in the first place to
20 do this work for you.

21 I have to say, before I get into this, that I owe
22 a debt of gratitude, not only to each of you, but to the
23 people of this community. The work that we do can sometimes
24 be somewhat invasive. It requires the cooperation of a lot
25 of people.

1 And, not only did each of you speak with me as
2 part of our interview process, but merchants opened their
3 doors and sat down with me. Stakeholders sat down with me,
4 commercial property owners. And, of course, so many people
5 in this community, so many of the households of this
6 community participated in the survey that we did.

7 So it was just remarkable reaction, and I'm
8 grateful to all of them. But I'm particularly grateful to
9 Commissioner Evans, to the Economic Development Advisory
10 Committee, who worked with us, and especially to Jack Barry,
11 who's been particularly helpful in enabling us to get
12 this work done. So, having said all that, let me begin.

13 And I have a lot of slides here, and I'll try to
14 get through them quickly. I'm ready. Okay.

15 (Pause)

16 MR. LOHBAUER: There you go. Thank you. You're
17 the clicker guy.

18 I'm going to start by showing you some pictures of
19 what most people told me was what they were most fond of
20 about retail commerce in Nutley. And that was the good old
21 days.

22 They can remember a time when anything that you
23 needed you could find in the shops right here in town,
24 whether it was clothing or shoes or, you know, something to
25 buy to bring home to make dinner. Whatever it was you

1 needed, you could find it here. And you could even go to
2 the movies at the Franklin Theater.

3 I've included in those illustrations a shot of one
4 of the three train stations that used to be here serving
5 commuters in Nutley. And, in the upper right-hand corner,
6 that's a shot of a hand bill from Franklin Theater from just
7 a few months before Pearl Harbor, 1941. And I included that
8 because, with Pearl Harbor, everything changed.

9 And the country went to war. And, when the
10 greatest generation came back from Europe and from Asia,
11 they changed the face of this country. They built the
12 national highway system. They built suburbs.

13 They built new forms of retail that wound up
14 changing the way these stores and movie theaters worked.
15 They could no longer be competition-free. Suddenly, they
16 were competing with malls, shopping centers, eventually, big
17 box stores, and come right up to today, dealing even with
18 competition online on the Internet for retailing.

19 So you could no longer do what originally occurred
20 in Franklin Township, and that was -- Franklin Township --
21 in Nutley, which was to allow retail to just happen on its
22 own by accident. Because, when you do that, it just doesn't
23 work so well anymore.

24 Click to the next slide.

25 Let's talk about where we are today. The stores

1 just don't seem to be here, from what I heard from people.
2 They don't shop here as frequently as they once did, you
3 know, back in the '60s and '70s, because, well, Jeanette's
4 shop's not there any more.

5 So they can't find the things that they used to
6 get there. And they don't go to the movies, because, you
7 know, Franklin Theater shut down. They have to leave town
8 to go to the movies.

9 So everything's changed. We'll go into detail as
10 to how it has changed. But one key factor about Nutley
11 today that I think you all need to bear in mind as we go
12 through these slides, and that is this is a center of
13 affluence in your region.

14 That number on the left, \$95,900, is the average
15 household income right here in Nutley Township, the average
16 household income. The number on the right, \$37,960, is the
17 amount, the average amount that every household in this
18 township spends every year for retail goods and services, or
19 at least last year. That's what every household spent,
20 37,000, almost \$38,000 per household.

21 That's a huge amount of spending power. And, as
22 you're going to see, most of it was spent out of town.

23 And thanks.

24 Okay. What could you become? Well, from what we
25 heard from people, they'd really like to go back to that

1 nostalgic era where everything's available here and you not
2 only did your shopping and dining here and your evening
3 entertaining, but you also ran into your friends. You
4 socialized on the streets of Nutley. That's where people
5 would like to go again.

6 Now, as I said, you can't go back exactly to where
7 we were before. You're not going to be able to have a one-
8 screen movie theater on Franklin Street ever again.

9 But there are things you can do to capture the
10 good feeling that there was in knowing that you could go
11 into your downtown corridor and find things that you wanted
12 and needed and be able to get a great meal and also to
13 socialize with your friends. That's the direction that
14 people want to go in.

15 And they'd also like it to be a nighttime
16 environment. That upper left photo was meant to show that
17 you can activate the streets of Nutley so, not only are you
18 doing good commerce for your business during the daytime,
19 but you're actually attracting visitors at nighttime, too,
20 for wonderful events and good shopping, dining, other
21 entertainment.

22 Okay. Let's move on.

23 How do you do that, though? As I said, you can no
24 longer leave things to chance. If you want to get to that
25 future goal that people talked with me about, you have to

1 plan it. You have to know exactly what you can support,
2 what you can sustain, and what you cannot.

3 Because you cannot waste effort and money trying
4 to pursue something that simply can't be supported here.
5 And I know this community has had lots of debates over the
6 past several years about oh, we should have a Trader Joe's,
7 or we should have this or that.

8 There are certain things you're not going to be
9 able to have here. What you need to focus on is what can we
10 have here and what is it that we can have that is something
11 that also lines up with what we want.

12 And this is the method that you use to find that
13 out. This is the method that we applied over the last four
14 months in analyzing your market.

15 We first looked at your retail infrastructure here
16 in the community. What are the retail commercial spaces
17 that you have? How are they arrayed? How do people get to
18 them? What's the access like and the parking, all of that
19 sort of thing?

20 And we looked at what the community's opinion is.
21 What is it that this community wants to be? What would they
22 like to have here? What would make them shop and dine here
23 more? What is the direction that they really want to go in?

24 And then, third, we also look at the economic data
25 that's available out there, the very same data that major

1 retailers look at when they choose to site a new store. We
2 look at it for you, kind of from the reverse point of view.

3 Retailers are looking at it to try to find what's
4 the next town that they want to be in. What's the next
5 location?

6 We're looking at it from the town's point of view
7 saying, "Okay, this is who we are. This is what we have.
8 Who can we attract? Who matches up with that data?"

9 And, when you look at all three of those areas and
10 find areas of overlap -- we're depicting them in the middle
11 of that venn diagram where it says potential to recruit
12 -- where the infrastructure will fit the store, where the
13 community says it wants the store, and where the economic
14 data says you can sustain the store. That's the overlap
15 point in the center. That's how you know who you want to
16 get.

17 Okay. Advance.

18 So we did that analysis. We've pulled together
19 these several points I've outlined for you in that column on
20 the left, and you're going to see it again a few more times
21 during this presentation as we check off the different
22 elements that we have done for you. But these are the
23 categories and information that we researched in each of
24 those three major areas.

25 And at the end of this process, within the next

1 couple of weeks, our firm is going to deliver to the
2 community a printed report, which will give you all of that
3 data, the pages of hard economic data that we obtained, a
4 summary of the summary. Excuse me -- a summary of the
5 survey data that we compiled as well as your business
6 inventory, all of those hard points and our recommendations
7 for them. But tonight, I just want to go quickly through
8 some of those.

9 On to the next, please.

10 So let's start with the infrastructure review. We
11 looked at exactly the layout of your community in terms of
12 where the retail is, and we discovered you have multiple
13 corridors. No single one of them is actually specifically
14 designated as a downtown.

15 One had been, you know, years ago. Chestnut
16 Street was the old original downtown. But now, I would say
17 that it's certainly Franklin where you have the highest
18 concentration of retail that's shoulder-to-shoulder and is
19 supported by off-street parking as well as curbside parking,
20 all of the essential ingredients that you need to have a
21 successful downtown.

22 So we looked at Franklin, but we also looked at
23 all of the others. We came up with the inventory for you,
24 and we looked at these factors of the infrastructure.

25 First, what was the condition of the retail

1 buildings? We noticed that there were several where
2 maintenance or at least an upgrade of the façade would be
3 warranted in order to try to create some harmony in the
4 appearance of the avenue so that people would be attracted
5 to come here. And retailers would want to be here.

6 We also saw that you have an absence of blade
7 signs. Now, we learned that this was because your zoning
8 previously had prohibited it.

9 Fortunately, you've also recently changed your
10 zoning. Now you allow them. Blade signs are the projecting
11 signs that come off the front of stores.

12 They're particularly helpful in a downtown
13 setting, because they let people who are walking or driving
14 by know that, "Oh, there's more retail up ahead," encourages
15 them to get out and walk, which is what a downtown's really
16 all about, a walkable environment where people browse shop.

17 That stimulates more business for people. But, of
18 course, that's the next point.

19 We didn't see any foot traffic, very little foot
20 traffic. And really, for a successful downtown operation,
21 you need to have lots of people on foot so they are doing
22 that browse shopping, discovering things, going into the
23 stores and buying things. So you need to stimulate that.

24 There's a need for wider sidewalks so that you can
25 have sidewalk activation. That's a term that just refers to

1 activities on the sidewalks, whether they be, you know, café
2 dining activities, garden areas where people can socialize,
3 benches so they can talk.

4 Whatever it is that you want to do to try to
5 stimulate -- if you want to have sidewalk sales, you know,
6 you have to have room on the sidewalk to be able to do this.
7 Your sidewalks are really too narrow for that.

8 So the walkway lighting, we noticed, was very good
9 on Franklin Street. Not so good in the other commercial
10 corridors. So that, too, was an issue for them.

11 And we'll get to parking later, but we'll point
12 out that that, too, was something where Franklin kind of
13 excelled, had better off-street parking than the other
14 corridors. That seemed to have been overlooked on that.

15 If we can move to the next one, please. Thanks.

16 Okay. What about your inventory and your mix?
17 First off, we counted 556 commercial locations at grade in
18 Nutley. That's a lot.

19 Of course, they're spread across about ten
20 different commercial corridors, but Franklin Street alone
21 has about 280 of those. So that's a good concentration of
22 retail businesses.

23 When you look at the mix, though, you find that
24 this is very telling as to why people aren't shopping here
25 so much anymore. The vast majority of businesses that you

1 have in your mix are service businesses.

2 People don't browse shop service businesses.
3 They'll go to a specific service, whether it's a doctor or
4 an accountant, a lawyer, a pest remover, you know, title
5 insurance. They go there when they need them. They don't
6 necessarily go in because they were walking by and saw
7 something in the window.

8 Your largest single category of retail category is
9 medical professionals. Close to 20 percent, almost 1 in 5
10 of every commercial locations in Nutley, is a medical
11 office. So that's a very high percentage.

12 If we look at it -- if I pull back, that's the
13 listing of the top categories. And, as you'll see as you go
14 through, there's not one of those -- you work your way down
15 to 1.8 percent. Not one of those is a vendor of retail
16 goods.

17 The retail goods categories are so little-
18 represented here that they come under those numbers. You
19 have them, of course, but it's just that, you know, they
20 break out to be less than 1.8 percent in each category.

21 Let me give you a broader idea. Of the 556
22 locations, 391 of them are filled with service businesses.
23 That's 70 percent of all businesses are service businesses.

24 You have 88 locations where there are vendors
25 selling retail goods. And then, you have 56 locations where

1 there's some form of dining, either full-service or limited-
2 service restaurants. So the vendors of goods make up not
3 quite 16 percent.

4 Dining locations are ten percent of what you
5 offer. Obviously, it's far too heavily weighted in the
6 service businesses.

7 The other remaining balance of 3.8 percent are
8 your vacant spaces. Very low. We'll talk about that next.

9 Could we switch the slide?

10 Vacancy is a great story here in Nutley. We
11 counted up your vacancies, and they totaled 25, of which 4
12 of those were being prepared to have new businesses in them.
13 And which I think they already have the new businesses in
14 now.

15 We did this count in December, and so, you
16 actually had a total of 21. Out of 556, that makes for 3.8
17 percent. That's extremely low.

18 The average in North Jersey and Central Jersey at
19 the time we took that survey was 6.38 percent was the
20 average commercial vacancy in downtown commerce. So you're
21 doing much, much better than the average around you.

22 That is an indicator of just how strong the
23 interest is for retailers to be in this community. Those
24 buildings wouldn't stay so filled if it weren't possible to
25 make money here. So that's a good indication.

1 We actually have separate data on each of the
2 corridors, you know, what the vacancy was and all of that as
3 well as the retail mix breakdown. That'll be in your
4 written report rather than me going it now.

5 Go on to the next one.

6 Next, I wanted to talk about the configuration of
7 your retail spaces. And I leave that same background photo
8 on, because I think it's very telling.

9 If you can see, the background photo is taken on
10 Franklin Street. And it's a store that was probably built
11 in the 1920s, you know, that block of stores.

12 And the two gray buildings with the -- I mean, the
13 two storefronts in the center there with the brown paper in
14 the windows -- they were very likely originally two separate
15 storefronts, which now have been combined into one. And the
16 reason for that is that the configuration back in the '20s
17 was more of what we call today a kind of bowling alley
18 style.

19 It was very narrow and deep. And retailers liked
20 to have it set up that way. They would kind of encourage
21 you to work your way into the depths of the store.

22 Shoppers don't like to do that anymore. We're a
23 different sort of shopper now. We like to see things in the
24 window, go in. The store shouldn't be so deep. We're never
25 going to work our way to the back. And so, it needs to be

1 wider and more shallow.

2 So that's what's happening with this old-fashioned
3 '20s style. It looks like they've combined a couple of the
4 spaces to try and get that wider storefront there.

5 Anyhow, to illustrate the two types, the upper
6 photos -- you know, obviously, the one on the left shows how
7 difficult it is to try to manage around a narrow and deep
8 structure now. That's where the bike store -- whereas the
9 one on the right shows a wider array and how you can place
10 things in the middle and people can circulate more, and it's
11 just more appealing for browse shoppers.

12 Okay. Access -- this is really interesting.
13 You've got car counts which are the mother's milk of retail
14 interest. You know, all retailers always want to know what
15 are the car counts. You know, how many people come by the
16 location?

17 You've got the best car counts in the world, you
18 know, short of maybe Los Angeles. I don't know. With the
19 traffic numbers that you have on the parkway, on Route 3,
20 those 2 highways practically being your northern and western
21 borders. And then, not so far off your eastern border, the
22 New Jersey Turnpike, you've got extraordinary numbers that
23 would cause any retailer to salivate.

24 However, despite that, we say your access is poor,
25 because there is not a single exit point off of any one of

1 those three major roads that provides you with a sign as you
2 come off the exit ramp or as you follow further into the
3 community, "Downtown This Way, Shopping and Dining Left
4 Here." Nothing guides you into the commercial experience in
5 Nutley.

6 So, for that reason, for an outsider like me, the
7 first couple of times I came up here to try to do this work,
8 it was a struggle to try to find where the commercial
9 corridors were. And it's the same experience for outsiders,
10 which could be a lot of the reason why many of them just
11 don't come in. They don't know where to find your stores
12 and restaurants.

13 Okay. Next, please.

14 Parking -- another infrastructural issue.
15 Everyone will tell you that parking is a problem here,
16 everyone, from every perspective, the merchant, the
17 stakeholders, the people on the survey. And yet, due to
18 their various perspectives, they all have a different view
19 about why it's a problem.

20 You know, some say it's a problem because I can't
21 park in front of my favorite store whenever I want to. You
22 know?

23 Others have a problem with it because, well, the
24 parking is metered, and it shouldn't be metered. I
25 shouldn't have to pay to, you know, park in the downtown.

1 You hear all different sorts of arguments.

2 From our point of view, you have a quite ample
3 number of spaces for the Franklin Street corridor the way it
4 is arrayed today for the most part. There are certain
5 sections of Franklin Street that aren't very well-served by
6 off-street parking.

7 For the most part, you have -- you know, Central
8 and Northern part, you have. Southern end of Franklin
9 Street is not well-served by off-street parking.

10 Curbside parking, obviously, you want to try to
11 wean off of as best you can when you want to create a
12 walkable downtown setting where people are out and about,
13 walking the streets. Because, if you make it too convenient
14 for them to park in front of their favorite store, that's
15 what they're going to do.

16 And, whenever they park in front of their favorite
17 store, they go in that store, and then, they get right back
18 out -- in the car and leave, rather than walking past other
19 stores because they had to go to a central lot. So we see
20 your issue as being a problem of you're treating people who
21 park at curbside the same as people who use the parking lot.
22 They're both metered the same and the same charge.

23 You should instead be incentivizing people to use
24 the lots and disincentivizing them from parking at curbside.
25 There are a lot of ways you can do that, and we go into

1 those, into the report. I won't belabor it here, or we'll
2 never get done.

3 But we also talk about things like smart parking
4 systems, which give you the freedom to change on the fly how
5 you want to treat parking, say, for different holidays or
6 events or, you know, for other reasons. And that could be a
7 helpful thing for the town to go into as well. We also talk
8 about enforcement, which we think is a significant issue for
9 the way you incentivize and disincentivize the way people
10 park, parking behavior.

11 Okay. On to the next one, please.

12 We looked at your regional competitors, because we
13 think it's very important that you know what are the
14 categories that are closed out to you, that you cannot go
15 into because they're already too well-served in your region.
16 And I'm not going to go into those here, but I'm sure you're
17 all aware.

18 There's certain categories, basic categories of
19 family clothing, for example, you cannot go into in a
20 downtown setting when you are so well-surrounded by malls
21 and shopping centers that offer national retailers, chains,
22 franchise, sellers of clothing and shoes, those sort of
23 thing.

24 You can get into specialty items of clothing,
25 which you do here. And you could do more of it, but the

1 traditional standard things, the way -- the Jeannette's Shop
2 type of things you can't do that again. All right?

3 If we can move on.

4 Next, I want to talk about a concept called street
5 wall, because I think this is an opportunity for you that
6 has been missed, and it's something you can pick up on now.
7 Street wall is a term that architects use to describe a
8 sense of enclosure that you get when you're in a downtown
9 walking, walkable shopping environment. And it regards the
10 height of the buildings on either side of the corridor in
11 relation to the width of the street.

12 And architects say that the most comfortable form
13 of enclosure that stimulates more people to feel good about
14 walking in the corridor is a one-to-one ratio or better.
15 Meaning the height of the buildings should be at least as
16 tall as the street is wide.

17 Franklin Street that we're looking at here is 45
18 feet wide. Okay? And the sidewalks on either side are
19 about ten feet wide. So really, a total of 65 feet. But,
20 if we just consider the width of the street, 45 feet, that's
21 2 to 3 stories in height.

22 And yet, on many of the blocks of Franklin Street,
23 you get this kind of image, where you'll see a number of
24 one-story buildings that do not create the sense of street
25 wall, do not give that degree of comfort, do not give you

1 the impression that oh, we should keep walking, because
2 there are more stores here. So you've got an opportunity
3 there to do something that we call overbuild, but we'll talk
4 about that when we get to recommendations.

5 On to the next one, please.

6 Next, we want to talk about gaps. Gaps are
7 another issue here in the community that are a problem for
8 retailers. And that is that, if you have a space of more --
9 of 75 feet or more between stores in a downtown area, that
10 can act as a barrier so that people will give up on the idea
11 of browse shopping.

12 They'll stop walking, thinking that oh, I've come
13 to the end, because there's a vacant lot or a group of
14 homes, or maybe there's a blank wall, you know, a concrete
15 wall or, you know, cinderblock wall, something like that
16 with no windows, nothing to browse shop in. And they just
17 decide that that must be the end of it. So I think I'll
18 stop.

19 You have several places in the community where
20 that occurs. I point out one of them to you here with this
21 image.

22 This is the Chestnut Street corridor between
23 Passaic and Franklin Street. And what you have -- it's kind
24 of upside down in relation to geography, because the North
25 side of Chestnut is on the bottom of the picture. We're

1 looking in a southward direction.

2 We've highlighted the South side in yellow,
3 because it's so unlike the North side. The North side has
4 almost continuous shoulder-to-shoulder retail spaces with
5 stores and a café and, you know, interesting places.

6 Yes, it has a couple of breaks. If you look in
7 it, you can see there's an on-street -- I'm sorry -- off-
8 street parking lot that kind of interrupts. And there are a
9 couple of driveways in there that interrupt the walking
10 experience.

11 But, for the most part, you've got a good retail
12 stretch on the North side of that block. On the South side,
13 you don't have a single store. You've got government
14 offices. You've got some non-profit agencies, a private
15 club, and large parking lots.

16 And so, that presents a gap that makes people
17 think that, "Maybe this isn't really a retail district.
18 Maybe I shouldn't be walking here." And we think that
19 places like that in the community are things you'll want to
20 address. And we talk about that in our recommendations,
21 too.

22 Go on to the next.

23 Okay. So let's review what we've looked at for
24 infrastructure. We've discussed that -- well, there.

25 Too far. There you go. Thanks.

1 There's the checklist showing you all the
2 categories of infrastructure we just discussed. They're
3 checked off. And what are the main points?

4 You have multiple corridors here. We think that
5 the Franklin, Centre Street, Chestnut Street group is your
6 real downtown.

7 We think that we see some design conflicts that
8 could be resolved through a design standard here in town to
9 bring storefronts and signage to a design harmony, not
10 uniformity. We don't want monotony, but some kind of
11 harmony.

12 We think that there is maintenance and façade
13 upgrades that are really needed in order to dress up the
14 look of your downtown corridor and some of the other
15 corridors. We think the sidewalks are too narrow to be
16 activated.

17 We think that you've got a service-heavy retail
18 mix. You need to begin recruiting vendors of goods that you
19 can support here so that you can get a better balance. And
20 you need to have more restaurants as well.

21 We think you have an admirably low vacancy rate.
22 Of course, that's a two-edged sword.

23 It's great that you're such a popular community
24 with businesses. It's not so good if you want to adjust
25 your retail mix and you don't have vacant spaces to plug new

1 retailers into. Makes it difficult. Means it's going to
2 take more time to change your retail mix.

3 You have many old buildings with the older store
4 configuration. To fix that, it's going to require, you
5 know, matching, you know, storefronts together or
6 redeveloping or finding small boutique stores that fit into
7 those older spaces.

8 Access needs to be worked on. You need to be able
9 to attract outsiders in and show them how to get here.

10 Parking challenges need to be addressed. Again,
11 we don't think they're big challenges. It's not like you
12 have to build a parking deck. It means you need to show
13 people where to park, and you have to encourage them to park
14 in the lots, not in the curbside.

15 And then, finally, you have to be aware of who
16 your regional competition is so you don't try to go head-to-
17 head with them. And, of course, as I say, we put all that
18 in the report.

19 Next, please.

20 All right. We talked to many of your merchants,
21 and we found out -- and I'll really briefly summarize this.
22 Because again, you'll be able to read all of this in the
23 report.

24 But basically, merchants agree that they really
25 want more foot traffic. Those who are on Passaic or

1 Washington or Chestnut wind up migrating to Franklin because
2 they know they'll get more car traffic there. They all wish
3 they could get more foot traffic. They just don't see it.
4 So we need to do things to stimulate it.

5 Next.

6 They all talk about the lack of ample, convenient
7 parking. Of course, very few of them will admit that they
8 are part of the parking problem in many cases, you know,
9 taking up the curbside spaces, you know, leaving their cars
10 or their employees leaving their cars out there all day so
11 that their customers can't get at them.

12 Obviously, a dichotomy there. But parking is a
13 big issue for them.

14 And third, they're really uniformly interested in
15 getting help with marketing. They struggle trying to figure
16 out the right things to do for marketing. Very few of them
17 are versed in Internet, social media.

18 They recognize that these are big opportunities.
19 They don't know how to use them. They don't have the time
20 to take to figure out how to do it. They'd really like some
21 support with marketing, and they do think that the town
22 should be doing something to market Nutley as a place to
23 shop and dine.

24 Okay. Let's move on to the next slide. Oh, you
25 did. Thanks.

1 Owners -- we talked to -- you know, many of the
2 merchants that we talked to, and separately, some of the
3 non-merchants that we talked to, were commercial property
4 owners. And we found out that they, too, are very concerned
5 about parking for differing reasons.

6 Some of them felt that there was too much of a
7 burden on them to create off-street parking as a part of
8 being able to attract tenants in. Again, that's something
9 you've recently addressed with your zoning changes, and I
10 applaud you for that.

11 Many of them complained that they invest in their
12 buildings, but other owners don't. And so, the value of
13 their building is being brought down to the lowest common
14 denominator, which is, you know, the guy down the block who
15 doesn't fix up his building. So something needs to be done
16 to help that problem.

17 And then, there was also a lot of comment about --
18 not just from the owners, but also from merchants -- about
19 spreading public investment. The township has been great at
20 investing in the retail infrastructure on Franklin Street,
21 the lighting, the sidewalks, the signage, the developing the
22 off-street parking.

23 But many merchants and owners complain that gee,
24 you know, we wish we could get that kind of attention on
25 some of these other streets. Now, obviously, that's -- you

1 know, you are the ones who are charged with the
2 responsibility of deciding where do we put our limited
3 investments, how do we do this, and where can we put our
4 investments to make the biggest buck. And clearly, you
5 know, Franklin Street was the great place, the obvious place
6 to start.

7 The question is will you want to go beyond that.
8 And, if so, where would you want to do it? And we can give
9 you some recommendations on that. As I've already been
10 suggesting, we think that the Centre Street and Chestnut
11 Street grid connections with Franklin are a natural
12 extension of the walkable downtown area so that they, too,
13 you know, might be a logical place to go with that.

14 Next.

15 Okay. When you talk with stakeholders, most of
16 them we met with right here in this chamber. There were
17 nearly two dozen that we talked to. Many of you were among
18 them.

19 Thank you. And, from them, we learned a number of
20 things, but I'll focus on just a few.

21 First, there is an almost unanimous sense that
22 Nutley should be a destination for outsiders, that it
23 shouldn't just have commerce designed to benefit its
24 residents, that it should be a place where outsiders want to
25 come in, shop, dine, spend some time, spend their money,

1 enjoy the events that you put on, and then leave. Because
2 you have a charming town.

3 You have a wonderful arrangement, good
4 architectural bones that make you naturally set up to be
5 that sort of town. And people seem to agree, like osmosis,
6 that, yeah, that's who we should be.

7 We've got the great parks, and we also want the
8 great downtown that everybody wants to be in. In fact, many
9 people liken it to Montclair. We want to be like Montclair.

10 Everybody goes there. Why shouldn't they come
11 here? We're a wonderful town, too. So that was the
12 dominant theme I heard from the stakeholders.

13 Also, as we asked, you know, what's your vision
14 for the future, what would you like to see here if this were
15 your ideal. The common response that we heard was lots more
16 stores, you know, places where I can shop, more restaurants.
17 I want more dining choice.

18 You know, I like the restaurants here, but I'd
19 like even more. I'd like to have a great dining opportunity
20 here. And again, better overall mix, more variety, less
21 concentration of a handful of categories, more variety, lots
22 of categories.

23 Okay? Next.

24 Okay. The big thing was the survey that we then
25 took of the community. And, boy, did the community respond

1 in a big way.

2 This was one of the best -- this was the second
3 best -- I almost hate to put it that way, because it's just
4 not fair. I mean, this was the best response that we ever
5 got in any community that didn't also have a college in it.
6 Okay?

7 The only other town that did better was Little
8 Glassboro with Rowan University, because all the students of
9 Rowan University got an email saying, you know, take the
10 survey. And damned if they all didn't. So we had over
11 3,000 responses there.

12 But you guys more than doubled the next nearest
13 contender. So Nutley was just fantastic, a terrific
14 outpouring, 2,423 responses.

15 That means, with a confidence level of 95 percent,
16 which is what we have in this data at that level, you have a
17 margin of error of only 2.1 percent. Now, any major
18 retailer will tell you that they only look at survey data if
19 it has a margin of error of no more than five percent. Then
20 they feel comfortable with it.

21 You blew that away. You know? Five percent is
22 achieved with 400 responses. So you're in great territory.

23 In fact, not only is it reliable data. We were
24 able to slice and dice it into separate categories.

25 There were so many people that responded, we were

1 able to divide them up into different categories -- people
2 who shop here regularly, people who don't shop here, people
3 who are residents, people who are not residents. So we were
4 able to learn some interesting things that way. So let's
5 move on, and we'll tell you what they were.

6 First off, we learned what your trade area is.
7 That is the geographic space from which the vast majority --
8 and, for our review, 70 percent or more of your shoppers
9 come from.

10 As it turns out, 94 percent of the people who took
11 the survey hail from Nutley. So your trade area today is
12 the geographic area of this township, Nutley Township.

13 We've shown you a map with the radii at three
14 miles from the center of town, and the larger ring is five
15 miles from the center of town. We believe that your true
16 trade area, what you could do easily with marketing and a
17 concentrated effort would be a five-mile-wide trade area.

18 And we'll get into the difference as we go through
19 these next slides. But you'll see it's a huge difference,
20 would mean a world of difference to your retailers.

21 Okay. Next, please.

22 Okay. Let's talk about how well you do with
23 shopping. We asked shoppers how often -- we asked the
24 people who took the survey how often do they shop here
25 versus how often do they shop elsewhere, and how much do

1 they spend per shopping trip.

2 They told us, you know, on average, it was 1.9
3 visits per month that they'll make here in Nutley versus
4 almost 6 visits per month somewhere else. They leave Nutley
5 to do the rest of their shopping.

6 In terms of how much they spend on those visits,
7 it's \$23 on average on the -- you know, per visit when
8 they're herein Nutley versus \$75 on average when they shop
9 elsewhere. What that means is that you're picking up less
10 than ten percent of the total amount that your own residents
11 are spending on retail goods and services.

12 All right? Think about that for a minute. You're
13 just getting nine percent of everything that your residents
14 spend when they buy retail goods and services. That's a
15 huge loss.

16 That's incredible leakage. Ninety-one percent of
17 the dollars are going out of town.

18 Now, we also learned from the survey that there
19 were people who said they never shop here. These were
20 classified as non-shoppers.

21 Now, non-shoppers was anybody who shops here less
22 than once a month. But, among those non-shoppers, 61
23 percent told us they never, ever shop here. And these are
24 Nutley residents.

25 Now, I mentioned to you the five-mile radius. If

1 we were able to blow your trade area out and start to
2 attract people from just five miles away, you would be
3 reaching a much larger audience.

4 You know that, here in Nutley, we have 28,878
5 residents, as of the last census. Within a five-mile
6 radius, there are 657,000 residents.

7 And, if we could attract them -- well, actually,
8 forget them. If we could just attract a greater -- capture
9 a greater share of what your Nutley residents are spending
10 outside, you'd pick up another \$58 million a year for your
11 merchants. We'll later talk about what you could get out of
12 the five-mile radius in another slide, when we get to that
13 one.

14 Let's move on to dining. You guys do a much
15 better job at capturing a share of the dining spending that
16 goes on here. Same questions, this time, strictly about
17 dining.

18 And we said okay, how many visits here versus
19 elsewhere. And, as you can see, it's almost a parity, 3.6
20 times a month here versus 4.5 times a month elsewhere
21 outside of Nutley. That's pretty good. That's a pretty
22 reasonable capture rate.

23 You might be able to goose that up to 50 percent.
24 But, beyond that, it's going to be a tough reach. But
25 there's clearly a bit of a share there that you could grab

1 in more dining.

2 And, in terms of amount they spend per visit,
3 it's, again, almost at parity, \$22 a dining visit here
4 versus \$26 per visit elsewhere. So you're doing a good job
5 at capturing dining. I say again there's room to capture
6 more, but you're doing a much better job with dining than
7 you're doing with retail.

8 Next, please.

9 Okay. With regard to competition, we asked them
10 where do they like to shop when they're going to these other
11 places. And we gave them a list of eight locations. Plus,
12 we gave them the option to write in others.

13 And what we found was that, contrary to popular
14 belief, many people were telling us during stakeholder
15 interviews and merchant interviews that, "Ah, these people
16 all go to Montclair. You know, they're not coming here.
17 They're all going to Montclair."

18 Montclair is not your big competitor. Eighty-two
19 percent of your residents visit Clifton Commons at least
20 monthly. And 22 percent of Nutley residents go there on a
21 weekly basis. So that's where most of that retail spending
22 is happening, at Clifton Commons.

23 You're going to be able to do a lot of what
24 Montclair does. Montclair is grabbing people, not
25 necessarily their own residents.

1 Yeah, they service a lot of their own residents.
2 But they attract a lot of outsiders who come in to dine and
3 to shop. You could do the same thing by being that way, and
4 you would not be competing with one another, because you
5 could do it in a way that focuses on slightly different
6 interests.

7 Okay. Next.

8 We asked people why they don't visit more often,
9 and these were the top reasons. And this tells you
10 something about why you're missing a lot of the shopping.

11 Number one, they don't like the stores that are
12 here. Number two, too few stores.

13 And, by the way, here we're splitting out. In
14 blue, these are the -- the blue answers are the ones from
15 shoppers, people who shop here at least once a month. The
16 ones in red are people who don't shop here as regular -- you
17 know, less than one time a month.

18 And you can see they feel even more strongly about
19 those issues. They just don't feel there's anything here
20 for them.

21 With selection of dining, they don't feel as
22 badly. Less than half feel like the selection is not good.
23 And less than that even are concerned about merchandise
24 quality. So those aren't your issues. It's just selection
25 and availability.

1 Okay. Next.

2 Okay. What would make them visit more? The top
3 choice was fresh produce. They also want more full-service
4 dining. You can see those numbers are registering over --
5 you know, close to 80 percent there. And the colors are --
6 this time, we're breaking the answers out in terms of length
7 of their residency here in Nutley.

8 The blue are the people who have lived here the
9 least, less than five years. The red group have lived here
10 five to ten years and the green, for over ten years. So
11 they're your longer term residents. And you can see other
12 interests differ somewhat.

13 But, for the most part, they're kind of
14 paralleling each other. They really jump to a big
15 difference when it comes to doctors and kids dining, on the
16 right there.

17 The younger, newer families are obviously younger
18 families. They're more interested in having options for
19 their children and having the doctors available probably for
20 their children. So anyhow --

21 Next slide, please.

22 What attracts newcomers? And here again, we're
23 finding they tell us they would love to have a more walkable
24 downtown. They'd like more shopping and dining choices.
25 They want better entertainment and recreation choices.

1 They love highway proximity. That's already a
2 good thing here. Access to rail is also very important to
3 them. But, of course, we don't have that here. So that's
4 not something -- I mean, maybe that's something you get to
5 work with to the future, but, you know, it's just not
6 something available now.

7 Next.

8 Okay. How do we distinguish among residents?
9 I'll just quickly point out to you the column on the left
10 are the under five-year residents. And they're
11 distinguished by saying more of them are likely to rent
12 space here than the other groups.

13 You know, 27 percent of them are now renters.
14 Okay? So you're likely to find renters among these younger
15 people.

16 They are the youngest group with an average age of
17 39.2 years. You can see the older. The longer you've lived
18 here, the older the average age.

19 And, of course, even though they're not the most
20 affluent, they're fairly affluent. \$140,000 a year average
21 household income is affluent.

22 Now, the center group is the most affluent. The
23 people who have been here five to ten years -- they're much
24 more intent on homeownership.

25 And then, the oldest group, the people on the

1 right, have been here more than ten years. They're not
2 quite as affluent as the other two. Many of them are now on
3 retirement income. They don't have the children. But
4 they're still affluent.

5 They still have a lot of available disposable
6 dollars. And this is the kind of information that'd be very
7 interesting to retailers.

8 Okay. Next, please.

9 All right. So let's say -- we finished with the
10 review of community. We told you what the stakeholders, the
11 merchants, the owners, and the community survey told us.
12 And, to hit the highlights of that -- sorry.

13 They always told me I had a big nose.

14 Somehow I went one too far. Go back one. Thank
15 you. There you go. Oops. Love technology.

16 Well, anyway, we learned that the trade area is
17 Nutley today, but that much greater opportunity lies within
18 a five-mile radius here. And that's what you should go for.

19 That you need more foot traffic, that -- boy,
20 let's see if I maybe put on the glasses I can read this one.
21 That you have the -- that you address the parking debate.
22 And again, we do that for you.

23 And we provide you with what we view as the
24 answers to this. We don't think that it's necessarily a
25 question of building more spaces. That it's more a question

1 of how you manage them.

2 That marketing help be provided to your retailers
3 so you can reach that wider market. That better facades be
4 created so you can attract the retailers that you want and
5 stimulate more foot traffic.

6 That you spread the public investment into some of
7 the other areas as you are able. If you were to do that,
8 again, we'd recommend moving into Centre and Chestnut to
9 link them more to what you've already built on Franklin.

10 That distinctive destination is what people want
11 you to be. They don't want to just be Nutley for Nutley's
12 sake. They want outsiders visiting here. There should be
13 more stores with goods, more restaurants, a better mix, and
14 there should be a lot more events so that more people will
15 try you as a trial visit.

16 Okay. On to the next. Thanks.

17 Next, demographics. The average household income,
18 we've already mentioned, is \$95,900 per household in Nutley.
19 That's greater than it is at the three-mile radius, the
20 five-mile radius, even Essex County. And it's on a par with
21 what the average income is statewide.

22 Population-wise, we've made some interesting
23 comparisons here. We've thrown in your population of 28,878
24 at the top there, Nutley. Next is Richmond, with just over
25 200,000 people. Next, we're showing the three-mile radius,

1 which has more people in it than the city of Richmond.

2 Next, we're showing the city of Atlanta, which has
3 447,000 people and a terrific retail market. And your five-
4 mile radius trumps that. You have more people in a five-
5 mile radius of the intersection of Franklin and Chestnut
6 than the entire city of Atlanta, Georgia. That's something
7 to think about and something that is a strong message for
8 retail.

9 Next.

10 We also looked at your psychographics. The
11 psychographics is really a measurement of the lifestyles of
12 the people who live in your trade area. And, in your
13 situation, those are the top ones.

14 I know those names mean nothing to you, City
15 Lights, Pleasantville, and Enterprising Professionals.
16 Hopefully, they give you some indication of what that means.

17 But the people at ESRI where we buy this data have
18 classified every single person living in America as
19 belonging to 1 of 64 lifestyle groups. It's amazing that
20 they're able to do it. You know, the magic of algorithms.

21 And they identify characteristics for each one.
22 For those three that are your top three here in Nutley,
23 they're all affluent types. Some are more urban style.

24 So, for example, City Lights, let me tell you the
25 description of them and why it's of interest to retailers.

1 City Lights people are a younger population. Their average
2 age is around 36.3 years old. They have an urban lifestyle.

3 They're most interested in shopping for furniture,
4 home furnishings, personal goods. They like newer, diverse
5 groceries. So they like health foods, organic groceries,
6 that sort of thing.

7 They take yoga and aerobics. They love to travel,
8 and they love entertaining. They don't necessarily like to
9 focus on buying goods and objects like big cars or boats or
10 things like that. They like experiences.

11 So, to the extent a downtown can provide them with
12 an engaging social experience, they're all for it. And that
13 represents 40 percent of the people who are here in Nutley.

14 The other categories, as I say, are also, you
15 know, affluent and have other purchasing interests. We'll
16 provide you with each of the profiles in your written report
17 so you can see.

18 But the key here is not so much for you to be
19 interested in it, but what we can then in turn say on your
20 behalf to retailers. Because each retailer, major
21 retailers, know exactly which group they like to cater to,
22 group or groups. So, for you to be able to say this is who
23 we have -- and, of course, there are a lot more in the five-
24 mile radius.

25 Go on. Thanks.

1 Demand and leakage -- this is interesting, too.
2 Leakage is the measurement of how much is sold, how much is
3 -- yeah, sold by stores within a geographic area versus how
4 much is purchased in retail goods and services by people
5 living in that same geographic area.

6 To the extent that people living in a given area
7 spend more on a category than that category is sold within
8 that area, that's leakage. That means they have to leave
9 the area to buy what they want. They can't buy enough of it
10 where they are. Okay?

11 We found that we measured the total amount of
12 retail demand in terms of billions of dollars a year for --
13 Richmond, Virginia was just over \$2 billion a year. At your
14 three-mile radius, three miles from this spot, \$3.27 billion
15 is spent on retail goods and services in a year, much more
16 than the city of Richmond, Virginia.

17 Atlanta, 5.15 billion a year. At your five-mile
18 radius, you're outspending that at \$7.2 billion a year. So
19 it's an extraordinary market that you have here,
20 extraordinary appetite for retail.

21 How much of that is leaking out? Well, at the 5-
22 mile radius, \$1.75 billion a year is -- people who live in
23 that 5-mile radius have to leave the 5-mile area to spend
24 that extra 1.75 billion. Okay?

25 So there's a lot of that that you could capture

1 here in certain categories that work for you. So that, too,
2 is something that'd be of great interest to retailers.

3 Okay. Next.

4 Okay. We show you leakage by category. These are
5 the top categories. These are not the only categories that
6 are showing leakage.

7 So these are categories that you could go into
8 that you're -- now, where we say clothing and accessories,
9 there -- again, as I said earlier, you can't try to go head-
10 to-head with some of the major clothing retailers. You
11 can't do something that would compete with a T.J. Maxx.

12 But you can do specialty clothing, as you do here
13 now, Vesa Dresses, for example. You could do uniforms. You
14 could do infant wear, lots of specialty boutique-type
15 clothing. So there are plenty of ways to try to capture
16 some of that money that is currently leaking out of the
17 area.

18 Next, please.

19 So, to summarize the economic -- we've completed
20 the economic leg of the analysis then. That makes all three
21 done.

22 And, for some reason, those slides have trouble
23 coming up.

24 (Pause)

25 What we learned from that again is your trade area

1 today is the township of Nutley, 28,000, almost 29,000
2 people. What your trade area could be with some marketing
3 and by bringing in some retailers in those areas that you're
4 not currently well-represented and by beefing that up.

5 You could appeal to the people of that five-mile-
6 wide radius that are currently leaking 1.75 billion a year
7 instead of the 167 -- I mean, right now, you're -- Nutley is
8 spending \$167 million a year outside of Nutley. That's a
9 big leakage factor right there that you could capture some.

10 But it doesn't touch the five-mile radius leakage
11 factor. All right? So anyhow, those were the points from
12 economics.

13 Let's move on to -- okay. Now, we have all the
14 data. What's the plan? What should you be doing?

15 Well, this is what we think. There's a community
16 consensus for action. There is very low satisfaction with
17 the status quo. People don't like the mix that's here.
18 They'd like to see proactive action toward trying to do
19 something about balancing the mix.

20 We think that you could do something. The
21 township itself could get involved and do something about
22 managing that mix.

23 You could do a dedicated business retention
24 program to help the good businesses that you have already to
25 make sure that you don't lose them. And, in a minute, we'll

1 talk about some of the unique, extraordinary businesses that
2 you have that many residents, let alone people in the five-
3 mile radius, don't know that you have.

4 Two, we think you should begin a proactive
5 recruitment program to get the better mix. You can
6 specifically target categories of retail, players within
7 those categories and get them here by showing them the
8 demand data, unmet demand in their categories and showing
9 them what a great place this is to try to capture that unmet
10 demand.

11 Third, we think you should add some mixed use
12 development so that you can create two things. Number one
13 -- and we used this background picture deliberately to
14 illustrate this point. I mean, there obviously is the Meka
15 development on Franklin Street, which has retail at
16 grade and residential above.

17 We think you could use more of that, because you
18 need more retail space. You're not going to be able to
19 attract these new retailers with the very limited amount of
20 vacancy that you have. And yet, you have so much demand for
21 retail. You can attract the better retailers.

22 But the space can't be the old configuration, and
23 it needs to be in the right spot. And it needs to be, you
24 know, the modern design. So you can accomplish that through
25 this redevelopment.

1 And also, greater residential density is needed.
2 You need more people living in your downtown corridor so
3 that they add to the foot traffic. You know? So that
4 they're helping to build that foot traffic, people out there
5 on the street everyday. Okay?

6 We also think that you've got an opportunity with
7 a focused recruitment of new retailers to become the kind of
8 community that the people you want to attract in here are
9 looking for, something that -- I mean, you'll never lose the
10 wonderful traditional values that you have, the traditional
11 architecture that you have, the history that you have that's
12 already appealing to so many people. But the younger
13 generation of millennials are also looking for some other
14 features.

15 They love these good bones features that you have,
16 but there are other things they want, too. And they'd
17 really love for something to be more hip, more with it, more
18 in tune with social media, the Internet, ways to network,
19 ways to socialize in their downtown. And we're going to
20 give you a few ideas on that.

21 So, with all of that, we think that you've got
22 great opportunities to enroll your local merchants, property
23 owners, and commercial brokers in a program that would
24 target the recruitment of the right businesses. Then, go
25 after them.

1 Recruit them, and market the town, not just to
2 those retailers, but also to the general public to get some
3 of the people in the five-mile radius to come here and shop.
4 Let's talk about some specific things you could do to do
5 that. There are some things you can do in the short-term.

6 You can skip right on to the next slide. Thanks.

7 Okay. In the short-term, you want to enroll your
8 stakeholders. You want to talk to them and say, you know,
9 we've been presented with a plan. We've learned all this
10 data about Nutley Township and the kind of retail
11 infrastructure that we have, the kind of opportunities that
12 we have.

13 And we've decided, as a community, after reaching
14 out to everyone in town and finding out that what they
15 really want to be is a location where outsiders come in,
16 this is the path we're going to take to do it. Are you with
17 us? Will you do it?

18 What does it mean to be with us? It means that,
19 if we do a recruiting program and we go to the trouble and
20 the expense of coming up with a list of prospects of new
21 retail businesses that we want to attract in here, that you
22 will actually entertain those prospects, Mr. Commercial
23 Property Owner.

24 You will bring them into your space,
25 Ms. Commercial Property Owner, and show it to them and offer

1 them a reasonable rent and, you know, allow us to get them
2 in here rather than entertaining the easiest thing that, you
3 know, would come to hand for you, which would be, you know,
4 a check cashing place or another pizzeria or whatever it is
5 that we don't need.

6 We've decided these are the things we do need. We
7 want you to buy in and help us to get to this, you know,
8 more strong retail mix.

9 Okay? On to the next one.

10 You also need to do something to get your ducks in
11 a row. I mean, right now, one thing that we found that
12 there was kind of confusion about is who's got the authority
13 to do what, who's going to organize people, and how should
14 we organize it in a way that we can fund things and over a
15 long-term basis and make a retail recruitment program and a
16 marketing program something that has a permanent footing
17 here in Nutley.

18 And we looked at a variety of things for you. I
19 mean, it's obviously something that the township
20 commissioners could do on their own, possibly the Economic
21 Development Advisory Committee could do, although they
22 wouldn't have a budgeting power.

23 You could seek Main Street designation from Main
24 Street, New Jersey, which is great for organizing volunteer
25 activity. But again, they don't have a budgeting authority.

1 They can't commit to long-term programs that need funding,
2 because they can't have ways to generate funding.

3 In fact, they look to the towns that they
4 designate as Main Streets to pay for the salary of the Main
5 Street coordinator. So that wouldn't necessarily help you
6 with regard to a long-term recruiting, long-term marketing
7 program.

8 Should the Chamber of Commerce do it? Well, there
9 again, you're talking about a volunteer organization that
10 isn't really structured. Yes, they collect dues, but it's
11 not the kind of funding that they would need, that you would
12 need them to have to be competitive with malls and shopping
13 centers in terms of the, you know, recruiting and marketing
14 efforts.

15 For us, we think that the obvious answer that's
16 left to you is the creation of a business improvement
17 district. While it's too early to tell whether that's
18 practical for you, we'd certainly recommend that you do a
19 feasibility analysis to see how it would work, how much
20 funding could reasonably be derived through an assessment on
21 commercial properties in Nutley Township, and how would that
22 match up with the tasks that you decide you would like to do
23 and what they might cost to do.

24 But that kind of analysis should happen. Because
25 we think that that's -- that is the most sensible way for

1 you to create a long-term structure with built-in funding
2 that can do the kind of tasks that would put your retailers
3 on a par with the shopping centers and malls that they're
4 competing head-to-head with and the other great districts
5 like Montclair, which, by the way, has a business
6 improvement district.

7 Okay. I mentioned earlier that you had some
8 really great and unique boutique retailers here in town. I
9 was really excited to discover them. When it comes to
10 stores, for example, everybody knows that Vesa makes custom
11 dresses and that she's right in the heart of Franklin
12 Street.

13 But did you also know that a woman named Chiara
14 Reynosa makes her own handmade organic soaps and scents that
15 she sells in a boutique also on Franklin? She used to be on
16 Chestnut. She moved to Franklin.

17 She named her store after her daughter, Flavia,
18 and that she draws people from a good 20 miles away, who are
19 fans of her products. So she's one of those small boutique
20 retailers that is a destination store.

21 That is what you really want. You want
22 destinations that'll bring in lots of outsiders.

23 Okay. That photo is a picture of Mark Matthews.
24 He's the proprietor of Underground Skateboard, also on
25 Franklin, on the lower end.

1 And, while he started out to service the needs of
2 people in their teens and mid-twenties with skateboards, he
3 quickly learned that what his customers were looking for was
4 a social experience. So he created -- he moved into a
5 larger storefront. He created a social space for them where
6 they could come in and play video games while they are
7 shopping.

8 The typical shop visit for his customers is about
9 two hours. They come there. They play video games. They
10 socialize with each other, and they buy lots of stuff.

11 Because they talk to each other about, "Oh, did
12 you see the t-shirts that he just got in?" And that, by the
13 way, is another thing.

14 What started with skateboards has branched out
15 into accessories, clothing, you know, the kinds of hip
16 clothing that skateboarders like to wear and now footwear.
17 He's got a whole wall of different types of footwear for
18 skateboarders.

19 So you can have clothing. You can have shoe
20 stores, provided they're specialty. And he, too, is drawing
21 people from a wide radius.

22 Okay. Donna Borsack, the Curious Shopper, another
23 unique store that, not only offers the goods, but also
24 decorating service. Tony at A.J.'s Woodwind Repair on
25 Chestnut -- he can fix your clarinet. How many -- do you

1 know of anywhere, any place, anywhere outside of Manhattan
2 where you could take a musical instrument and get it
3 repaired?

4 Well, artists from Manhattan come here to Tony to
5 get their stuff repaired. So he's a destination business.

6 I mean, there's a slew of them. The same thing
7 with restaurants. You've got several interesting
8 restaurants.

9 They would do better if you had even more, if you
10 had more of a mix, you know, more interesting, more diverse
11 choices and if they were kind of clustered together so
12 people could see that, wow, you've got a terrific series.
13 It's like a restaurant row. You know? Then, they would do
14 better. So these are things you can move toward.

15 Next slide, please.

16 Also, you can talk about creating events. In
17 order to get those people who are living in the five-mile
18 radius, you've got to get them to come in to Nutley and try
19 it on a trial basis. And the best way to do that, before
20 you have the great retail mix, is by offering interesting
21 events that they would like.

22 And, when you do events, you want to make sure you
23 attract diverse groups of all different ages so that you're
24 -- in warm weather months, you're trying to do something
25 every other week, if you can. So that, one week, maybe

1 you've got the joggers and bikers. Another week, you've got
2 the young families.

3 You're reaching out to seniors a different week.
4 You're reaching out to whoever you can, the people who are
5 interested in history, people who like to come out to
6 outdoor music, you know, concerts. And there again, you hit
7 all the different age groups, depending on the type of music
8 that you offer. All of those things are ways that you can
9 get people to come out.

10 That photo is of the May fair in Collingswood.
11 That's down my neck of the woods in Camden County. They're
12 a small community. They have a smaller population than you
13 do. And yet, they draw 15,000 people on a weekend for their
14 May fair every year.

15 And they close off the street to do it. The good
16 news for Nutley is you wouldn't have to close off a street,
17 because we think you've got a great advantage of things.
18 And we'll talk about that in the long-term.

19 On to the long-term. You can actually hit it
20 twice.

21 Let's talk about long-term things to do. Number
22 one, I'd like to see you go back and do a little more zoning
23 tweaking. I think Nutley could really benefit by having a
24 design standard here that would tell commercial property
25 owners and merchants here that this is the kind of look that

1 we're trying to effectuate.

2 If you're going to bring a new store in or if
3 you're going to redo your façade, it should match up with
4 these -- you know, should use these materials, you know, use
5 a canvas awning rather than a vinyl awning, for example.
6 You use this color pallet, if you can. Use this style of
7 lettering, among several choices.

8 Again, not to get uniformity. You do not want
9 that. Uniformity is monotony, and that's deadly for
10 downtown.

11 You want harmony. You want things to look like
12 they belong together so that the whole stretch of your
13 downtown feels like one big happy place that all belongs
14 together and everyone wants to try out all of it. A design
15 standard will help you with that.

16 You also -- you already do allow blade signs,
17 which is good. One thing you want to look at prohibiting in
18 the future in your downtown area is setbacks of buildings,
19 drive-throughs, and things like that, because that
20 interferes with the pedestrian walkway.

21 If you want to have a drive-through bank, don't
22 put it in the downtown area. You know, put it outside of
23 the downtown area.

24 Don't have parking in front of the store, because
25 that interferes with the whole walk, you know, browse

1 shopping experience. It interrupts it, and it makes people
2 give up. So those kind of things. So again, we talk at
3 length in the report about zoning, things we would
4 recommend.

5 Next slide, please.

6 Oh, and I'm sorry. Well, the idea of the picture
7 in that slide was, when you create a design standard, you
8 want to make sure that you speak to how the display windows
9 should be transparent. You should be able to see into the
10 store, at least see some depth into the store to see a good
11 display that is inviting to the passerby.

12 That you should be permitted to have your name on
13 the window, but little else. You shouldn't be able to
14 clutter your window with lots of paper signs that obscure
15 the view.

16 You should be entitled to have a band sign up in
17 the upper band of the storefront, and you should have a
18 projecting blade sign, which I now acknowledge you allow
19 those. But we should encourage them, and we should maybe
20 incentivize them to do this. Because it creates a charm and
21 a familiarity.

22 And doesn't that look inviting when you can see
23 into the store like that and see a nice display? Just makes
24 you want to enter the store. You don't have that right now.

25 Okay. Next.

1 Again, tribute to you -- you do now allow -- that,
2 I understand, is going to be the first blade sign under the
3 new ordinance. Okay.

4 If we can go on to the next slide.

5 Other infrastructure that you want to improve,
6 though, not just the blade signs. Very, very important --
7 and this is going to be a critical investment that I'd
8 encourage you to make and maybe, if you formed a bid, the
9 bid could use some of their funds to do this -- but to
10 create signage that would guide visitors off of the highways
11 and from other major roads from nearby towns into Nutley's
12 downtown.

13 And then, once you get them into the downtown,
14 guide them to the parking lots that you want them to use. I
15 know you have signage for parking lots on Franklin Street.
16 It's not as effective as it could be.

17 You could do a more effective job. And you could
18 direct people from the various directions that they're
19 coming into, not just last minute, "Turn here." You know,
20 guide them a few blocks in to those parking lots, if you
21 want them to use them.

22 And also, have some signage in the downtown, much
23 like mall signage that is a directory so that people can
24 look and check and say, "Oh, that restaurant that I wanted
25 -- it's two blocks up on the right." You know, they can

1 check, for pedestrians as well as for drivers.

2 Okay. Next.

3 Now, here's what I was getting at. And you
4 wouldn't necessarily need to close the street to have great
5 events. The oval is a point of great pride, but it's also a
6 point of consternation when it comes to retail shopping in
7 Nutley, because it is one of those gaps.

8 In fact, it's probably one of the biggest gaps.
9 That the football field combined with public schools
10 adjacent to it create this huge interruption of commerce on
11 Franklin Street.

12 Now, my partners and I had considered all sorts of
13 things to try to overcome the gap created by the oval. And
14 originally, we had looked at things like gee, could we
15 create over-build of retail restaurants, maybe one or two
16 restaurants above the bleachers of the stadium at the oval.
17 But it wasn't practical.

18 I mean, yeah, you could do that, but there
19 wouldn't be any way to service them from the rear, which you
20 really need to do for a restaurant. So we abandoned the
21 idea of over-build, and then, we started to look at okay,
22 how can we make the oval part of the downtown experience.
23 How can we make the oval a place that would attract visitors
24 to want to come to Nutley and then, while they're here, go
25 to the nearby commerce?

1 Well, you activate it. You make it a place where
2 you can have family fun days or outdoor concerts or even
3 carnivals. You know, bring them in there.

4 I know the school district would probably, you
5 know, faint to hear me talking about doing things like this
6 on the football field. But I think it's things you have to
7 look at, you have to consider. And you can do more than
8 just those very traditional things, very standard things
9 that I think would fit in very nicely and easily with the
10 character of Nutley.

11 Next.

12 Now, let me get into more awesome things that are
13 maybe a little out of character. We think ice skating rinks
14 in the winter time are a terrific thing, and they're coming
15 back.

16 For the longest time, you know, towns were afraid
17 to touch them because of the insurance requirements. But
18 they have rebounded. And all those photos are of an ice
19 skating rink that we helped bring into Glassboro, New
20 Jersey, the town that beat you out in terms of survey count.

21 Well, they went for our suggestion, and they got a
22 temporary ice skating rink. They put it up in a large
23 parking lot next to the Barnes and Noble, which you see
24 behind the skater there that we helped recruit for them.
25 And it is a very popular place during the winter months

1 where people can go and skate.

2 I think that would be a neat option for you. You
3 could set it up. And, you know, it's the kind of thing that
4 people like to do in the evenings. If you light it up, and,
5 man, that could stimulate some of your stores and
6 restaurants to stay open later and, you know, support one
7 another.

8 Next, please.

9 It also looks really great. And that view that
10 you had of the skating rink is the kind of view you'd get
11 here from Franklin Street. You'd get to look down the oval,
12 see the -- it'd be beautiful.

13 This one is also a growing popular item. Have any
14 of you ever been to a Christmas village? There are a few of
15 them now in Manhattan. This one -- all these photos are
16 from the Christmas village in Philadelphia.

17 And from Thanksgiving Day to Christmas Eve,
18 they're open every day. And they have vendors in there in
19 stalls. And they sell food, and they sell imported German
20 goods. And they sell local goods.

21 And your own merchants can set up their own stalls
22 and have some of their own goods in there. And they attract
23 people like crazy. It can take one or two years to
24 stimulate the good crowds. But, once you're set up, man,
25 people flock there.

1 The most popular item is the mulled wine. They
2 sell hot red wine with spices in it. Wonderful Christmasy
3 season kind of treat -- and, of course, hot sausage, you
4 know. And it's just a really neat thing that has caught on
5 in a big way in a number of communities.

6 And I think that would be a great thing to put in
7 the oval all December-long, right, right up until Christmas.
8 And it would really stimulate support for your merchants and
9 get them to stay open late, too.

10 And there are German societies that support those
11 things. I mean, you can reach out to them and get -- they
12 will set it up. They will run it. You know? You don't
13 have to get terribly involved. Just you provide the setting
14 and cooperate with what they need.

15 Okay. Sorry. Next.

16 Okay. Now, let's get really crazy. This is
17 called Holi. It is a festival that originated in Asia in
18 Pakistan, I think, and India. And it is now something
19 that's popular in Europe and even in parts of the United
20 States.

21 I think the biggest Holi -- and that's not holy as
22 in holy, holy, holy. It's an Indian word, Hindu word. It
23 just means festival of color. It's a happiness kind of
24 thing.

25 People just throw colored powders on one another

1 all day long. And they have music going and food. And it's
2 just a fun gathering.

3 Think of it a little like our burning man. The
4 biggest one in the states is out in Utah, of all places.
5 You would think that to be a very conservative state. And
6 yet, they have the biggest Holi Festival in the states.

7 You got a big, open area there in the oval. You
8 could actually handle something like this, and imagine all
9 the kind of news that would get. But I realize that could
10 be far afield for you.

11 Let's try another. Here's something that's a
12 little closer to the ethnic makeup of Nutley. You know,
13 this community is a strong Italian-American community. And
14 there is a festival in Italy called Infuriata that is
15 celebrated in many towns in Northern Italy.

16 And it just means, you know, flowering. Now, it
17 does tie to a religious ceremony. Yours wouldn't
18 necessarily need to, unless you wanted to. But the point is
19 you get college students, you know, who are art students to
20 come in.

21 They design these interesting designs on large
22 scrolls of paper. They lay it out on the ground. You get
23 volunteers to crush flowers by color.

24 So obviously, there's an investment that you'd
25 need sponsors to help you with, you know, buying into this

1 and getting the flowers and getting the volunteers to
2 separate the petals into the, you know, baskets of colored
3 petals. And then, they create the images on the ground.
4 And it just draws thousands of people who love to see --
5 it's unusual. It's distinctive, and it's a perfect outdoor
6 kind of thing.

7 And it's done in a day. But the festival goes on
8 all week. So you could have Infuriata celebrations during
9 the week. And then, on the Saturday morning, they create
10 the image and, you know, party with it all day.

11 Okay. All right. Coming back to Earth, here's
12 something you could do that would also be really
13 stimulating. I don't think anyone in this region is doing
14 this. And that is laser light shows.

15 Lots of communities do fireworks as a way to
16 attract people into their downtown and get them more
17 interested in the businesses. That can be expensive, and
18 it's difficult to manage with any kind of frequency.

19 But laser light shows can be equally stimulating,
20 visually, equally interesting. They can be modified easily
21 over time to fit specific things you're trying to say or do,
22 holidays you're trying to celebrate. And they are just, you
23 know, real crowd pleasers.

24 You can attract people from a wide region. If you
25 offered a laser show once a month in the summer time and

1 brought in a company to do it -- I mean, there are plenty of
2 companies out there that do these things.

3 You could do projections from the oval onto the
4 buildings. You know, this municipal building and the other
5 municipal buildings around the -- you know, the firehouse.
6 You could do it onto the school building on Franklin Street.
7 And you could just do things in mid-air.

8 So it would be a real interesting way, and it's
9 not expensive. And it'd be very distinctive. And you can
10 tie in your commercial buildings along Franklin Street and
11 the other commercial corridors by doing façade wash
12 lighting.

13 You know, light them all up in red or green or
14 purple because this is the week that we're doing the laser
15 light show. And we want everybody to know it. And there's
16 lots of interesting ways to tie it in.

17 The point is of all this I realize that a lot of
18 this probably feels like boy, what the hell is he talking
19 about. We would never do anything like that.

20 And that's fine. I understand that. I'm really
21 trying to throw some ideas at you and let you understand
22 that you're not bound by anything.

23 You've got a wonderful venue out here where you
24 could stage an event that would be visible to hundreds of
25 people, if not thousands, could be participated in by

1 hundreds of thousands of people. It's a great location, and
2 it just happens to be in the center of your downtown.

3 So it would be a perfect way to get people excited
4 about coming to Nutley, being comfortable with being in
5 Nutley, realizing that Nutley is a pretty cool place. And
6 oh, by the way, aren't there stores and restaurants here,
7 too? Yeah, let's try them out.

8 So that's the idea behind activating the oval so
9 that, instead of being an obstacle to your retail
10 businesses, it becomes a real asset without taking it away
11 from its basic purpose to the school district. So that's
12 what we have there.

13 We're at about -- we're real close on the end
14 here. I know you're about -- you must be tired of hearing
15 me. But we also think it's very important that you
16 proactively recruit the retailers that you need.

17 If you leave things to chance, you'll continue to
18 get what you're getting now, which is an imbalance. You get
19 proactive, and you'll get what you want by your choice.

20 How do you do it?

21 Next slide.

22 By specifically recruiting them, by -- you now
23 know what the categories are that you are missing and that
24 you could support that have unmet demand in them. We can
25 identify specific retailers within those categories that fit

1 your infrastructure, fit your -- you know, would be good co-
2 tenants for the retailers that you have, all of that, and
3 then, create a set of marketing materials specifically for
4 Nutley.

5 You're looking at examples we created for other
6 communities so that we can direct mail those retailers and
7 say shouldn't your business be here and actually get them to
8 come and visit and look at your vacancies, look at some of
9 the new spaces you'll be planning on building and some that
10 you're already building, and think about bringing their
11 business here.

12 Next.

13 We also think you should be marketing Nutley to
14 the general public. Oh, and part of the marketing to
15 retailers is you can take some of those vacant spaces and
16 dress them up.

17 There's a campaign that we've done in several
18 communities. I think that particular -- that's in Jersey
19 City. That's a building that we dressed up. You see it
20 before up top. And then, after.

21 We took an image of the kind of business we were
22 looking for, a specialty clothing store, and we blew it up.
23 We created decals that were applied to the inside of the
24 glass together with an image of a woman from the business
25 improvement district there with her name and phone number

1 and saying, "Boy, we'd love to have your business like this
2 here."

3 And at night, that gets lit up from behind so it's
4 very bright and visible. And it was a very successful way
5 of getting that space filled.

6 Not that you have problems filling your spaces.
7 But that's a neat way to treat your vacancies so they don't
8 look like vacancies. And so, it looks like boy, this town's
9 got a plan. This town has really got their stuff together.

10 Okay. Next.

11 So finally, we would urge you, regardless of what
12 you do, whatever you decide to do after you read through our
13 report and our recommendations, we would encourage you to
14 continue on the path you have started with the creation of
15 the EDAC (ph) and with this analysis that you had us do.
16 This is exactly what towns should be doing.

17 Not many towns do it, because they never had to.
18 This is a new thing.

19 But, if you expect your retail community to be
20 competing head-to-head with the malls, the shopping centers,
21 the online, all of that that's out there that they have to
22 fight for their dollars to make it, then we think you have
23 to be proactive in it. You have to lead the way.

24 You have to help them through. You have to market
25 the town. And, you know, we think you're on the right

1 track, and we just encourage you to do more.

2 So, with that, if you have any questions, I'll
3 take them. And I apologize for taking so long.

4 COMMISSIONER EVANS: So, Mark, thank you.

5 MR. LOHBAUER: Thank you.

6 COMMISSIONER EVANS: I heard it before, and it was
7 worth hearing again. So we probably need to reflect and
8 read through this several more times to really get the
9 essence of it.

10 So one, I want to thank you for the work that
11 you've done. I think that the data that you've pulled
12 together, that you've created -- it's scientific. It's
13 reliable. It's attractive to others that would want to use
14 that, which is going to help us on our journey to improve.

15 You've given us a range of recommendations. Some
16 of them seem like they're probably on the easier side. Some
17 of them probably we're going to need to talk about for a
18 little while before we can get comfortable.

19 MR. LOHBAUER: Right.

20 COMMISSIONER EVANS: And I think you were right in
21 pointing that out. I feel like, though, we're not done,
22 right? Because I'm looking forward to your report.

23 But you've given us a sense of what the challenge
24 is in front of us. But more importantly, you've given us a
25 better sense of what the opportunity is in front of us, if

1 we're just willing to be a little courageous and go after
2 it. So I appreciate all of that.

3 You and I have talked before, so I'm going to
4 leave the questions to the other commissioners.

5 MR. LOHBAUER: Thank you, Commissioner.

6 MAYOR PETRACCO: Commissioner Tucci?

7 COMMISSIONER TUCCI: I have no questions at this
8 point. I want to thank you for throwing out some of those
9 wilder ideas just to get us thinking outside of our comfort
10 areas.

11 MR. LOHBAUER: Okay.

12 COMMISSIONER TUCCI: But much of what you
13 presented, I think, is very worthwhile. And I think, again,
14 upon further investigation and reviewing this several times,
15 at least for myself, and understanding it in greater depth,
16 I think it's going to be very helpful for us. And I thank
17 you for that and the entire Economic Development Advisory
18 Committee.

19 Commissioner Evans, I think you guys did a great
20 job. And I think this is a great first step.

21 MR. LOHBAUER: Thank you, Commissioner.

22 MAYOR PETRACCO: Commissioner Scarpelli?

23 COMMISSIONER SCARPELLI: Yes, Mark. Thank you. I
24 think you did a great job focusing on some of our strengths
25 and focusing on some of our weaknesses.

1 You've given us some low-hanging fruit that I
2 think we can go after. I have one question.

3 MR. LOHBAUER: Sure.

4 COMMISSIONER SCARPELLI: Sixty-one percent that
5 never shop here.

6 MR. LOHBAUER: Yeah.

7 COMMISSIONER SCARPELLI: Never shopped where? Is
8 that retail? Is that anything?

9 MR. LOHBAUER: In Nutley. Yeah, the question was
10 how often do you shop in Nutley. And then, separately, we
11 asked how often do you dine. Sixty-one percent of the
12 people who shop less than one time a month said -- went
13 further to say I never shop there. Yeah.

14 COMMISSIONER SCARPELLI: Is it like -- on the top
15 of my head, I can't believe that 61 percent of the people
16 never shopped at Shop Rite.

17 MR. LOHBAUER: It's not 61 percent of all of your
18 residents. It's 61 percent of the people who shop less than
19 once a month. That's a fascinating point. I think you're
20 right.

21 I think certainly most of the residents must shop
22 at Shop Rite. It's far too convenient. There'd be no
23 reason to go elsewhere.

24 For some reason, when they answered that question,
25 they disqualified that.

1 COMMISSIONER SCARPELLI: Okay.

2 MR. LOHBAUER: They were -- you know?

3 COMMISSIONER SCARPELLI: That just jumped out at
4 me. That's why I wanted to ask that question.

5 MR. LOHBAUER: Yeah, yeah. But, you know, we were
6 fine with that anyway, because really -- and I think you
7 should try to divorce standard grocery shopping from retail
8 shopping.

9 COMMISSIONER SCARPELLI: I agree with you.

10 MR. LOHBAUER: Yeah.

11 COMMISSIONER SCARPELLI: I was just -- that's why
12 I was (indiscernible) --

13 MR. LOHBAUER: No, fine. That's a good point.

14 COMMISSIONER SCARPELLI: -- shop was. And then, I
15 like your recommendation for the business improvement
16 district. I know we've tried that in the past. Never did
17 get any footing.

18 MR. LOHBAUER: It's controversial.

19 COMMISSIONER SCARPELLI: I think it's definitely
20 worth pursuing. And just for my colleagues, I thought the
21 one very, very interesting thing was that our biggest
22 competition is Clifton Commons. (Indiscernible) Roche site.
23 We need to keep (indiscernible).

24 MR. LOHBAUER: Okay.

25 MAYOR PETRACCO: Commissioner Rogers?

1 COMMISSIONER ROGERS: Mark, thanks for all your
2 work and obviously, the Economic Development Committee. A
3 lot of work into this.

4 What I'm impressed about tonight is that we have
5 facts. Unfortunately, people tend to draw conclusions about
6 their communities and whatever based on speculation, based
7 on not being informative. And they run with these things.

8 Unfortunately, it's like wild fire. I mean,
9 people get into a panic. "Well, what are we going to do
10 with our community five years from now, ten years from now?"

11 Tonight, through this briefing, you put all that
12 to rest, at least most of it, in my mind. But I appreciate
13 that.

14 And now, we have the facts. We have a good start.
15 I think it's a great start to move forward. And that's what
16 I got out of this.

17 I'm going to look at this. I'm going to absorb
18 it, and I appreciate it.

19 MR. LOHBAUER: Thank you.

20 COMMISSIONER ROGERS: Because you were very
21 factual tonight. Thank you.

22 MR. LOHBAUER: Thank you, Commissioner. I
23 appreciate that.

24 MAYOR PETRACCO: Thank you, Commissioner.

25 I would like to thank you myself, Mark. I think

1 it was -- I enjoyed the time we spent also. And I'll tell
2 you the thing that strikes me that I think you're spot on
3 with also was the old Franklin Movie Theater that we all
4 miss so much.

5 I was up in Morristown with -- they have that
6 theater up there. I went with my kids to see -- what was
7 that big show I went to see with the guy from --

8 MR. LOHBAUER: Frozen?

9 MAYOR PETRACCO: -- Hoboken. No.

10 MR. LOHBAUER: (Indiscernible.)

11 MAYOR PETRACCO: Ah, the cake boss. The cake
12 boss.

13 MR. LOHBAUER: Oh, the cake boss. Oh, yeah.

14 MAYOR PETRACCO: So a long story short, the
15 theater really brought a lot of people to that area. And
16 then, afterwards, of course, we grabbed dinner and all that
17 stuff.

18 So I really think that how you attract people here
19 through events is really, really a very important element to
20 the success of bringing people from other communities in. I
21 think it's a great idea what you have for the oval.

22 I love the ice skating rink idea, too. You know,
23 and it's really thinking outside the box. And, as you
24 touched upon, you know, is how do you attract the younger
25 yuppie kind of kids here.

1 A strange thing happened in my own store the past
2 few months. I had a friend of mine came in there and asked
3 me to do him a favor. There's a beekeeper in Nutley now.
4 And they make honey.

5 So I really thought I was doing the guy a favor.
6 And I'm like, "Ah, do I really want to take a couple of
7 cases of honey from, you know, a Nutley beekeeper?" I
8 figured that I was going to be eating it all. You know?

9 And oddly enough, it's items that are like that I
10 can't keep it in the store. I was amazed.

11 MR. LOHBAUER: How about that?

12 MAYOR PETRACCO: You know? And it's gravitated me
13 to do other things on that kind of a marketplace. And you
14 know, I encourage all of the Nutley business owners, too,
15 you know, to try to reinvent themselves.

16 You know, diversify a little bit. Get different
17 items in their store.

18 But, you know, your presentation really made me
19 think of what do we need here. You know, it made me
20 excited. It really has. That I want to dig into this
21 report and maybe, you know, open up another business and see
22 what the needs are in town.

23 So I think it's really exciting news. I hope this
24 is only the beginning of this, because I would really,
25 really like to see this through. Because I really think

1 there's a lot of positive news coming out of your report.
2 And it has me very excited to see what Nutley could be in
3 the future.

4 So I appreciate your hard work.

5 MR. LOHBAUER: Thank you.

6 MAYOR PETRACCO: And I'd like to tell you, Mark,
7 too. You know, I know we're approaching the 10:00 hour
8 here, and everybody wants to leave. But --

9 MR. LOHBAUER: I apologize for that.

10 MAYOR PETRACCO: No. But I have to tell you
11 you're passionate for your role here. And, you know, we
12 really appreciate here in Nutley, because we really strive
13 to be the best.

14 MR. LOHBAUER: Wow, thank you.

15 MAYOR PETRACCO: Well, thank you so much --

16 MR. LOHBAUER: Thank you.

17 MAYOR PETRACCO: -- for your night.

18 MR. LOHBAUER: Thank you all.

19 COMMISSIONER EVANS: Again, thank you, Mark.

20 MR. LOHBAUER: Thank you.

21 UNIDENTIFIED SPEAKER: Give Mark a round of
22 applause.

23 MR. LOHBAUER: Good night, everybody.

24 (Applause)

25 MAYOR PETRACCO: Okay. With that being said, I

1 think we did not open the public portion of the meeting yet.
2 That'll be our last leg.

3 Is there anyone here this evening that would like
4 to address the board of commissioners?

5 Please state your name and address for the record.

6 MR. ODRIA: Michael Odria, 133 High Street.

7 MAYOR PETRACCO: Mike, please back up from the
8 mic. She's wearing ear phones.

9 MR. ODRIA: Michael Odria, 133 High Street. I
10 read in the Northern New Jersey or it was the Nutley Sun on
11 April 21st, Tuesday night, at that BOC meeting coming up,
12 you guys are going to approve the new budget.

13 And what I read in the article was that our
14 property taxes are going to go up 2.6 percent more. Can you
15 answer that question, or Commissioner Evans can answer that
16 one?

17 MAYOR PETRACCO: I'll turn that over to
18 Commissioner Evans.

19 COMMISSIONER EVANS: There will be a rate
20 increase, yes.

21 MR. ODRIA: And is it going to be 2.6 percent?

22 COMMISSIONER EVANS: I don't recall the percentage
23 off the top of my head, but yes, that sounds familiar.

24 MR. ODRIA: Okay. I would like to know -- the
25 reason why -- is one of the reasons why our property tax is

1 going to go up 2.6 percent -- does it have to do with the
2 town employee wage increases that were -- that went into
3 effect January 1st, 2015, or did that contribute to it?

4 COMMISSIONER EVANS: Sure. Overall, that
5 percentage increase -- the most significant portion of that
6 increase is a lower rateable base to spread the costs over.

7 Overall, our budget -- in fact, if you would, look
8 at the municipal budget. The levy has gone down for the
9 second year in a row. It's down \$166,000. It was down a
10 half a million dollars last year.

11 The reason why the rate is going up is not because
12 we're spending more money. It's because the rateable base
13 is getting smaller, and we're spreading the costs over fewer
14 places to go. So, with a smaller share of the Roche
15 property right now, right, to spread those costs over, rate
16 is going up. And it's a simple calculation.

17 It basically says, if you take the money I'm going
18 to need to use, divide that by the total rateable base, I
19 get a rate. If the numerator, which is the total rateable
20 base, goes down, the rate goes up. And that's what we're in
21 the middle of right now.

22 MR. ODRIA: Okay. Well, this goes back to
23 something the gentleman before me said, Mark. He mentioned
24 two words. He mentioned the greatest generation in his
25 presentation.

1 And one thing I do remember about the greatest
2 generation was the men who sacrificed their lives on the
3 beaches of Iwo Jima, Normandy. They didn't sacrifice their
4 lives so decades later, our own town, city, and state
5 government property tax us out of our own homes that we
6 worked so many years to own.

7 And what I'm trying to get at is the things you do
8 here in this chamber affect us homeowners and affect the
9 businesses to the point that we have to do this. I mean,
10 the majority of the expendable cash --

11 MAYOR PETRACCO: Michael, Michael?

12 MR. ODRIA: -- that I have is sent paying these
13 tax burdens that I could be spending in the stores in this
14 town.

15 MAYOR PETRACCO: Michael, do you have a question
16 for the board of commissioners?

17 MR. ODRIA: No, that's my statement.

18 MAYOR PETRACCO: Okay.

19 COMMISSIONER EVANS: Thank you.

20 MAYOR PETRACCO: (Indiscernible.)

21 MR. ODRIA: But I just want people to realize
22 that, on April 21st, you know, our property taxes are going
23 to be raised again.

24 MAYOR PETRACCO: Thank you for your comment.

25 Is there anyone else this evening that would like

1 to address the board of commissioners?

2 Seeing no one, --

3 COMMISSIONER SCARPELLI: Move to adjourn.

4 COMMISSIONER ROGERS: Second.

5 MADAM CLERK: Commissioner Rogers?

6 COMMISSIONER ROGERS: Aye.

7 MADAM CLERK: Commissioner Tucci?

8 COMMISSIONER TUCCI: Aye.

9 MADAM CLERK: Commissioner Evans?

10 COMMISSIONER EVANS: Aye.

11 MADAM CLERK: Commissioner Scarpelli?

12 COMMISSIONER SCARPELLI: Aye.

13 MADAM CLERK: Mayor Petracco?

14 MAYOR PETRACCO: Aye.

15 MADAM CLERK: And the time is now 10:01.

16 (Proceedings were concluded.)

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I, Nicole Yawn, certify that the foregoing transcript is a true and accurate record of the proceedings.

A handwritten signature in cursive script that reads "Nicole Yawn". The signature is written in black ink and is positioned above a horizontal line.

Date: April 15, 2015

AGENDA
BOARD OF COMMISSIONERS
PUBLIC MEETING / 7:00P.M.
TOWNSHIP OF NUTLEY
TUESDAY, APRIL 7, 2015

PLEDGE OF ALLEGIANCE:

SUNSHINE NOTICE:

Pursuant to the requirements of the Open Public Meeting Act (Chapter 231, P.L.1975), notice of this meeting was published in the December 11, 2014 issues of the Nutley Sun, The Star Ledger and The Herald News. A copy of this notice has been posted on the Nutley Town Hall bulletin board and a copy is on file in the Municipal Clerk's Office.

ROLL CALL:

Commissioner Rogers
Commissioner Tucci
Commissioner Evans
Commissioner Scarpelli
Mayor Petracco

MINUTES:

March 3, 2015/Executive Session (Commissioner Evans Absent/Excused)
March 17, 2015/Executive Session

COMMUNICATIONS/CORRESPONDENCE (7):

1. Friends of the Nutley Public Library has submitted a social affair permit to host an Evening Tea & Book signing at the Nutley Public Library on Sunday, May 20, 2015.
2. Holy Family Church has submitted a social affair permit to host the 24th Annual Italian Festival from September 24, 2015 to Sunday, September 27, 2015.
3. Holy Family Church has submitted an event application to host a religious celebration from September 24, 2015 to Sunday, September 27, 2015.
4. Holy Family Church has submitted a Sunday Letter for their Money Wheel, Hourly 50/50, and Super 50/50 taking place on Sunday, September 27, 2015.
5. Nutley-Belleville Columbus Day Parade Committee has submitted a Letter requesting to hold a Tricky Tray and 50/50 Cash Raffle for Sunday, April 26, 2015.
6. Holy Family Church has submitted an event application to host a public forum event on personal experiences for young adults on 5 consecutive Sunday's, April 12, 19, and 26, and May 3 and 10.
7. The Committee to Re-Elect Mayor Alphonse Petracco has submitted a Social Affair Permit to Host an Event at the Starlight Dance Studio on Friday, May 8, 2015.

PROCLAMATION:

Mayor Petracco/For the Retirement of Joe Iorio
Mayor Petracco/For the Retirement of Bob Wynne
Mayor Petracco/For the Retirement of Mary Mosca

REPORTS:

BILLS:

ORDINANCE INTRODUCTIONS (3):

COMMISSIONER EVANS/ORDINANCE NO. 3305

“AN ORDINANCE TO AMEND AN ORDINANCE CODIFIED IN THE CODE OF THE TOWNSHIP OF NUTLEY, CHAPTER 600, SITE PLAN REVIEW & 600A, CHECKLIST FOR SITE PLAN APPLICATION, TO ADD & DELETE THE ENUMERATED SECTIONS” (PUBLIC HEARING MAY 5, 2015)

COMMISSIONER EVANS/ORDINANCE NO. 3306

“AN ORDINANCE TO AMEND AN ORDINANCE CODIFIED IN THE CODE OF THE TOWNSHIP OF NUTLEY, CHAPTER 228, ENTITLED VEHICLES AND TRAFFIC, PARTICULARLY ARTICLE II (PARKING OF CERTAIN STREETS), SECTION 13 ENTITLED PARKING PROHIBITED AT ALL TIMES TO ADD THE LOCATION SET FORTH THEREIN.” (PUBLIC HEARING MAY 5, 2015)

COMMISSIONER EVANS/ORDINANCE NO. 3307

“AN ORDINANCE TO AMEND AN ORDINANCE CODIFIED IN THE CODE OF THE TOWNSHIP OF NUTLEY, CHAPTER 228, ENTITLED VEHICLES AND TRAFFIC, PARTICULARLY ARTICLE VII (SPECIAL ZONES AND AREAS), SECTION 29A ENTITLED HANDICAPPED PARKING, TO ADD THE LOCATIONS SET FORTH THEREIN.” (PUBLIC HEARING MAY 5, 2015)

ORDINANCE PUBLIC HEARINGS:

RESOLUTIONS (17):

Commissioner Rogers (4):

No. 91-15/Authorize Agreement for Public Health Nursing Services with Township of Montclair/January 1, 2015 to December 31, 2015

No. 97-15/Recognize and Congratulate La Quinta Inn Staff for Assisting Victims of Brown Street Fire

No. 98-15/Authorize Grant Agreement for Community Garden and Bicycle Rack Project through Partners for Health and Shaping NJ/February 27, 2015 through September 30, 2015/Grant Amount of \$12,000.00

No. 105-15/Recognize Week of April 6 to April 12, 2015 as Public Health Week

Commissioner Tucci (3):

No. 100-15/Authorize Sealed Bids for Air Conditioning, Plumbing, Heating and Refrigeration Service and Purchase/To Be Received Wednesday, April 29, 2015 at 3:00PM

No. 101-15/Congratulate Members and Coaches of Girls Fifth Grade Basketball Team

No. 103-15/Congratulate Members and Coaches of Girls Eighth Grade Basketball Team

Commissioner Evans (6):

No. 93-15/Authorize Municipal Clerk to Advertise Township Participation in US Communities Government Purchasing Alliance Vendors

No. 94-15/Authorize the Township's participation with US Communities Government Purchasing Alliance Vendors

No. 95-15/Authorize Non-Fair and Open Contract for Special Development Counsel/Inglesino, Pearlman, Wyciskala & Taylor, LLC., 600 Parsippany Road, Suite 204, Parsippany, New Jersey/January 1, 2015 through December 31, 2015

No. 96-15/Authorize Agreement for Planning Services for Preliminary Investigation of Hoffman LaRoche Site/Maser Consulting P.A., 331 Newman Springs Road, Suite 203, Red Bank, New Jersey/Not to Exceed \$33,250.00

No. 107-15/Refund Overpayment of Property Taxes/Block 3801 Lot 14, 23 Nutley Avenue/Amount of \$327.40

No. 108-15/Issue Duplicate Tax Sale Certificate/Block 5204 Lot 23/Amount of \$313.15

Commissioner Scarpelli (1):

No. 92-15/Amend Resolution No. 87-15/Bid for "Marketing of Recycling Materials Collected by the Township of Nutley"/Date to Receive is Friday, May 8, 2015 at 3:00P.M.

Mayor Petracco (3):

No. 90-15/Authorize Position of Volunteer Firefighter for Jacquelyn Kueken

No. 99-15/Authorize Grant Application for Emergency Management Agency Assistance Subgrant Program (EMAA)/July 1, 2014 through June 30, 2015/Total Amount \$10,000.00

No. 104-15/Authorize Various Raffle Applications

PRESENTATION:

JGSC Consulting-Business District Survey Results

MEETING OPEN TO THE PUBLIC:

ADJOURNMENT:

REMINDER:

The next Board of Commissioners meeting is scheduled for Tuesday, April 21, 2015 at 7:00 P.M., Nutley Town Hall, 3rd floor Commission Chambers.

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY

Resolution

Introduced by: Mayor Alphonse Petracco *Date:* April 7, 2015
Seconded by: Commissioner Mauro G. Tucci *No.* 90-15

WHEREAS, Jacquelyn Kueken has submitted an application to become a volunteer firefighter in the Township of Nutley; and

WHEREAS, this application has been accepted by the Chief and Deputy Chief;

NOW, THEREFORE BE IT RESOLVED by the Board of Commissioners of the Township of Nutley, State of New Jersey, County of Essex, that Jacquelyn Kueken will become a recruit within the Fire Department effective immediately.

BE IT FURTHER RESOLVED that Jacquelyn Kueken will have 18 months to successfully complete all requirements set forth by the Chief and Deputy Chief in order to be assigned the rank of volunteer firefighter in the Nutley Fire Department.

. . .

I, Eleni Pettas, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

<i>Record of Vote</i>	<i>Commissioner Rogers</i>	<i>Commissioner Tucci</i>	<i>Commissioner Evans</i>	<i>Commissioner Scarpelli</i>	<i>Mayor Petracco</i>
<i>Yes</i>	X	X	X	X	X
<i>No</i>					
<i>Not Voting</i>					
<i>Absent/Excused</i>					

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY

Resolution

Introduced by: Commissioner Steven Rogers Date: April 7, 2015
 Seconded by: Commissioner Joseph P. Scarpelli No. 91-15

WHEREAS, the Department of Public Affairs desires to enter into a contract for the furnishing of “Public Health Nursing” services of a technical and professional nature with the Township of Montclair pursuant to N.J.S.A 40A; and

WHEREAS, the Township of Nutley shall provide the services of a licensed Registered Nurse who will administer public health nursing activities within the territorial jurisdiction of the Township of Nutley; and

WHEREAS, the Township of Montclair agrees to pay the Township of Nutley during the contract period, January 1, 2015 through December 31, 2016, thirty-seven dollars (\$37) per hour of nursing time which includes administrative costs up to 15 hours per week of nursing time.

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Township of Nutley, that the Mayor and the Township Clerk are hereby authorized to enter into an agreement for “Public Health Nursing” services with the Township of Montclair.

. . .

I, Eleni Petras, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

<i>Record of Vote</i>	<i>Commissioner Rogers</i>	<i>Commissioner Tucci</i>	<i>Commissioner Evans</i>	<i>Commissioner Scarpelli</i>	<i>Mayor Petracco</i>
<i>Yes</i>	X	X	X	X	X
<i>No</i>					
<i>Not Voting</i>					
<i>Absent/Excused</i>					

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY

Resolution

Introduced by: Commissioner Joseph P. Scarpelli *Date:* April 7, 2015
Seconded by: Commissioner Steven Rogers *No.* 92-15

WHEREAS, Resolution 87-15 was adopted at the Commission meeting of March 17, 2015, to advertise for the sealed proposals (RFP) for the “Marketing of Recycling Materials Collected by the Township of Nutley”; and

WHEREAS, the date to receive on Wednesday, April 15, 2015 at 3:00P.M. in said resolution must be amended; and

WHEREAS, the amended date to receive on behalf of the Board of Commissioners, in the 3rd Floor Commission Chambers, Township Hall, One Kennedy Drive, Nutley, New Jersey, shall be on Friday, May 8, 2015 at 3:00P.M. prevailing;

NOW, THEREFORE BE IT RESOLVED by the Board of Commissioners of the Township of Nutley, County of Essex, State of New Jersey, that Resolution 87-15 be amended.

. . .

I, Eleni Pettas, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

<i>Record of Vote</i>	<i>Commissioner Rogers</i>	<i>Commissioner Tucci</i>	<i>Commissioner Evans</i>	<i>Commissioner Scarpelli</i>	<i>Mayor Petracco</i>
<i>Yes</i>	X	X	X	X	X
<i>No</i>					
<i>Not Voting</i>					
<i>Absent/Excused</i>					

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY

Resolution

Introduced by: Commissioner Thomas J. Evans *Date:* April 7, 2015
Seconded by: Commissioner Mauro G. Tucci *No.* 93-15

BE IT RESOLVED by the Board of Commissioners of the Township of Nutley in the County of Essex, State of New Jersey, in accordance with NJSA:52:34-6.2(b)(3), that the Township Municipal Clerk be and she is hereby authorized to advertise to utilize a national cooperative purchasing agreement with US Communities Government Purchasing Alliance contracted vendors that would otherwise require public bidding for the year 2015, commencing January 1, 2015, through December 31, 2015.

. . .

I, , Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

<i>Record of Vote</i>	<i>Commissioner Rogers</i>	<i>Commissioner Tucci</i>	<i>Commissioner Evans</i>	<i>Commissioner Scarpelli</i>	<i>Mayor Petracco</i>
<i>Yes</i>	X	X	X	X	X
<i>No</i>					
<i>Not Voting</i>					
<i>Absent/Excused</i>					

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY

Resolution

Introduced by: Commissioner Thomas J. Evans Date: April 7, 2015
 Seconded by: Commissioner Mauro G. Tucci No. 94-15

WHEREAS, the Township of Nutley, pursuant to N.J.S.A. 40A:11-11 may by resolution and with advertising, purchase any goods or services under an approved National Cooperative Purchasing Program; and

WHEREAS, the Township of Nutley has the need on a timely basis to purchase goods or services utilizing the following National Cooperative Purchasing Program:

US COMMUNITIES GOVERNMENT PURCHASING ALLIANCE; and

WHEREAS, the Township of Nutley intends to enter into contracts with US Communities Government Purchasing Alliance Contract Vendors through this resolution and properly executed contracts, which shall be subject to all the conditions applicable to the current contracts,

NOW, THEREFORE, BE IT RESOLVED, that the Board of Commissioners of the Township of Nutley, County of Essex, State of New Jersey authorizes the Purchasing Agent to purchase certain goods or services from those approved **US Communities Government Purchasing Alliance** vendors, pursuant to all conditions of the individual contracts, for the year 2015, commencing January 1, 2015 through December 31, 2015.

. . .

I, Eleni Petras, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

<i>Record of Vote</i>	<i>Commissioner Rogers</i>	<i>Commissioner Tucci</i>	<i>Commissioner Evans</i>	<i>Commissioner Scarpelli</i>	<i>Mayor Petracco</i>
<i>Yes</i>	X	X	X	X	X
<i>No</i>					
<i>Not Voting</i>					
<i>Absent/Excused</i>					

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY
Resolution

Introduced by: Commissioner Thomas J. Evans along with the Board of Commissioners *Date:* April 7, 2015

Seconded by: Commissioner Mauro G. Tucci *No.* 95-15

WHEREAS, the Township of Nutley has a continued need for the services of Special Development Counsel through a non-fair and open contract as a professional service pursuant to the provisions of N.J.S.A. 19:44 A-20.4 or 20.5, as appropriate; and

WHEREAS, Inglesino, Pearlman, Wyciskala & Taylor, LLC., 600 Parsippany Road Suite 204, Parsippany New Jersey 07054 has ably and continuously provided these services since October 1, 2013; and

WHEREAS, the Law Firm of Inglesino, Pearlman, Wyciskala & Taylor, LLC., was paid \$74,560.97 in 2014 and has submitted a fee schedule 2015 to provide such services, for a total amount not to exceed \$75,000.00; and

WHEREAS, the anticipated continued term of this contract is for twelve (12) months, from January 1, 2015 through December 31, 2015; and

WHEREAS, the Law Firm of Inglesino, Pearlman, Wyciskala & Taylor, LLC., has completed and submitted a Business Entity Disclosure Certification and Determination of Value, which certifies that they have not made any reportable contributions to a political or candidate committee in the Township of Nutley in the previous one year, and that the contract will prohibit them from making any reportable contributions through the term of the contract; and

WHEREAS, funds are available from account # 5-01-226-205 and have been certified by the Chief Financial Officer, said certification being attached to this resolution; and

NOW, THEREFORE, BE IT RESOLVED that the Board of Commissioners of the Township of Nutley, County of Essex, State of New Jersey contract for Special Development Council as follows:

- A.** That Mayor and Township Clerk are hereby authorized and directed to finalize 2014 contract and execute an agreement with Inglesino, Pearlman, Wyciskala & Taylor, LLC, 600 Parsippany Road in Parsippany, New Jersey 07054, for a term beginning January 1, 2014 through December 31, 2014.
- B.** That the firm of Inglesino, Pearlman, Wyciskala & Taylor, LLC, authorized to practice in the State of New Jersey, be awarded a contract for Counsel for the Township of Nutley for the year 2015 to perform services of special development counsel with regard to the Hoffman La Roche property and they shall receive such compensation in accordance with the quote submitted and not to exceed \$75,000.00.
- C.** A copy of this Resolution, as well as the contract, shall be placed on file with the Clerk.

. . .

I, Eleri Pettas, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the

Eleri Pettas

foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

<i>Record of Vote</i>	<i>Commissioner Rogers</i>	<i>Commissioner Tucci</i>	<i>Commissioner Evans</i>	<i>Commissioner Scarpelli</i>	<i>Mayor Petracco</i>
<i>Yes</i>	X	X	X	X	X
<i>No</i>					
<i>Not Voting</i>					
<i>Absent/Excused</i>					

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY
Resolution

Introduced by: Commissioner Thomas J. Evans along with the Board of Commissioners *Date:* April 7, 2015
Seconded by: Commissioner Mauro G. Tucci *No.* 96-15

WHEREAS, N.J.S.A 40A:12A-6 authorizes the Governing Body, by resolution, to have its Planning Board conduct a preliminary investigation to determine whether an area of the Municipality is in need of redevelopment pursuant to **N.J.S.A 40A:12A-5**; and

WHEREAS, the Board of Commissioners of the Township of Nutley issued said resolution no. 67-14 on March 18, 2014 for the Hoffman LaRoche site; and

WHEREAS, the Planning Board in executing its responsibility to complete this preliminary investigation for the Hoffman LaRoche site, issued an RFP for a qualified Professional Planner; and

WHEREAS, after a review by the Planning Board, Maser Consulting P.A, 331 Newman Springs Road, Suite 203, Red Bank New Jersey 07701, was approved by the Township of Nutley Planning Board and enlisted to provide these planning services for an amount not to exceed \$33,250.00 and the hourly rates of the Planner not to exceed \$190.00 per hour; and

WHEREAS, funds are available from account # 5-01-226-205 and have been certified by the Chief Financial Officer, said certification being attached to this resolution; and

NOW, THEREFORE, BE IT RESOLVED, that Board of Commissioners of the Township of Nutley, County of Essex, State of New Jersey, hereby authorizes and directs the Mayor and Municipal Clerk to execute an agreement with Maser Consulting P.A, 331 Newman Springs Road, Suite 203, Red Bank New Jersey 07701. A copy of this resolution, as well as the contract, shall be placed on file with the Municipal Clerk

. . .

I, Eleni Pettas, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the
Eleni Pettas
foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

<i>Record of Vote</i>	<i>Commissioner Rogers</i>	<i>Commissioner Tucci</i>	<i>Commissioner Evans</i>	<i>Commissioner Scarpelli</i>	<i>Mayor Petracco</i>
<i>Yes</i>	X	X	X	X	X
<i>No</i>					
<i>Not Voting</i>					
<i>Absent/Excused</i>					

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY

Resolution

Introduced by: _____ Commissioner Steven Rogers _____ *Date:* _____ April 7, 2015 _____
Seconded by: _____ Commissioner Thomas J. Evans _____ *No.* _____ 97-15 _____

WHEREAS, on January 27, 2015 a fire engulfed a home on Brown Street in Nutley, leaving three families homeless; and

WHEREAS, a call was placed to the La Quinta Inn, located at 265 Route 3, East Clifton, New Jersey, where Night Auditor Nivaldo Bustamante responded quickly, efficiently and professionally to offer emergency housing for the fire victims; and

WHEREAS, staff members Joseph Oliveri - General Manager, Sarah Taylor - Assistant General Manager, Lisa Murphy - Front Desk Associate and Claude Rodriquez - Area Director of Sales, exhibited the same professionalism, efficiency and kindness as Mr. Bustamante;

NOW, THEREFORE BE IT PROCLAIMED, the Board of Commissioners of the Township of Nutley, in the County of Essex, in the State of New Jersey recognize and congratulate the staff of the La Quinta Inn for their kindness and professionalism, and thank them for their time and effort in assisting the victims of the Brown Street fire.

. . .

I, Eleni Pettas, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

<i>Record of Vote</i>	<i>Commissioner Rogers</i>	<i>Commissioner Tucci</i>	<i>Commissioner Evans</i>	<i>Commissioner Scarpelli</i>	<i>Mayor Petrucco</i>
<i>Yes</i>	X	X	X	X	X
<i>No</i>					
<i>Not Voting</i>					
<i>Absent/Excused</i>					

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY

Resolution

Introduced by: Commissioner Steven Rogers Date: April 7, 2015
Seconded by: Commissioner Joseph P. Scarpelli No. 98-15

WHEREAS, the Township of Nutley recognizes the importance of promoting a healthy lifestyle, which includes healthy eating habits and exercise, as part of a daily routine; and

WHEREAS, the Township of Nutley recognizes that not all residents of Nutley have the ability to grow their own fresh fruits and vegetables due to property constraints, adequate daylight, etc.; and

WHEREAS, the Township of Nutley has applied for a grant in the amount of \$12,000.00, through Partners for Health and Shaping NJ, to install 12 raised garden beds, a gardening shed, and a bike rack in a fenced-in area, granting residents the ability to grow their own fresh, organic produce; and

WHEREAS, a portion of all produce grown will be donated to the American Red Cross Food Pantry and the Vincent Methodist Care Kitchen;

NOW, THEREFORE BE IT RESOLVED that the Board of Commissioners of the Township of Nutley, in the County of Essex, State of New Jersey formally approves the grant application for the Community Garden and Bicycle Rack Project for the term of 02/27/15 through 09/30/15.

BE IT FURTHER RESOLVED that the Mayor and Clerk are hereby authorized to sign the grant agreement on behalf of the Township of Nutley and that their signature constitutes acceptance of the terms and conditions of the grant agreement and approve the execution of the grant agreement.

. . .

I, Eleni Pettas, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

<i>Record of Vote</i>	<i>Commissioner Rogers</i>	<i>Commissioner Tucci</i>	<i>Commissioner Evans</i>	<i>Commissioner Scarpelli</i>	<i>Mayor Petracco</i>
<i>Yes</i>	X	X	X	X	X
<i>No</i>					
<i>Not Voting</i>					
<i>Absent/Excused</i>					

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY

Resolution

Introduced by: Mayor Alphonse Petracco Date: April 7, 2015
 Seconded by: Commissioner Mauro G. Tucci No. 99-15

RESOLUTION AUTHORIZING THE TOWNSHIP OF NUTLEY OFFICE OF EMERGENCY MANAGEMENT TO ACCEPT FUNDS FROM A SUBGRANT AWARD OF THE FEDERAL FISCAL YEAR 2014 OF EMERGENCY MANAGEMENT AGENCY ASSISTANCE PROGRAM FUNDING AND FOR THE CHIEF FINANCIAL OFFICER OF THE TOWNSHIP OF NUTLEY TO AMEND THE BUDGET AND CERITFY THE AVAILABILITY OF FUNDS

WHEREAS, the Nutley Office of Emergency Management has been awarded Emergency Management Agency Assistance Subgrant Program (“EMAA”) from the New Jersey State Police Office of Emergency Management Agency available for successful applicants funded through the FY2013 Emergency Management Performance Grant for the dates of July 1, 2014 through June 30, 2015; and

WHEREAS, the Subgrant, consisting of a total amount of \$10,000 (including \$5,000 Federal Award and \$5,000 Local Matching Funds) which the Township of Nutley Office of Emergency Management will satisfy with the Office of Emergency Management’s existing salaries and wages.

BE IT RESOLVED, that the Township of Nutley’s Mayor, Chief Financial Officer and Emergency Management Coordinator are hereby authorized to sign the required Grant Applications/Subgrant Award Documents with the New Jersey State Police, Office of Emergency Management.

BE IT FURTHER RESOLVED, that copies of this Resolution shall be forwarded to the New Jersey State Police Office of Emergency Management, the Essex County Office of Emergency Management; the Director of the Division of Local Government Services; Office of Emergency Management, the Mayor and the Chief Financial Officer of the Township of Nutley.

. . .

I, Eleni Pettas, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

<i>Record of Vote</i>	<i>Commissioner Rogers</i>	<i>Commissioner Tucci</i>	<i>Commissioner Evans</i>	<i>Commissioner Scarpelli</i>	<i>Mayor Petracco</i>
<i>Yes</i>	X	X	X	X	X
<i>No</i>					
<i>Not Voting</i>					
<i>Absent/Excused</i>					

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY

Resolution

Introduced by: Commissioner Mauro G. Tucci *Date:* April 7, 2015
Seconded by: Commissioner Thomas J. Evans *No.* 100-15

WHEREAS, the Township of Nutley has a need to acquire specialized professional services as a fair and open contract pursuant to the provision of *N.J.S.A. 19:44 A-20.5*; and

WHEREAS, the Department of Parks and Public Property has determined that there is a need to acquire specialized professional services for AIR CONDITIONING, PLUMBING, HEATING AND REFRIGERATION SERVICE AND PURCHASE; and

WHEREAS, the Municipal Clerk is hereby authorized and directed to advertise for SEALED BIDS for AIR CONDITIONING, PLUMBING, HEATING AND REFRIGERATION SERVICE AND PURCHASE;

NOW THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Township of Nutley, County of Essex, State of New Jersey, that the SEALED BIDS shall be due on Wednesday, April 29, 2015 at 3:00 p.m. addressed to Municipal Clerk, Nutley Township Hall, One Kennedy Drive, Nutley N.J. 07110, at which time they will be publicly opened and read.

. . .

I, Eleni Pettas, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

<i>Record of Vote</i>	<i>Commissioner Rogers</i>	<i>Commissioner Tucci</i>	<i>Commissioner Evans</i>	<i>Commissioner Scarpelli</i>	<i>Mayor Petracco</i>
<i>Yes</i>	X	X	X	X	X
<i>No</i>					
<i>Not Voting</i>					
<i>Absent/Excused</i>					

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY

Resolution

Introduced by: Commissioner Mauro G. Tucci *Date:* April 7, 2015
Seconded by: Commissioner Thomas J. Evans *No.* 101-15

WHEREAS, the Girls Fifth Grade Basketball Team has enjoyed an outstanding season posting a league record of 14 wins and 0 losses; and

WHEREAS, the members of the Girls Fifth Grade Basketball Team are Rebecca Echevarria, Rachel Echevarria, Mackenzie Albert, Alexandra Twomey, Olivia Real, Julia Scheidel, Lia DeMaio, Allison Scorsone, Natalie Rufino, Mia Geraghty, Sydney Hess, Nikki Cicchetti, Patricia Columbia-Walsh; and

WHEREAS, head coach Joyce Bukowiec , along with Assistant Coach Dave Scheidel worked tirelessly to train and guide these athletes; and

WHEREAS, the members of the Girls Fifth Grade Basketball Team were the Suburban Travel Basketball Division and League Champions, in undefeated fashion;

NOW THEREFORE, BE IT RESOLVED that the Board of Commissioners of the Township of Nutley, County of Essex, State of New Jersey, join with the Citizens of Nutley to honor and congratulate the members and coaches of the Girls Fifth Grade Basketball Team for their exceptional efforts and accomplishments.

. . .

I, Eleni Pettas, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

<i>Record of Vote</i>	<i>Commissioner Rogers</i>	<i>Commissioner Tucci</i>	<i>Commissioner Evans</i>	<i>Commissioner Scarpelli</i>	<i>Mayor Petracco</i>
<i>Yes</i>	X	X	X	X	X
<i>No</i>					
<i>Not Voting</i>					
<i>Absent/Excused</i>					

#102-15

NUMBER NOT USED

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY

Resolution

Introduced by: _____ Commissioner Mauro G. Tucci _____ *Date:* _____ April 7, 2015 _____
Seconded by: _____ Commissioner Thomas J. Evans _____ *No.* _____ 103-15 _____

WHEREAS, the Girls Eighth Grade Basketball Team has enjoyed an outstanding season posting a league record of 12 wins and 2 losses; and

WHEREAS, the members of the Girls Eighth Grade Basketball Team are Isabella Haines, Gianna Joyce, Rebecca Granata, Lara Carnovale, Alaina Feaster, Courtney Wilde, Abigail Scheidel, Lindsey Norton, Mackenzie Moraski, Nicole Sullivan; and

WHEREAS, head coach Kevin Reilly, along with Assistant Coach Kenny Byrnes, worked tirelessly to train and guide these athletes; and

WHEREAS, the members of the Girls Eighth Grade Basketball Team were the Suburban Travel Basketball Division and League Champions, for the fourth year in a row;

NOW THEREFORE, BE IT RESOLVED that the Board of Commissioners of the Township of Nutley, County of Essex, State of New Jersey, join with the Citizens of Nutley to honor and congratulate the members and coaches of the Girls Eighth Grade Basketball Team, for their exceptional efforts and accomplishments.

. . .

I, Eleni Pettas, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the
Eleni Pettas
foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held _____ April 7, 2015

<i>Record of Vote</i>	<i>Commissioner Rogers</i>	<i>Commissioner Tucci</i>	<i>Commissioner Evans</i>	<i>Commissioner Scarpelli</i>	<i>Mayor Petracco</i>
<i>Yes</i>	X	X	X	X	X
<i>No</i>					
<i>Not Voting</i>					
<i>Absent/Excused</i>					

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY
Resolution

Introduced by: Mayor Alphonse Petracco **Date:** April 7, 2015
Seconded by: Commissioner Mauro G. Tucci **No.** 104-15

WHEREAS, raffle applications have been received from the following organizations; and

Holy Family Church	License No. 17-15 Money Wheel	September 24, 2015 to September 27, 2015
Holy Family Church	License No. 18-15 Hourly 50/50 Cash Raffle	September 24, 2015 to September 27, 2015
Holy Family Church	License No. 19-15 Super 50/50 Cash Raffle	September 24, 2015 to September 27, 2015
Nutley-Belleville Columbus Day Parade Committee & Italian Heritage Month Inc.	License No. 20-15 Tricky Tray	April 26, 2015
Nutley-Belleville Columbus Day Parade Committee & Italian Heritage Month Inc.	License No. 21-15 On-Premise 50/50 Cash Raffle	April 26, 2015
Nutley Irish American Alliance Inc.	License No. 22-15 Off-Premise Merchandise Raffle	May 15, 2015

WHEREAS, the applications have been reviewed and approved by the Municipal Clerk and the Police Department,

NOW, THEREFORE BE IT RESOLVED by the Board of Commissioners of the Township of Nutley, County of Essex, State of New Jersey that the aforementioned licenses are approved and the Municipal Clerk is authorized to issue the licenses.

. . . .

I, Eleni Pettas, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the
Eleni Pettas
foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

<i>Record of Vote</i>	<i>Commissioner Rogers</i>	<i>Commissioner Tucci</i>	<i>Commissioner Evans</i>	<i>Commissioner Scarpelli</i>	<i>Mayor Petracco</i>
<i>Yes</i>	X	X	X	X	X
<i>No</i>					
<i>Not Voting</i>					
<i>Absent/Excused</i>					

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY

Resolution

Introduced by: Commissioner Steven Rogers *Date:* April 7, 2015
Seconded by: Commissioner Joseph P. Scarpelli *No.* 105-15

WHEREAS, the week of April 6–12, 2015, is National Public Health Week, and during the first full week of April each year, APHA brings together communities across the United States to observe National Public Health Week as a time to recognize the contributions of public health and highlight issues that are important for improving our nation; and

WHEREAS since 1995, the American Public Health Association, through its sponsorship of National Public Health Week, has educated the public, policymakers and public health professionals about issues important for improving the public’s health; and

WHEREAS, more than half of all cancer deaths could be prevented by making healthy choices such as not smoking, staying at a healthy weight, eating well, keeping active, and getting recommended screening tests; and

WHEREAS, preventing diseases before they start is critical to helping people live longer, healthier lives while managing health-related costs; and

WHEREAS, some of the greatest achievements of public health include vaccinations, safer work places, safer and healthier foods, control of infectious diseases, fluoridation of drinking water, public health preparedness, and recognition of tobacco use as a health hazard; and

WHEREAS, strong public health systems are critical for sustaining and improving community health;

NOW, THEREFORE BE IT RESOLVED that the Board of Commissioners of the Township of Nutley, County of Essex, State of New Jersey, do hereby recognize the week of April 6-12, 2015 as Public Health Week.

. . .

I, Eleni Pettas, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

<i>Record of Vote</i>	<i>Commissioner Rogers</i>	<i>Commissioner Tucci</i>	<i>Commissioner Evans</i>	<i>Commissioner Scarpelli</i>	<i>Mayor Petracco</i>
<i>Yes</i>	X	X	X	X	X
<i>No</i>					
<i>Not Voting</i>					
<i>Absent/Excused</i>					

#106-15

NUMBER NOT USED

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY

Resolution

Introduced by: Commissioner Thomas J. Evans *Date:* April 7, 2015
Seconded by: Commissioner Mauro G. Tucci *No.* 107-15

BE IT RESOLVED, by the Board of Commissioners of the Township of Nutley, in the County of Essex, State of New Jersey, that the Treasurer be and she is hereby authorized to refund overpayment of property taxes in the amount of **\$327.40** for said years due to successful tax court judgments.

Block & Lot	Address	Amount
3801 - 14	23 Nutley Avenue	\$327.40 11/2014

. . .

I, Eleni Pettas, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

Record of Vote	Commissioner Rogers	Commissioner Tucci	Commissioner Evans	Commissioner Scarpelli	Mayor Petracco
Yes	X	X	X	X	X
No					
Not Voting					
Absent/Excused					

BOARD OF COMMISSIONERS
TOWNSHIP OF NUTLEY, NEW JERSEY

Resolution

Introduced by: Commissioner Thomas J. Evans Date: April 7, 2015
 Seconded by: Commissioner Mauro G. Tucci No. 108-15

WHEREAS, the Tax Collector of this municipality has previously issued tax sale certificates to US BANK CUST FOR TLCF 2012A LLC, for the following block and lots:

WHEREAS, the purchaser of the aforesaid tax sale certificate has indicated to the Tax Collector that they have lost or otherwise misplaced the original tax sale certificate and have duly filed the appropriate Affidavit of Loss with the Tax Collector; and

NOW, THEREFORE, BE IT RESOLVED that the Tax Collector of the municipality be and is hereby authorized, upon receipt of the appropriately executed and notarized Loss Affidavit and the payment of a fee of \$100.00 per certificate, to issue appropriate duplicate tax sale certificate to the said purchaser covering the certificate lost as previously described all in accordance with the requirements of Chapter 99 of Public Laws of 1997.

BE IT FURTHER RESOLVED, that a copy of this resolution and the Loss Affidavit be attached to the duplicate certificate to be issued to said purchaser and that said duplicate certificate shall be stamped or otherwise have imprinted upon it the word "Duplicate" as required by law.

Block & Lot	Certificate:	Amount
5204 - 23	#201429	\$313.15

. . .

I, Eleni Pettas, Township Clerk of the Township of Nutley, Essex County, NJ, do hereby certify that the foregoing is a true copy of a resolution adopted by the Board of Commissioners at a regular meeting held April 7, 2015

Record of Vote	Commissioner Rogers	Commissioner Tucci	Commissioner Evans	Commissioner Scarpelli	Mayor Petracco
Yes	X	X	X	X	X
No					
Not Voting					
Absent/Excused					

HOLY FAMILY

April 1, 2015

The Honorable Alphonse Petracco
and Commissioners of Nutley
1 Kennedy Drive
Nutley, NJ 07110

Dear Mayor Petracco and Commissioners,

We seek permission to continue running the Games of Chance at our
24th Annual Italian Festival in honor of Maria Santissima Addolorata,
on Sunday, September 27, 2015.

Thank you for your consideration.

Sincerely,



Rev. Joseph A. Ferraro
Pastor

JF/lst

HOLY FAMILY

April 1, 2015

The Honorable Alphonse Petracco
and Commissioners of Nutley
1 Kennedy Drive
Nutley, NJ 07110

Dear Mayor Petracco and Commissioners,

We seek permission to continue running our Money Wheel at our 24th Annual Italian Festival in honor of Maria Santissima Addolorata, on Sunday, September 27, 2015.

As in the past, the Festival will be held in our parking lot located at 28 Brookline Avenue, Nutley.

Sincerely,



Rev. Joseph A. Ferraro
Pastor

JF/lst

HOLY FAMILY

April 1, 2015

The Honorable Alphonse Petracco
and Commissioners of Nutley
1 Kennedy Drive
Nutley, NJ 07110

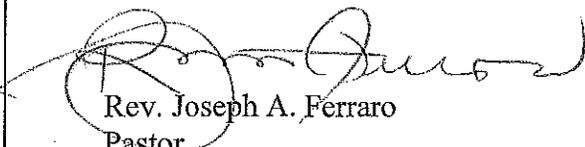
Dear Mayor Petracco and Commissioners,

We seek permission to hold the *Hourly 50/50 Raffles* drawing at our 24th Annual Italian Festival, not only on Thursday, Friday, and Saturday, September 24, 25 & 26, but also on Sunday, September 27, 2015, as well.

The purpose of this raffle is to ensure the future educational, spiritual and social ministry programs at Holy Family Church.

Thank you for your consideration to this request.

Sincerely,



Rev. Joseph A. Ferraro
Pastor

JF/lsf

HOLY FAMILY

April 1, 2015

The Honorable Alphonse Petracco
and Commissioners of Nutley
1 Kennedy Drive
Nutley, NJ 07110

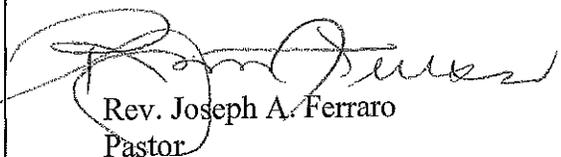
Dear Mayor Petracco and Commissioners,

We seek permission to hold the *Super50/50 Raffles* drawing at our 24th Annual Italian Festival, on Sunday, September 27, 2015, at 9:00 P.M.

The purpose of this raffle is to ensure the future educational, spiritual and social ministry programs at Holy Family Church.

Thank you for your consideration to this request.

Sincerely,



Rev. Joseph A. Ferraro
Pastor

JF/lst

**NUTLEY-BELLEVILLE COLUMBUS DAY & ITALIAN HERITAGE MONTH PARADE
COMMITTEE, INC**

March 27, 2015

**Nutley-Belleville Columbus Day & Italian Heritage
Month Parade Committee, Inc
P. O. Box 110286
Nutley, NJ 07110**

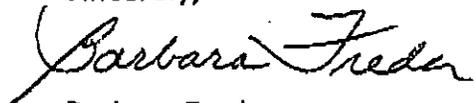
Re : Sunday Raffle

Dear Mayor & Governing Body,

We are requesting permission from the Governing Body to hold a Sunday Raffle on April 26, 2015 for an On-Premise 50/50 Cash Raffle and an On-Premise Tricky Tray Raffle. The event will be held at the Nutley Parks and Recreation Center, 44 Park Avenue.

Thank you in advance for your consideration.

Sincerely,



**Barbara Freda
Treasurer**

TOWNSHIP OF NUTLEY							
BILL LIST							
TUESDAY APRIL 7, 2015							
P.O.	VENDOR	PUBLIC AFFAIRS	REVENUE & FINANCE	PUBLIC SAFETY	PUBLIC WORKS	PARKS & PUBLIC PROPERTY	TOTALS
15-00790	CLIA LAB.PROGRAM	150.00					150.00
15-00790	NUTLEY PARK SHOPRITE	274.50					274.50
15-00689	W.B. MASON CO	124.32					124.32
14-02461	DEFEO ASSOCIATES	4,637.82					4,637.82
15-00191	MOORE MEDICAL	79.56					79.56
15-00542	ORIENTAL TRADING	233.17					233.17
15-00860	CHERYL BAUMAN	15.00					15.00
15-00775	CABLEVISION	16.00					16.00
15-00674	AT & T MOBILITY	286.61					286.61
15-00861	TIRE MANAGEMENT	101.25					101.25
15-00937	PATRICIA CRUZ	98.33					98.33
15-00967	NOVITAS SOLUTIONS	59.38					59.38
15-00877	TARA SPINELLI	302.85					302.85
15-00892	NUTLEY FAMILY SERVICE	5,416.67					5,416.67
15-00831	TREASURER SCHOOL MONEY		2,244,493.00				2,244,493.00
15-00852	T/N PAYROLL ACCOUNT		36,595.27				36,595.27
15-00878	T/N PAYROLL ACCOUNT-DCRP		242.16				242.16
15-00827	P.EMPLOYEES RETIREMENT		20,557.11				20,557.11
15-00880	LILLIAN ZHANG		3,497.55				3,497.55
15-00881	LILLIAN ZHANG		4,372.57				4,372.57
15-00879	DINESH JAIN		322.90				322.90
15-00882	GROUP D CAPITAL PARTNERS		565.95				565.95
15-00883	US BANK CUST FOR BV001 TRST		10,598.60				10,598.60
15-00884	US BANK FOR ATR-FUND NJ		3,937.30				3,937.30
15-00772	NO JERSEY MEDIA GROUP		100.88				100.88
15-00682	NO JERSEY MEDIA GROUP		21.95				21.95

TOWNSHIP OF NUTLEY							
BILL LIST							
TUESDAY APRIL 7, 2015							
P.O.	VENDOR	PUBLIC AFFAIRS	REVENUE & FINANCE	PUBLIC SAFETY	PUBLIC WORKS	PARKS & PUBLIC PROPERTY	TOTALS
15-00810	MICRO CENTER		199.99				199.99
15-00839	WAGE WORKS		25.00				25.00
15-00681	PROGRESSIVE PUBLICATIONS		230.00				230.00
15-00454	PIRO,ZINNA,CIFELLI PARIS		3,769.16				3,769.16
15-00526	PIRO,ZINNA,CIFELLI PARIS		1,041.30				1,041.30
15-00134	VITAL COMMUNICATIONS		255.00				255.00
15-00843	INSTITUTE FOR PROF.DEVELOP.		99.00				99.00
15-00486	W.B. MASON		158.70				158.70
15-00712	W.B. MASON		118.94				118.94
15-00899	U.S. POSTAL SERVICE		8,000.00				8,000.00
15-00910	BRACH EICHLER LLC/NURAD ASS.		41,932.88				41,932.88
14-04351	BEYER BROS.		25,173.00				25,173.00
15-00929	CARL THUNELL		60.00				60.00
15-00822	GOVERN & FISCAL AFFAIRS		150.00				150.00
15-00692	MILLENIUM STRATEGIES		3,333.00				3,333.00
15-00737	SOCIETY OF PROF.ASSESSORS		105.00				105.00
15-00960	NISVOCCIA & CO.		27,768.00				27,768.00
15-00962	NISVOCCIA & CO.		14,162.00				14,162.00
15-00963	US BANK FOR ATR-FUND NJ		5,167.19				5,167.19
15-00970	AT & T MOBILITY		284.49				284.49
15-01003	ROSEMARIE BERRY		123.85				123.85
15-00983	EIC INSPECTION AGENCY		68.00				68.00
15-00984	EIC INSPECTION AGENCY		95.00				95.00
15-00985	EIC INSPECTION AGENCY		95.00				95.00
15-00986	EIC INSPECTION AGENCY		82.00				82.00
15-00987	EIC INSPECTION AGENCY		68.00				68.00

TOWNSHIP OF NUTLEY							
BILL LIST							
TUESDAY APRIL 7, 2015							
P.O.	VENDOR	PUBLIC AFFAIRS	REVENUE & FINANCE	PUBLIC SAFETY	PUBLIC WORKS	PARKS & PUBLIC PROPERTY	TOTALS
15-00989	EIC INSPECTION AGENCY		68.00				68.00
15-00990	EIC INSPECTION AGENCY		68.00				68.00
15-00991	EIC INSPECTION AGENCY		68.00				68.00
15-00992	EIC INSPECTION AGENCY		68.00				68.00
15-00993	EIC INSPECTION AGENCY		82.00				82.00
15-00994	EIC INSPECTION AGENCY		68.00				68.00
15-00995	EIC INSPECTION AGENCY		68.00				68.00
15-00996	EIC INSPECTION AGENCY		95.00				95.00
15-00997	EIC INSPECTION AGENCY		217.00				217.00
15-00998	EIC INSPECTION AGENCY		68.00				68.00
15-00999	EIC INSPECTION AGENCY		82.00				82.00
15-01000	EIC INSPECTION AGENCY		68.00				68.00
15-00982	EIC INSPECTION AGENCY		68.00				68.00
15-00979	AT & T MOBILITY		185.21				185.21
15-00406	RICHARD RENN		1,010.00				1,010.00
15-00865	HENDRICKS APPRAISAL		750.00				750.00
15-00514	MAJOR LEAGUE AUTO SPA		5.00				5.00
15-00903	SELECTIVE BUSINESS MACH.		125.00				125.00
15-01005	POLAND SPRING		80.92				80.92
15-01011	POSTMASTER, NEWARK NJ		3,000.00				3,000.00
15-00823	MGL FORMS SYS		166.50				166.50
15-01028	LILLIAN ZHANG		1,321.92				1,321.92
15-00856	OCEAN COMPUTER GROUP		3,499.99				3,499.99
15-00409	MICRO STRATEGIES		613.60				613.60
15-00863	VERITEXT REPORTING		420.36				420.36
15-00966	VERIZON WIRELESS		38.01	1,004.36			1,042.37

TOWNSHIP OF NUTLEY							
BILL LIST							
TUESDAY APRIL 7, 2015							
P.O.	VENDOR	PUBLIC AFFAIRS	REVENUE & FINANCE	PUBLIC SAFETY	PUBLIC WORKS	PARKS & PUBLIC PROPERTY	TOTALS
15-00483	W.B. MASON		123.98				123.98
15-00776	W.B. MASON		181.67				181.67
15-00767	W.B. MASON		89.73				89.73
15-00867	W.B. MASON		805.75				805.75
15-00094	W.B. MASON		279.62				279.62
15-00818	W.B. MASON		111.20				111.20
15-00826	W.B. MASON		300.47				300.47
15-00866	MONROE SYSTEMS FOR BUSINESS		204.65				204.65
15-00520	MITCHELL 1, LLC			1,182.36	1,182.36		2,364.72
15-00464	THE ARTCRAFT GROUP			301.20			301.20
15-00758	PENNONI ASSOCIATES			1,690.00			1,690.00
15-00757	RICCIPLANNING			880.00			880.00
15-00759	RICCIPLANNING			302.50			302.50
15-00690	COUNTY OF BERGEN			325.00			325.00
15-00601	NBC AUTO PARTS			44.00			44.00
15-00691	NBC AUTO PARTS			47.71			47.71
15-00111	NBC AUTO PARTS			792.14			792.14
15-00753	NUTLEY PARK SHOPRITE			135.23			135.23
14-04662	GALLS INC			1,035.00			1,035.00
15-00608	DAVID WEBER OIL			381.70			381.70
15-00243	NATIONAL EMERGENCY COMM			1,521.95			1,521.95
15-00113	P & A AUTO PARTS			1,178.10			1,178.10
15-00709	W.B. MASON CO			274.54			274.54
14-03888	W.B. MASON CO			26.39			26.39
15-00708	W.B. MASON CO			59.36			59.36
15-00792	NATIONAL TERMINAL			4,643.79			4,643.79

TOWNSHIP OF NUTLEY							
BILL LIST							
TUESDAY APRIL 7, 2015							
P.O.	VENDOR	PUBLIC AFFAIRS	REVENUE & FINANCE	PUBLIC SAFETY	PUBLIC WORKS	PARKS & PUBLIC PROPERTY	TOTALS
15-00791	NATIONAL FUEL OIL			7,631.70			7,631.70
15-00256	INHALATION THERAPY			53.57			53.57
15-00530	LANGUAGE LINE SERVICES			54.80			54.80
15-00500	LANGUAGE LINE SERVICES			39.43			39.43
15-00112	NICOLETTE TOWING			12.00			12.00
15-00631	NO.JERSEY MEDIA			37.94			37.94
15-00630	NO.JERSEY MEDIA			163.00			163.00
15-00630	NO.JERSEY MEDIA			32.83			32.83
15-00629	STARLEDGER/NJ ADVANCE			58.00			58.00
15-00862	RONALD MOSCA			1,023.00			1,023.00
15-00779	CABLEVISION			59.95			59.95
15-00780	CABLEVISION			38.26			38.26
14-00969	CABLEVISION			42.67			42.67
15-00085	MAJOR LEAGUE AUTO SPA			162.00			162.00
15-00786	TURNOUT FIRE & SAFETY			488.97			488.97
14-04477	TURNOUT FIRE & SAFETY			321.58			321.58
15-00819	TURNOUT UNIFORMS			67.94			67.94
15-00782	NJSACOP			285.00			285.00
15-00844	EZ-PASS			200.00			200.00
14-04346	PREMIER SECURITY ELECTONICS			950.00			950.00
14-04649	TRIANGLE COMM.			19,086.40			19,086.40
15-00710	PATERSON STAMP WORKS			37.46			37.46
15-00604	CHIEF SU8PPPLY CORP			127.99			127.99
14-04659	TERRITORIAL SUPPLIES			2,490.60			2,490.60
15-00678	V.E. RALPH & SON			60.75			60.75
14-04567	SUNBELT RENTAL			8,495.00			8,495.00

TOWNSHIP OF NUTLEY							
BILL LIST							
TUESDAY APRIL 7, 2015							
P.O.	VENDOR	PUBLIC AFFAIRS	REVENUE & FINANCE	PUBLIC SAFETY	PUBLIC WORKS	PARKS & PUBLIC PROPERTY	TOTALS
14-04566	SUNBELT RENTAL			7,955.00			7,955.00
15-00886	VERIZON			29.99			29.99
15-00887	VERIZON			75.44			75.44
15-00087	XEROX CORP			29.70			29.70
15-00743	STATE TOXICOLOGY LAB			315.00			315.00
15-00242	GANN LAW BOOKS LAW PUB.			648.50			648.50
15-01001	NJ DIV. OF MOTOR VEHICLE			135.00			135.00
14-04198	T. SLACK ENVIRONMENTAL			250.00			250.00
14-04631	PHD VIRTUAL TECH			760.00			760.00
15-00675	XEROX CORP			69.90			69.90
15-00974	AT & T MOBILITY			65.73			65.73
15-01021	THOMAS STRUMOLO			202.68			202.68
15-00838	CONDITION RED INC.			300.00			300.00
15-00947	ROBERT MCDERMOTT			54.33			54.33
15-01031	PERSONEL TOUCH FLORIST			200.00			200.00
15-00370	ROBERT VERRY			100.00			100.00
15-00077	GRAINGER			135.15			135.15
15-00783	SAFE SREDDING			600.00			600.00
15-00981	AT & T MOBILITY			998.08			998.08
15-00798	PENNONI ASSOCIATES			2,210.00			2,210.00
15-00109	MAJOR LEAGUE AUTO SPA			199.00			199.00
15-00954	NATIONAL FUEL OIL			7,924.00			7,924.00
15-00953	NATIONAL TERMINAL			4,637.12			4,637.12
15-01019	AT & T MOBILITY			1,394.42			1,394.42
15-00256	INHALATION THERAPY			334.00			334.00
13-04614	T.SLACK ENVIRONMENTAL SERV			23,998.98			23,998.98

TOWNSHIP OF NUTLEY							
BILL LIST							
TUESDAY APRIL 7, 2015							
P.O.	VENDOR	PUBLIC AFFAIRS	REVENUE & FINANCE	PUBLIC SAFETY	PUBLIC WORKS	PARKS & PUBLIC PROPERTY	TOTALS
14-04663	TRIANGLE COMM.			7,365.60			7,365.60
15-00836	MORPHOTRAK			3,247.11			3,247.11
15-00813	CERTIFIED SPEEDMETER			502.50			502.50
15-00825	HOME DEPOT			71.46			71.46
15-00846	HOME DEPOT			20.33			20.33
15-01020	BURGER KING			98.05			98.05
15-01041	SCARINCI HOLLENBECK			2,948.00			2,948.00
15-00774	CABLEVISION				21.33		21.33
15-00051	BEYER BROS.				246.73		246.73
15-00051	BEYER BROS.				51.71		51.71
15-00755	PASSAIC VALLEY WATER COMM				50,018.42		50,018.42
15-00858	PASSAIC VALLEY WATER COMM				537.00		537.00
15-00070	VIOLA BROTHERS				571.16		571.16
15-00159	VITAL COMMUNICATIONS				153.00		153.00
15-00069	TILCON				1,286.87		1,286.87
15-00068	SUPERIOR DISTRIUBTORS				541.61		541.61
14-04145	ENVIRONMENTAL SYSTEMS				2,418.00		2,418.00
15-00081	P & A AUTO PARTS				245.62		245.62
15-00075	BELL RIDGE PLUMBING				875.74		875.74
15-00717	PETER ANDOLINO				732.65		732.65
14-02512	WAYFAIR, LLC				456.45		456.45
15-00695	INTERCITY TIRES AUTO CNTR				431.50		431.50
15-00671	INTERCITY TIRES AUTO CNTR				2,509.05		2,509.05
15-00669	VAN DINES				608.29		608.29
15-00505	GARDEN STATE HIGHWAY PROD				57.00		57.00
15-00095	MORTON SALT				5,469.72		5,469.72

TOWNSHIP OF NUTLEY							
BILL LIST							
TUESDAY APRIL 7, 2015							
P.O.	VENDOR	PUBLIC AFFAIRS	REVENUE & FINANCE	PUBLIC SAFETY	PUBLIC WORKS	PARKS & PUBLIC PROPERTY	TOTALS
14-04296	MORTON SALT				3,661.91		3,661.91
15-00611	WORK N GEAR				182.75		182.75
15-00116	WORK N GEAR				119.00		119.00
15-00658	TIME EQUIPMENT CORP				265.00		265.00
15-00082	RICCARDI BROS				14.85		14.85
15-00724	CITY OF NEWARK WATER BILL				19,649.64		19,649.64
15-00728	W.B. MASON				231.96		231.96
15-00452	FOSTER & CO				222.70		222.70
15-00060	NEWARK ASPHALT CO				300.00		300.00
15-00048	AMERICAN HOSE				68.57		68.57
15-00725	WELDON ASPHALT/CONCRETE				2,390.40		2,390.40
15-00672	RHOMAS IND				2,226.48		2,226.48
15-00736	PATERSON STAMP WORKS				37.46		37.46
15-00522	THE KENNEDY CO				940.88		940.88
15-00052	BRADLEY TIRE				55.00		55.00
15-00056	DURABLE RECYCLING				803.88		803.88
15-00977	DIV.OF TAXATION				113.64		113.64
15-01002	PENNONI ASSOCIATES				3,500.00		3,500.00
15-00147	PENNONI ASSOCIATES				2,250.00		2,250.00
14-00299	PENNONI ASSOCIATES				1,035.00		1,035.00
14-04266	PENNONI ASSOCIATES				5,265.00		5,265.00
15-00147	PENNONI ASSOCIATES				675.00		675.00
15-01009	FLAGSHIP DENTAL PLANS				555.25		555.25
15-00684	ORIENTAL TRADING				433.68		433.68
15-00590	PENN-JERSEY MACHINERY				14.71		14.71
15-00683	NBC AUTO PARTS				89.99		89.99

TOWNSHIP OF NUTLEY							
BILL LIST							
TUESDAY APRIL 7, 2015							
P.O.	VENDOR	PUBLIC AFFAIRS	REVENUE & FINANCE	PUBLIC SAFETY	PUBLIC WORKS	PARKS & PUBLIC PROPERTY	TOTALS
15-00118	NBC AUTO PARTS				82.50		82.50
15-00726	LAWSON PRODUCTS				958.33		958.33
15-00784	ASSURE SHRED				600.00		600.00
15-00050	BLOOMFIELD MASONRY				53.44		53.44
15-00901	PSE & G				18,405.49		18,405.49
15-00065	ROBERTS & SON				409.89		409.89
15-00065	ROBERTS & SON				145.00		145.00
15-00062	NORTHEAST AUTO				192.00		192.00
15-00076	BUY WISE AUTO				84.98		84.98
15-00058	INTERSTATE BATTERY				517.80		517.80
15-01017	PENNONI ASSOCIATES				1,525.00		1,525.00
15-00946	3 WEST PRODUCTIONS				400.00		400.00
15-01035	JAMES SANTANGELO				60.00		60.00
15-00906	NJSHBP ACTIVE					405,519.50	405,519.50
15-00907	NJSHBP RETIREE					195,147.24	195,147.24
15-00570	NATIONAL TERMINAL					4,374.97	4,374.97
15-00793	NATIONAL TERMINAL					5,062.15	5,062.15
15-00705	NATIONAL TERMINAL					4,959.41	4,959.41
15-00030	SUPERIOR DISTRIBUTORS					8.89	8.89
15-00909	DELTA DENTAL PLAN OF NJ					13,341.90	13,341.90
15-00908	DELTA DENTAL PLAN OF NJ					13,757.26	13,757.26
15-00800	PSE & G					584.13	584.13
15-00799	PSE & G					1,222.61	1,222.61
14-00033	JOSEPH RICCIARDI PAINTS					319.30	319.30
14-00036	JOSEPH RICCIARDI PAINTS					79.90	79.90
15-00028	ROBERTS & SONS					174.95	174.95

TOWNSHIP OF NUTLEY							
BILL LIST							
TUESDAY APRIL 7, 2015							
P.O.	VENDOR	PUBLIC AFFAIRS	REVENUE & FINANCE	PUBLIC SAFETY	PUBLIC WORKS	PARKS & PUBLIC PROPERTY	TOTALS
15-00777	CABLEVISION					164.80	164.80
15-00778	CABLEVISION					10.67	10.67
15-00038	NATIONAL BUILDING					45.40	45.40
15-00306	CABLEVISION LIGHTPATH					3,053.83	3,053.83
15-00030	SUPERIOR DISTRIBUTORS					72.26	72.26
14-04606	SOUTHERN ALUMINUM					3,105.00	3,105.00
15-00703	BEYER BROS					249.55	249.55
14-04523	TERRE CO					1,100.00	1,100.00
14-04464	COMPLETE SAW SERVICE					452.10	452.10
15-00552	NUTLEY HEATING & COOLING					875.27	875.27
15-00721	TERRE CO					1,052.15	1,052.15
15-00646	NO.JERSEY MEDIA GROUP					21.95	21.95
15-00938	TREASURER STATE OF NJ					50.00	50.00
15-00848	MICHAEL BRULE					104.90	104.90
14-00664	ABADEL PEST CONTROL					125.00	125.00
15-01033	MICHAEL COZINE					3,921.84	3,921.84
15-01034	NOREEN HAVERON					515.74	515.74
15-00789	PAY PAL INC					30.00	30.00
15-00811	NUTLEY PARK SHOP-RITE					21.34	21.34
15-00923	NUTLEY PARK SHOP-RITE					107.03	107.03
15-00673	TJ'S SPORTWIDE TROPHY					86.04	86.04
15-00553	ORIENTAL TRADING					289.76	289.76
15-00580	AWARDS TROPHY CO					220.50	220.50
14-04085	STANDARD PENNANT CO					468.00	468.00
15-00911	EDWARD MUNOZ					25.00	25.00
15-00912	KRISTEN AMBROSI					120.00	120.00

PAYROLL SHEET
TUESDAY APRIL 7, 2015

List of payroll submitted for approval by the Board of Commissioners at their regular meeting of APRIL 7, 2015:

PAYROLL-REGULAR-MARCH 27, 2015:

Department of Public Affairs	19,310.24
Department of Revenue & Finance	57,397.66
Department of Public Safety	444,425.97
Department of Public Works	59,938.13
Department of Parks & Public Properties	75,787.15
Department of Recreation Commission	7,855.50
Water Operations	43,723.28
Due To From General Capital	3,456.57
600 Series	9,708.41
POLICE OUTSIDE DUTIES	14,557.27
ACC-U-VAC	39,199.18
C.E.H.A.	5,989.01
Sub Total	781,348.37

PAYROLL-OVERTIME-MARCH 27, 2015:

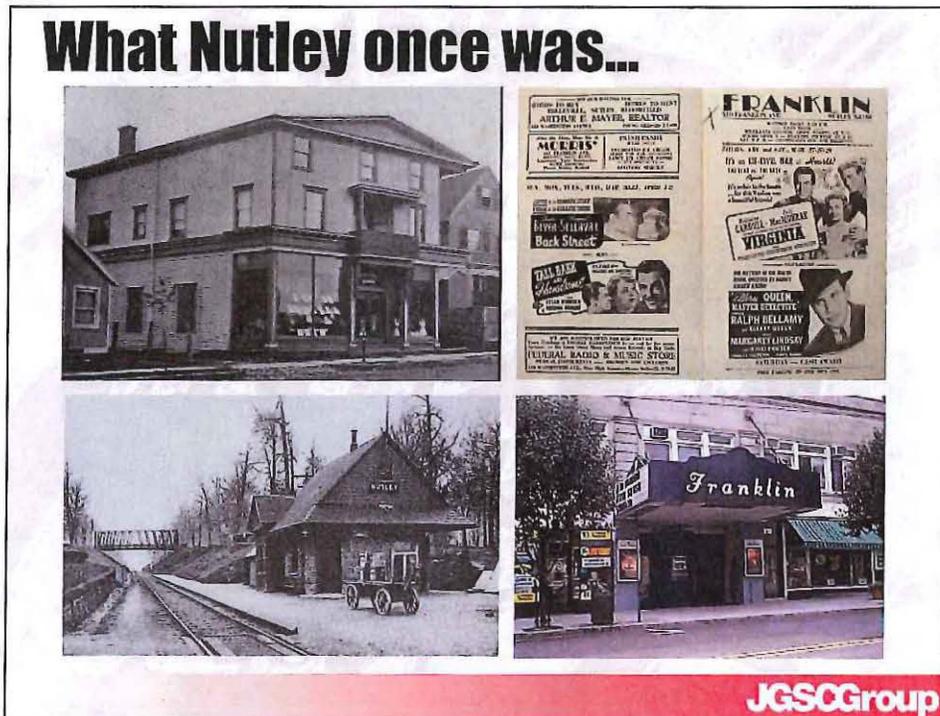
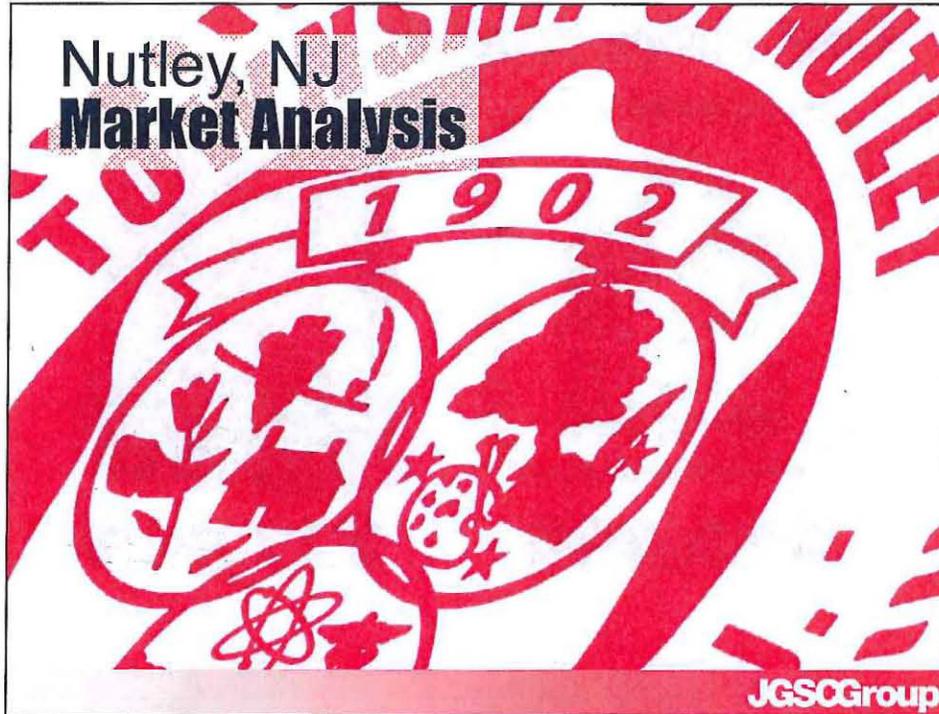
Department of Public Affairs	0.00
Department of Revenue & Finance	530.15
Department of Public Safety	9,646.08
Department of Public Works	12,961.75
Department of Parks & Public Properties	7,051.02
Water Operations	9,163.17
600 Series	0.00
Sub Total	39,352.17

TOTAL PAYROLL: 820,700.54

GRAND TOTAL: 4,231,068.29

The Payroll list in the foregoing schedule includes amounts to be deducted for:

Federal Withholding Tax	105,179.84
Social Security	27,183.50
N.J. State Tax	30,976.31
Medicare	11,665.01
Wage Execution	3,865.50
Deferred Compensation	28,533.06
Employee Disability Ins.	5,094.21



What Nutley is today...



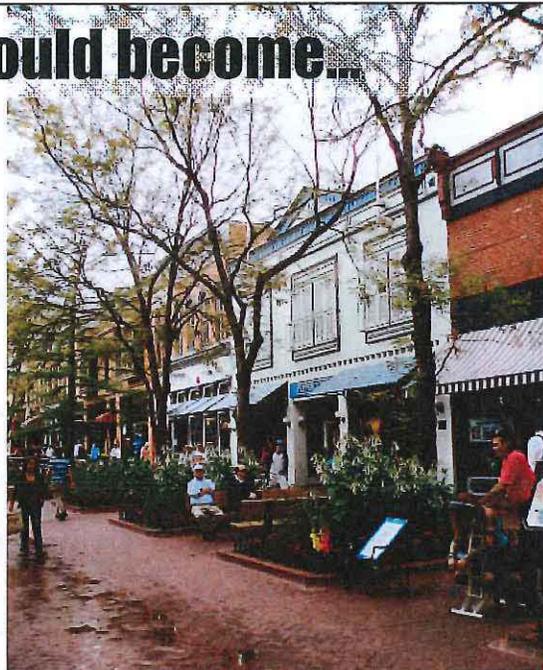
\$95,900



\$37,960

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What Nutley could become...



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Growth by choice, not chance



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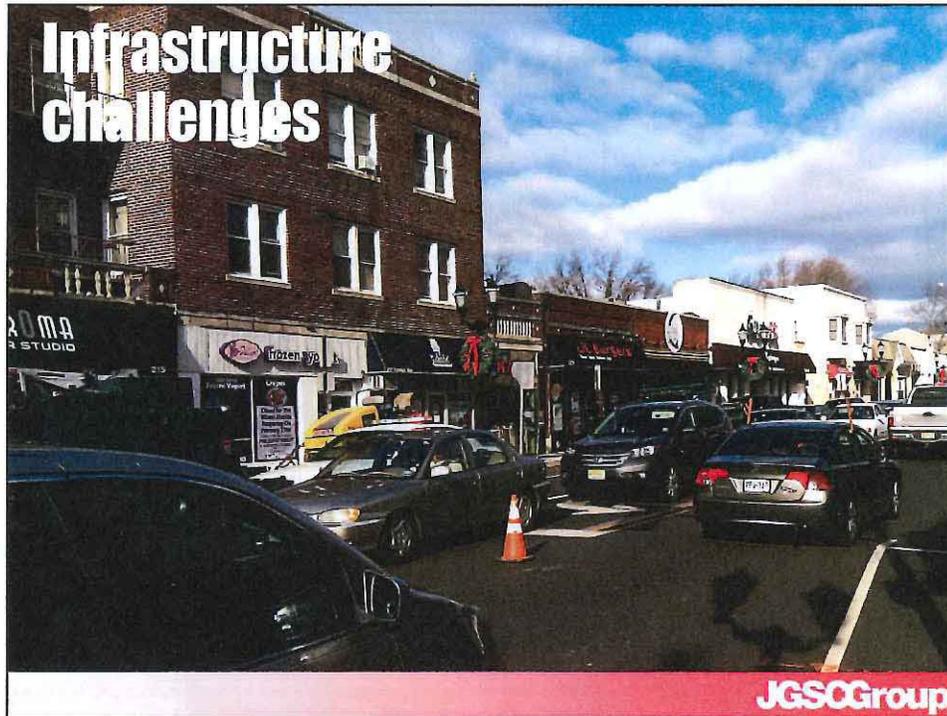
Phase 1: Analyze; build the plan

- Infrastructure**
 - Business inventory
 - Vacancies
 - Access
 - Parking
 - Competitors
 - Redevelopment sites
- Community**
 - Merchants
 - Property owners
 - Stakeholders
 - Community Survey
- Economics**
 - Demographics
 - Psychographics
 - Consumer expenditures
 - Supply and demand

Two overlapping spreadsheets are shown. The top spreadsheet is titled 'Retail Market Price Profiles' and lists various retail categories with their respective sales and profit data. The bottom spreadsheet is a demographic and economic analysis table with columns for '2010', '2011', and '2012' across various metrics like population, income, and retail sales.

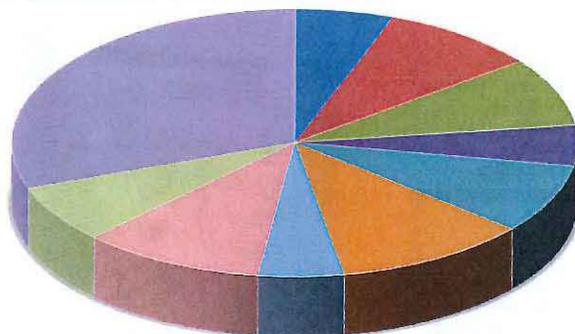
	2010	2011	2012
Population	12,276	12,276	12,276
Households	5,428	5,428	5,428
Median Household Income	\$38,100	\$38,100	\$38,100
Per Capita Income	\$15,200	\$15,200	\$15,200
Unemployment Rate	12.2%	12.2%	12.2%
Retail Sales	\$1.2B	\$1.2B	\$1.2B

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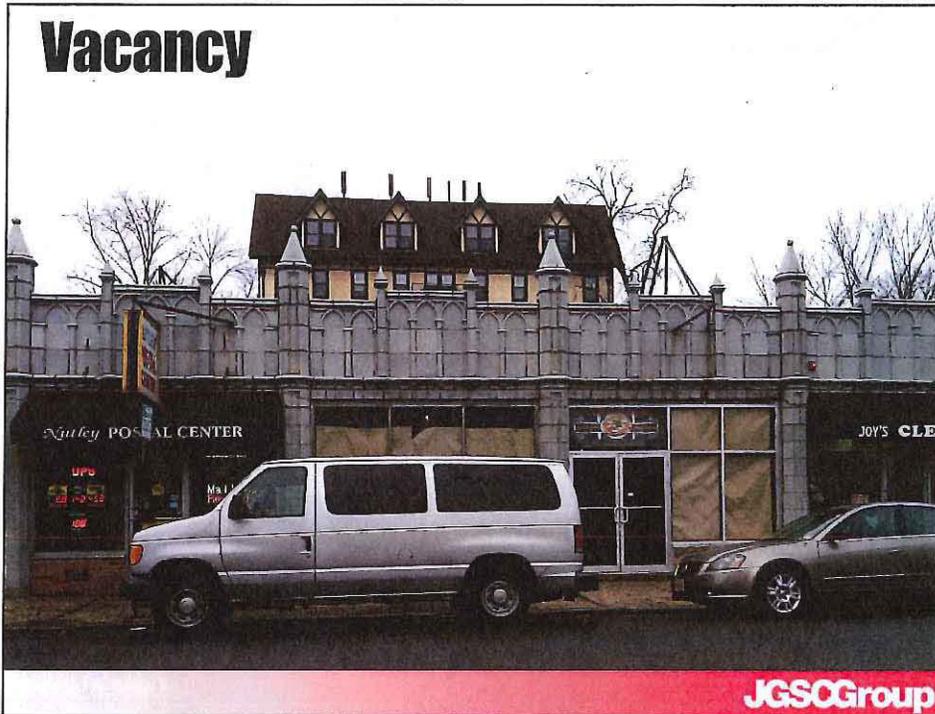
Inventory (retail mix)

- 18.2% Med Prof
- 6.5% Beauty salon
- 5.5% L Restaurant
- 4.4% Attorneys
- 4.0% F Restaurant
- 3.8% Vacancies
- 3.1% Instruction
- 2.4% Nail salon
- 2.4% Realtor
- 2.0% Bank
- 1.8% Auto repair
- 1.8% Insurance



- Banks
- Beauty related
- Cleaners
- Fast food
- Food other
- FS dining
- Medical
- Services
- Specialty Retail
- All Others

Vacancy

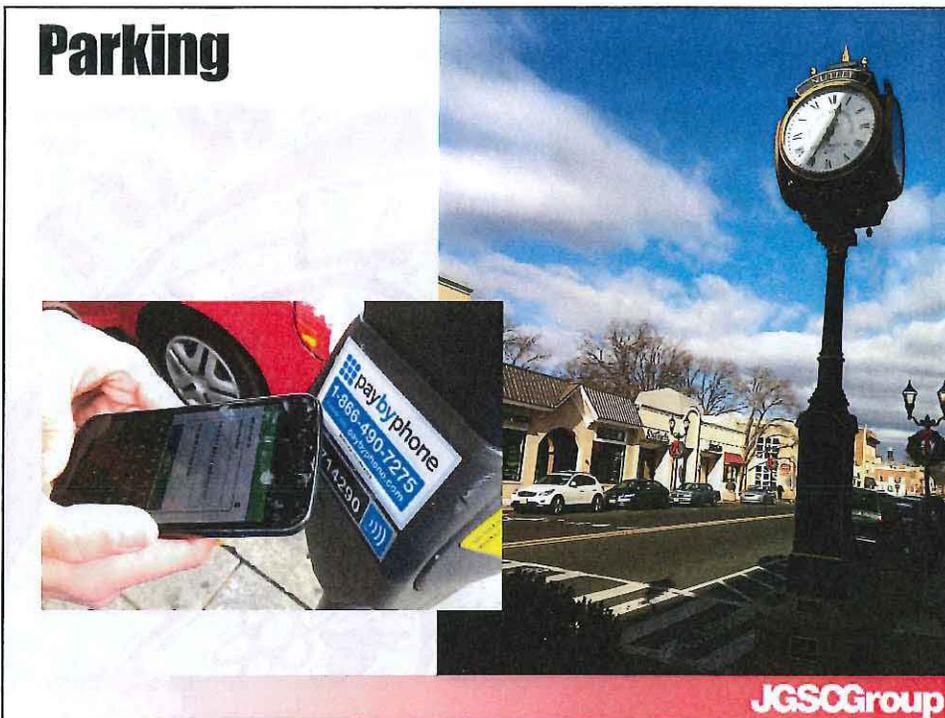
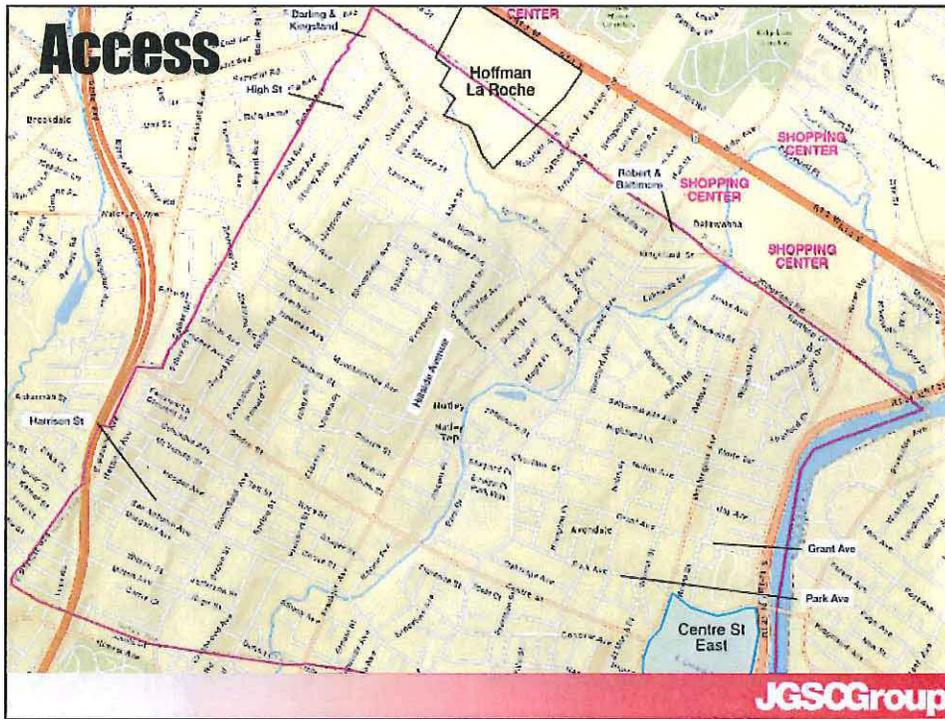


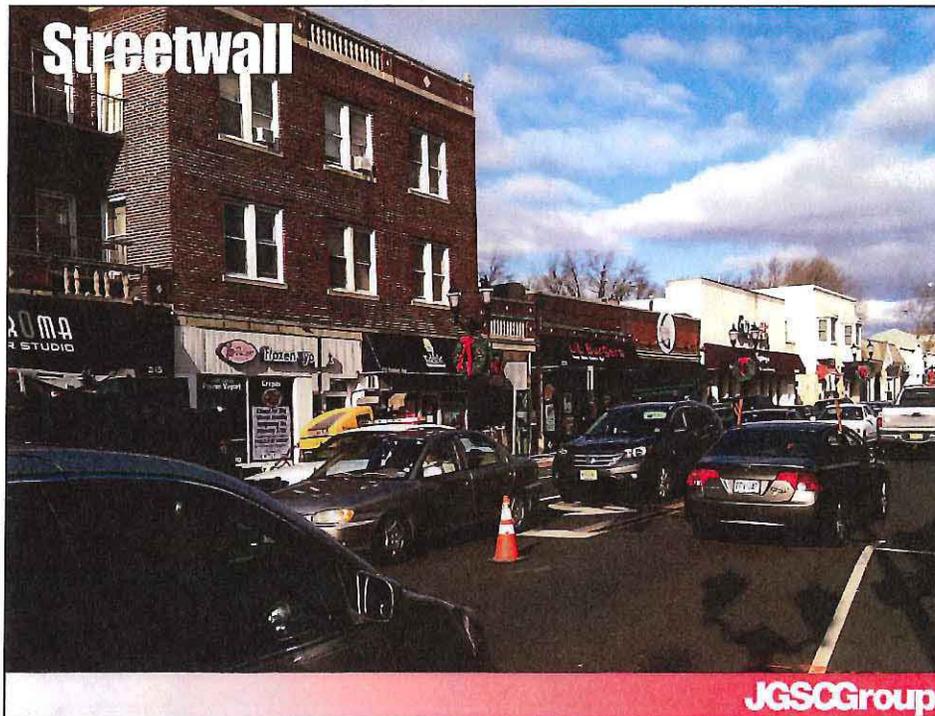
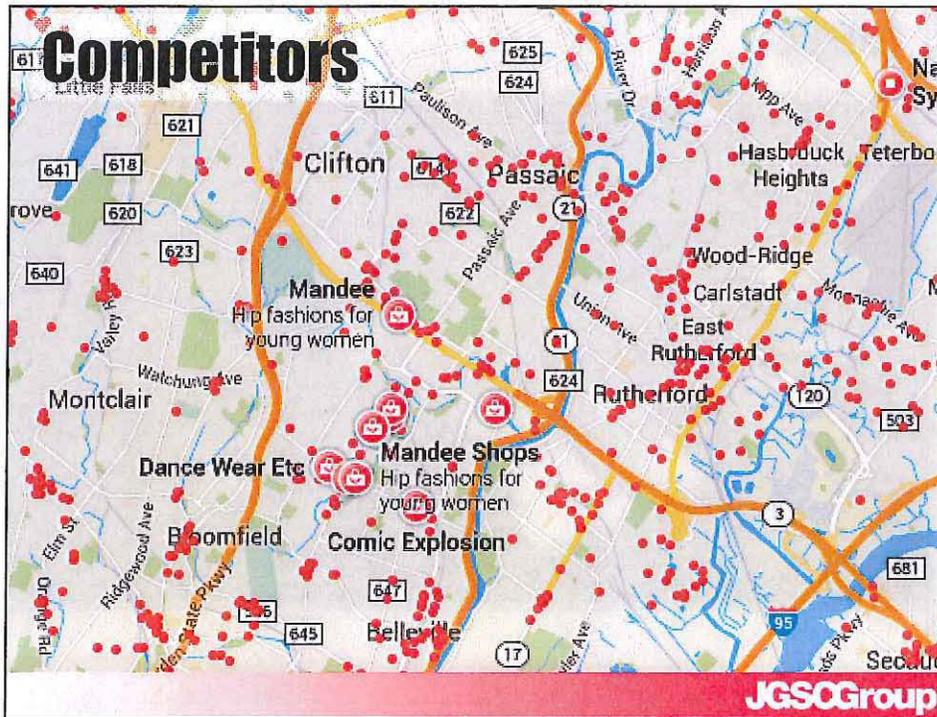
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Retail configuration

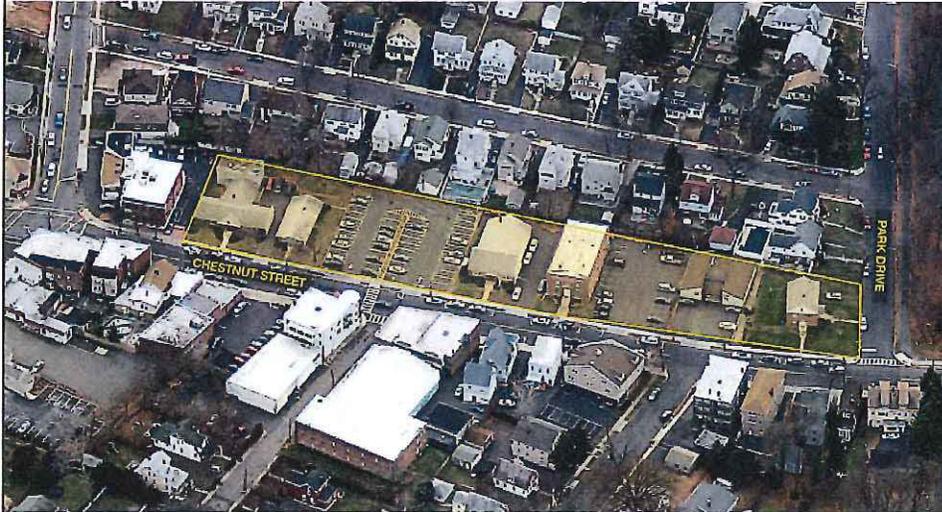


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Gaps



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1. Infrastructure

Infrastructure

- Business inventory
- Vacancies
- Access
- Parking
- Competitors
- Redevelopment sites

Community

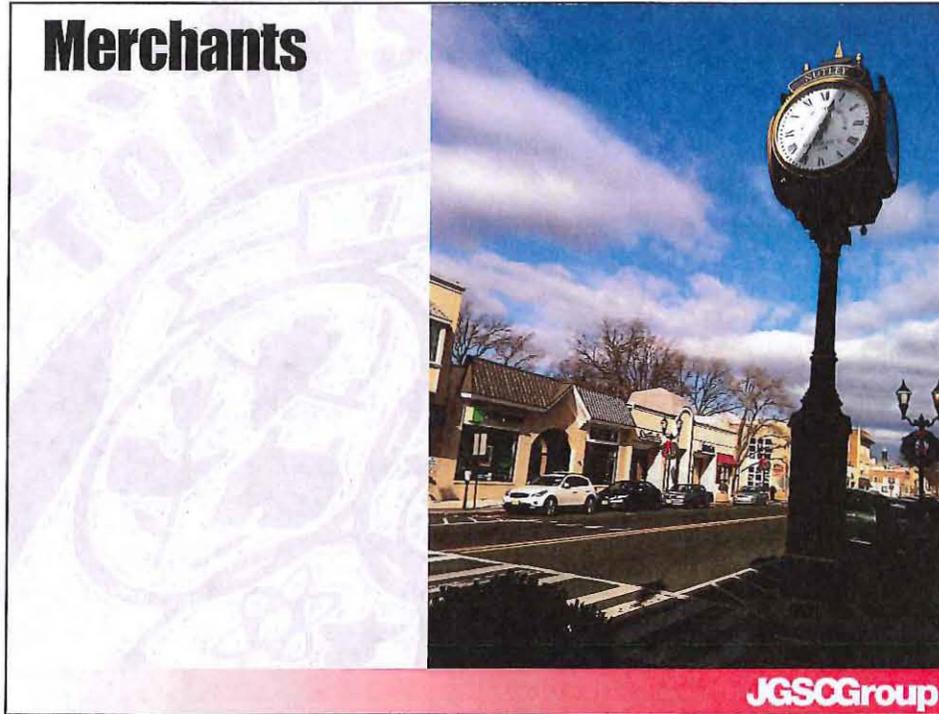
- Merchants
- Property owners
- Stakeholders
- Community Survey

Economics

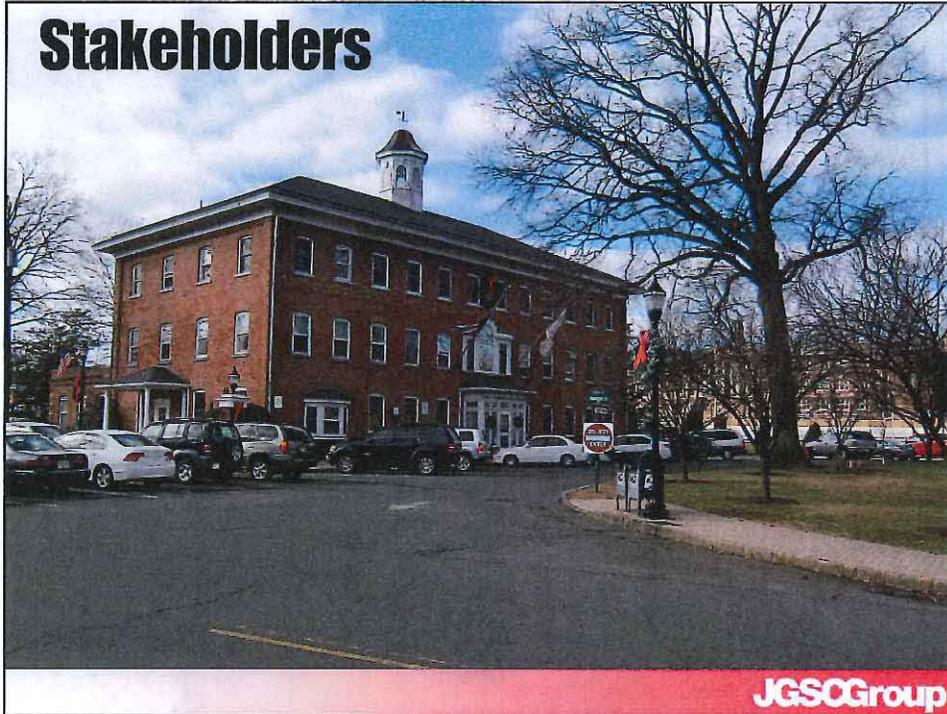
- Demographics
- Psychographics
- Consumer expenditures
- Supply and demand



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Stakeholders



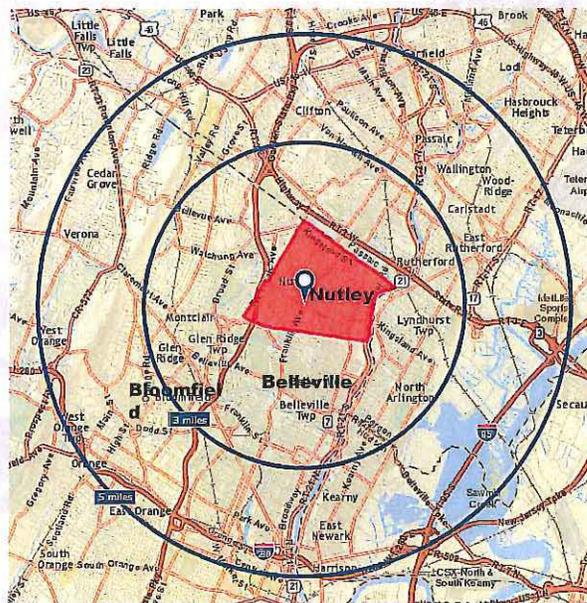
Survey by the numbers

2,423 responses
Confidence level: 95%
Margin of error: 2.1%
Very reliable data!



Trade Area

Where shoppers originate $\pm 70\%$
 94% Nutley
 1% Belleville
 1% Bloomfield



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Shopping

Visits
 1.9 here
 5.6 elsewhere
 Spending
 \$23 here
 \$75 elsewhere

Takeaways
 • 61% never shop
 • 657,000 people
 • \$58 million loss

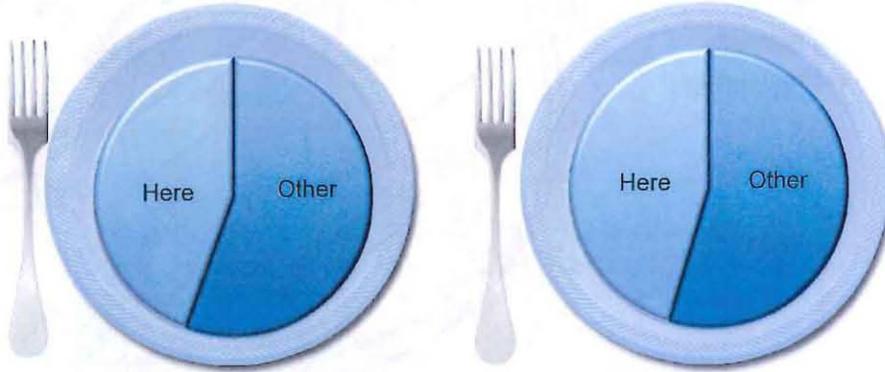


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Dining

Monthly Visits
3.6 here
4.5 elsewhere

Spending/visit
\$22 here
\$26 elsewhere



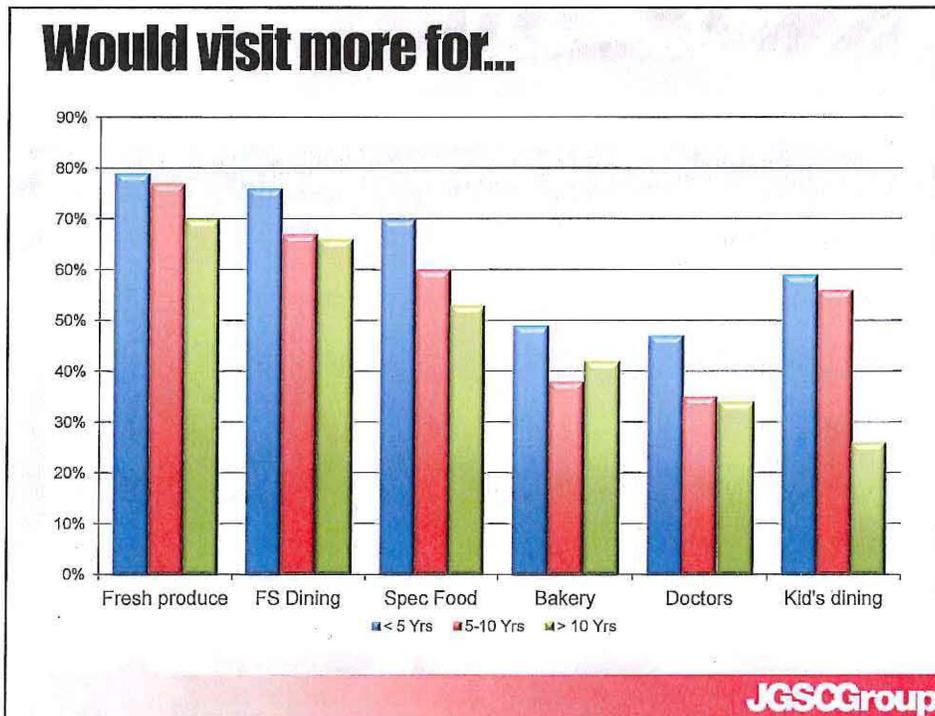
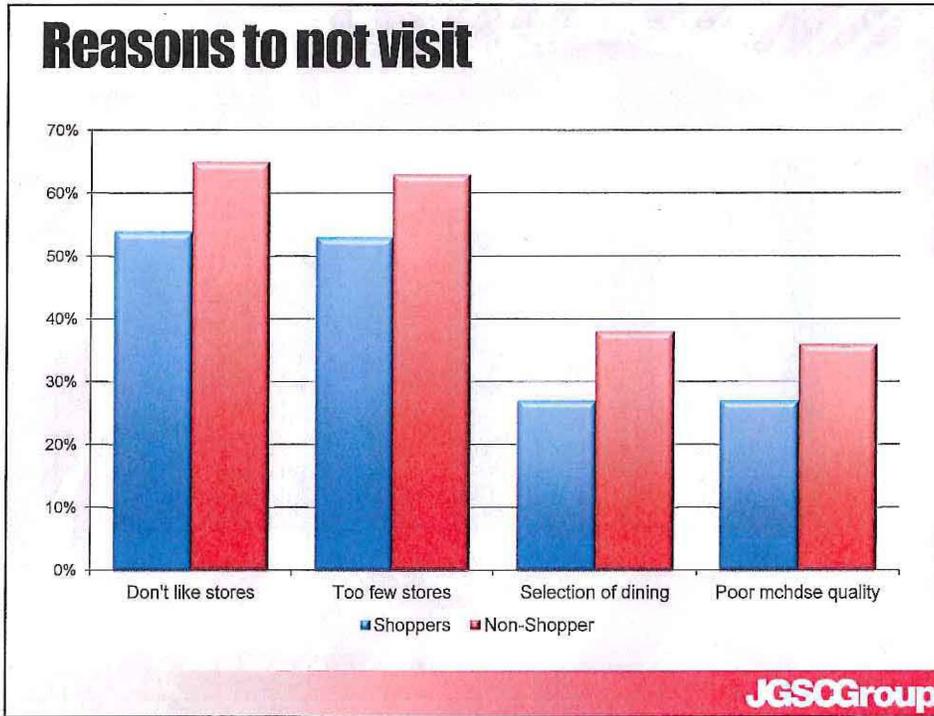
JGSCGroup

Competition

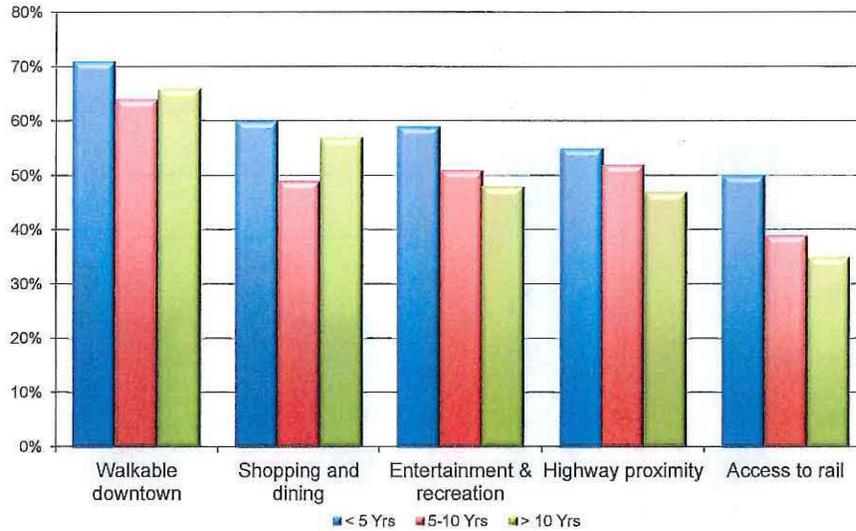
It's not Montclair...
It's Clifton Commons



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What attracts newcomers...



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Resident distinctions

Demographics	< 5 Years	5-10 Years	> 10 Years
Owner occupied	73%	84%	91%
Renter Occupied	27%	16%	9%
Avg Age in Years	39.2	42.0	52.8
Children per HH	1.07	1.46	0.85
Avg HH Income	\$140,900	\$160,900	\$135,300
HH \$100k or more	70%	75%	59%

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2. Community

Infrastructure

- Business inventory
- Vacancies
- Access
- Parking
- Competitors
- Redevelopment sites

Community

- Merchants
- Property owners
- Stakeholders
- Community Survey

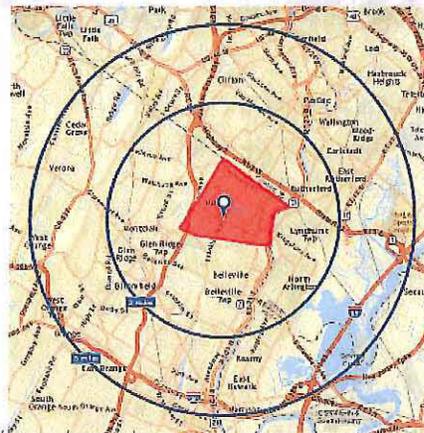
Economics

- Demographics
- Psychographics
- Consumer expenditures
- Supply and demand

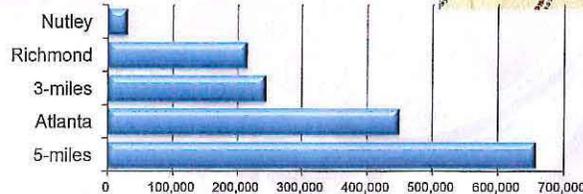


Demographics

- Avg Household Income
- \$95,900 Nutley
 - \$89,000 3-mile radius
 - \$76,400 5-mile radius
 - \$84,400 Essex County
 - \$96,500 New Jersey

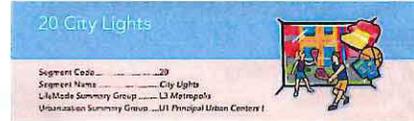


Population



Psychographics

Top categories
 40%-City Lights
 29%-Pleasantville
 15%-Enterprising Professionals



Demographic
 The City Lights segment is composed of diverse neighborhoods located primarily in the Northeast. The demographic is urban and is a mixture of young, middle-aged, and older professionals. The median age is 38.3 years. Compared to the Metropolitan Area, there is a higher percentage of slightly more people aged 25 or older. The segment is also among the highest income in the U.S. with higher rates of Asian, Hispanic, and multiracial populations.

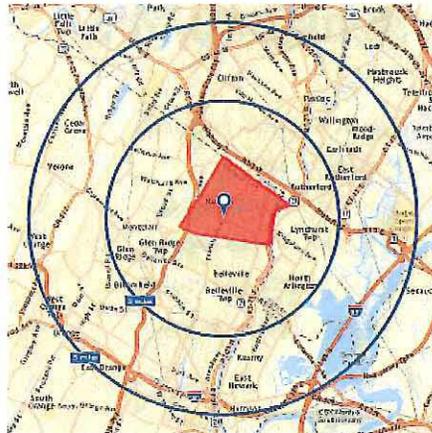
Socioeconomic
 City Lights residents earn a great living working in professional and service industries. The median household income is \$82,371, almost precisely twice wages and some businesses.

Residential
 Housing types include single-family houses, townhouses, and apartments or buildings with 2 to 50 or more units. Thirty-five percent of housing are apartments in buildings with more than one unit, approximately four times the percentage of total housing. The percentage of single-family homes in the City Lights market is only 36 percent of the household inventory. Housing is more expensive than the U.S. average, because as of two-thirds of the inventory is more than \$250,000. The home ownership rate of 63 percent is lower than the national average.

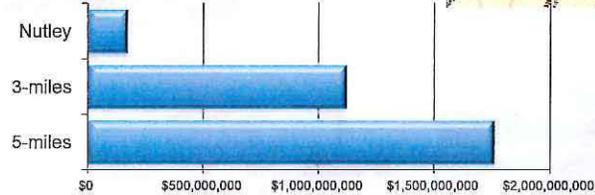
Preferences
 City Lights residents lead an urban lifestyle and take advantage of big-city opportunities. They buy household furnishings, groceries for dining in, food and beverages, apparel, and electronics. They are more likely to buy household furnishings and electronics. They shop for clothes, shoes, jewelry, and large appliances such as fridges, washers, and ovens. They buy groceries at stores such as Kroger and Stop & Shop. City Lights residents take exercise, practice yoga, and do activities to stay fit. They travel domestically and abroad. They travel, go to the movies, and watch family and classic movies on DVD. They read, listen to City radio, and enjoy the library. They read more on Sunday newspapers and have more cell phone use, including text messaging and e-mail. Many households have pets such as dogs, cats, and birds. They are more likely to be digital natives.

Demand & Leakage

Demand (Billions)
 \$2.04 Richmond VA
 \$3.27 3-miles
 \$5.15 Atlanta GA
 \$7.22 5-miles



Leakage



Leakage by category

In Millions of Dollars	3-miles	5-miles
Automotive & parts	\$455.3	\$421.6
Home furnishings	\$36.7	\$47.9
Clothing & accessories	\$54.1	\$59.3
Specialty food	\$6.5	\$6.9
Full-service dining	\$46.6	\$117.8
Limited-service dining	\$40.6	\$85.2



Could support...

- 101 Automotive businesses
- 88 furnishing businesses
- 83 clothing businesses
- 31 specialty food stores
- 158 full-serve restaurants
- 142 limited-serve restaurants

3. Economics

Infrastructure

- Business inventory
- Vacancies
- Access
- Parking
- Competitors
- Redevelopment sites

Community

- Merchants
- Property owners
- Stakeholders
- Community Survey

Economics

- Demographics
- Psychographics
- Consumer expenditures
- Supply and demand

Trade area today: Nutley
 28,839 people
 \$95,900/\$37,960/HH/yr
 Leakage: \$167 million/yr

Trade area tomorrow: 5-mile radius
 657,000 people
 \$88,301/\$30,346/HH/yr
 Leakage: \$1.75 BILLION/yr

Community

Economics

Here is the plan

Achieve consensus

- Retain what you have
- Recruit what you need
- More new development
- Attract millennials

Enroll

Recruit

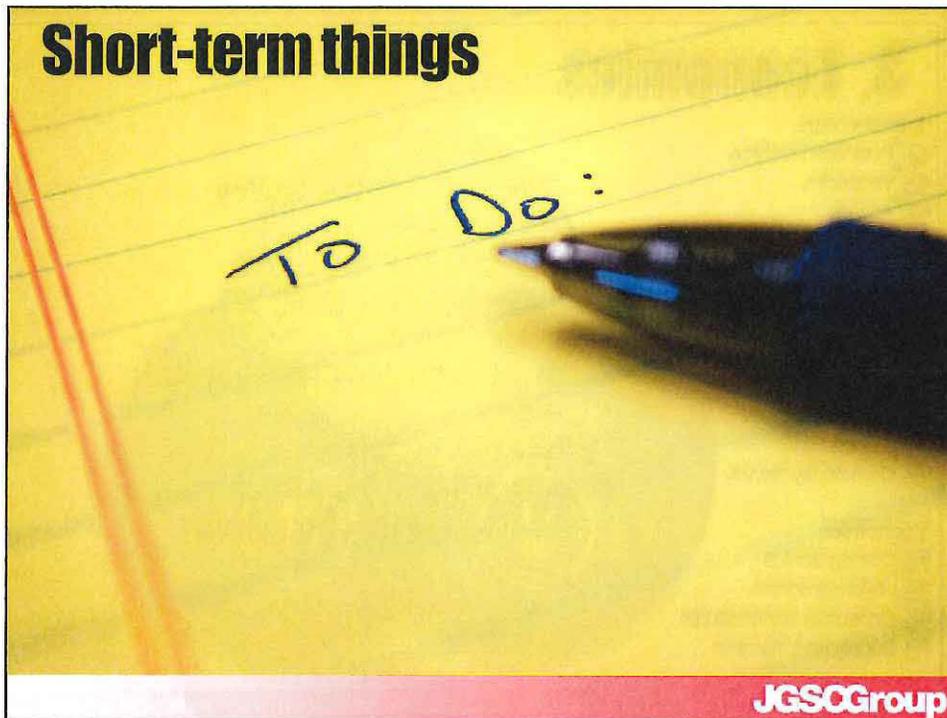
Market



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Short-term things

To Do:



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Enroll stakeholders

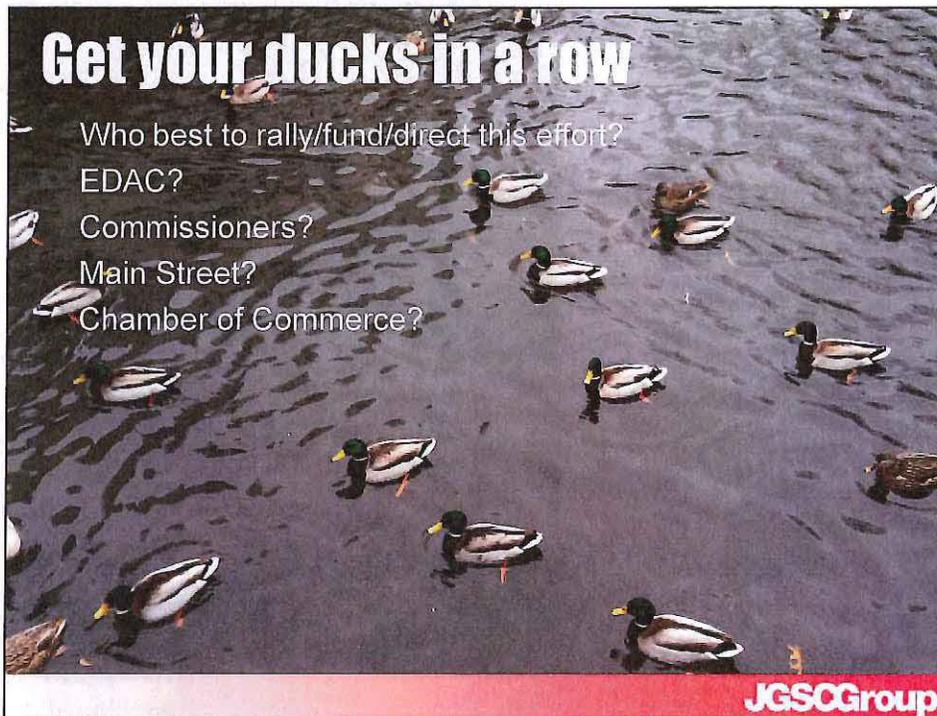
- Property owners
- Retail ready spaces
- Lease partners
- Merchandise mix
- Developers
- Pre-lease partners
- Merchandise mix



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Get your ducks in a row

- Who best to rally/fund/direct this effort?
- EDAC?
- Commissioners?
- Main Street?
- Chamber of Commerce?



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Celebrate distinction

- Distinctive shops
- Bridal/dress shop
- Handmade soaps
- Skateboards
- Distinctive services
- Woodwind repair
- Party planning
- Custom invitations
- Distinctive dining

Support them
Expand & promote
Co-op marketing



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Create events

- Attract diverse groups
- Joggers/bikers
- Young families
- Art lovers
- Public music
- Historic
- Seniors/health-related
- Taste of/dining week
- Night-time
- Seek sponsors
- Create promotions



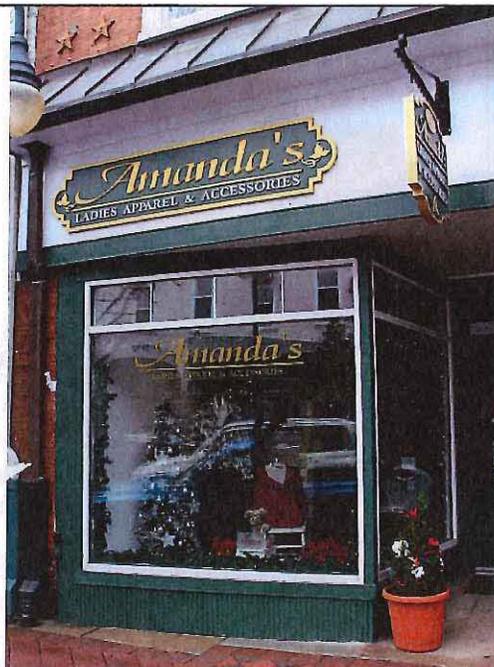
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Long-term things

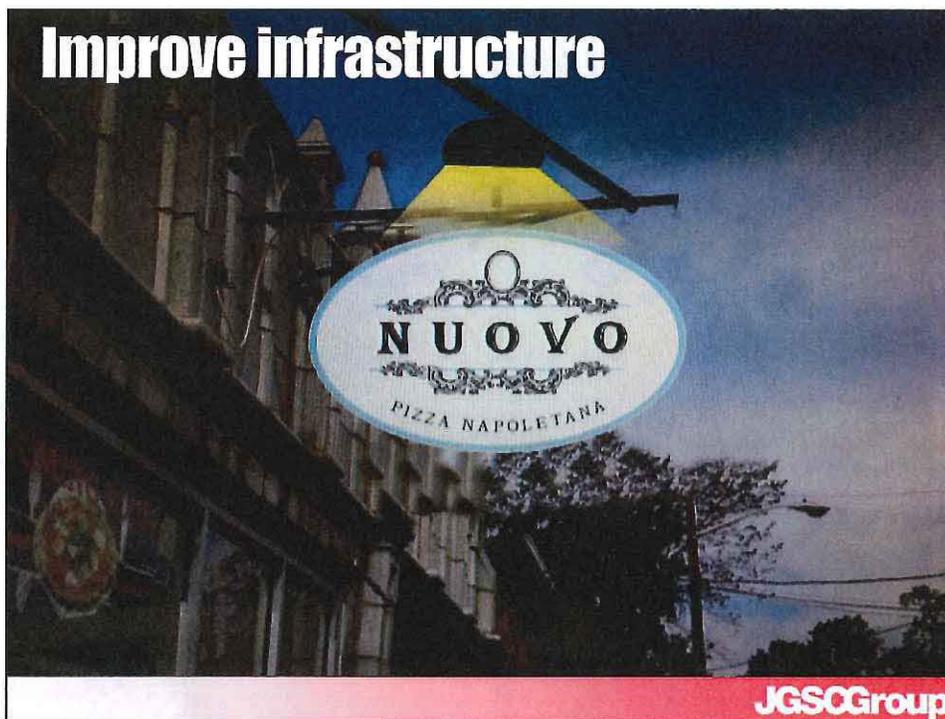
To Do:

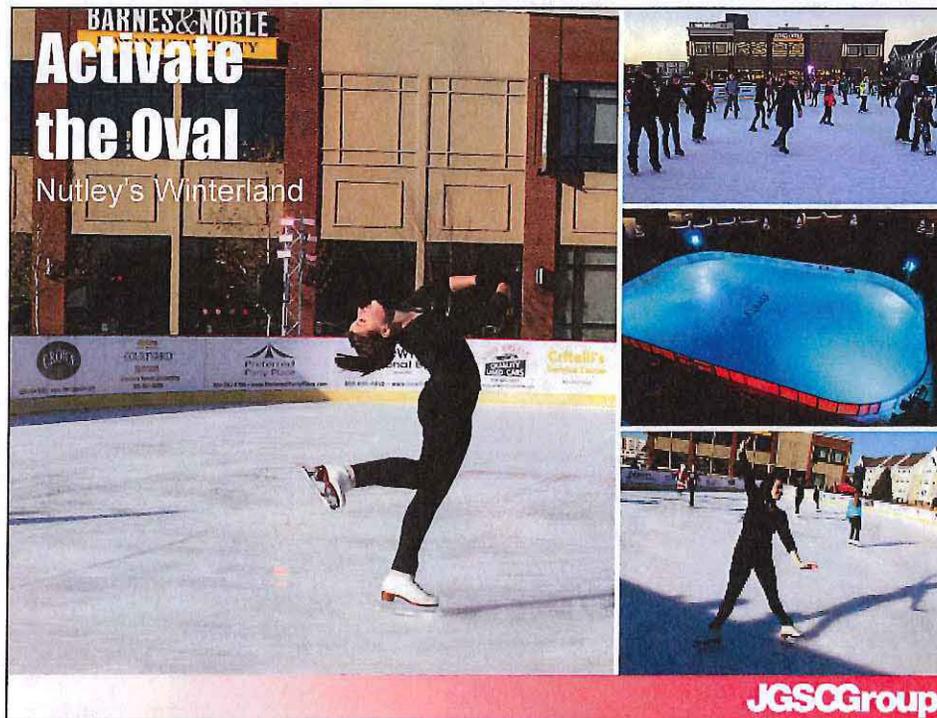
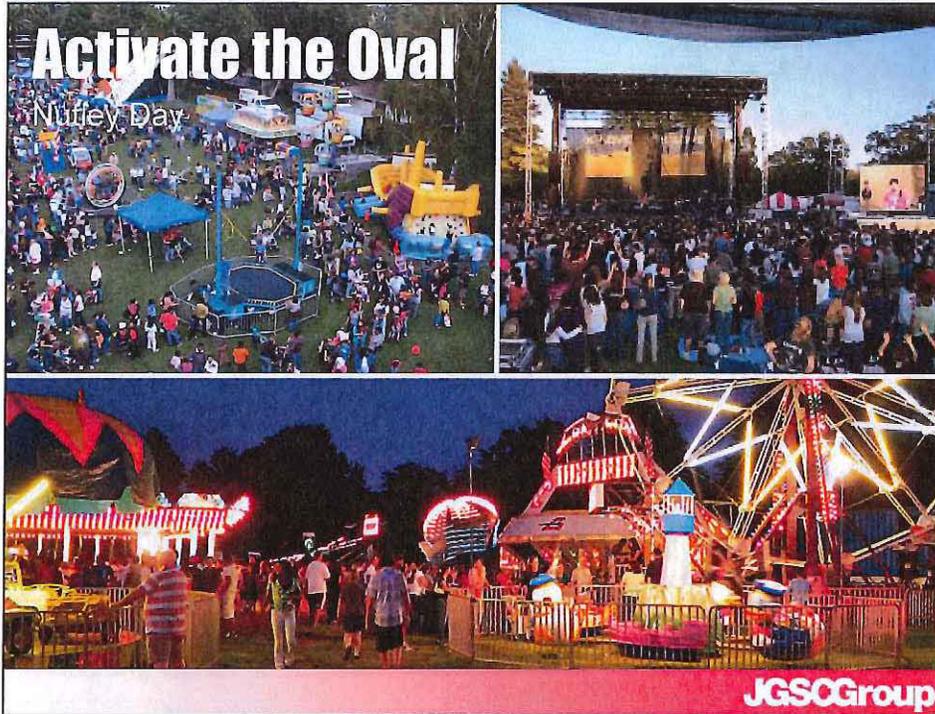
JGSCGroup

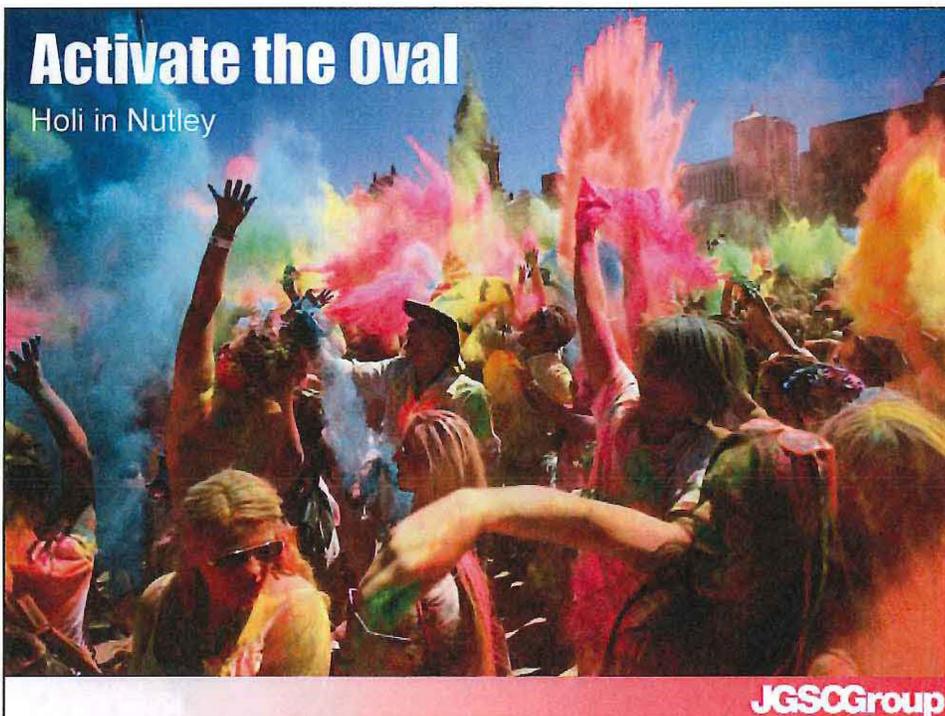
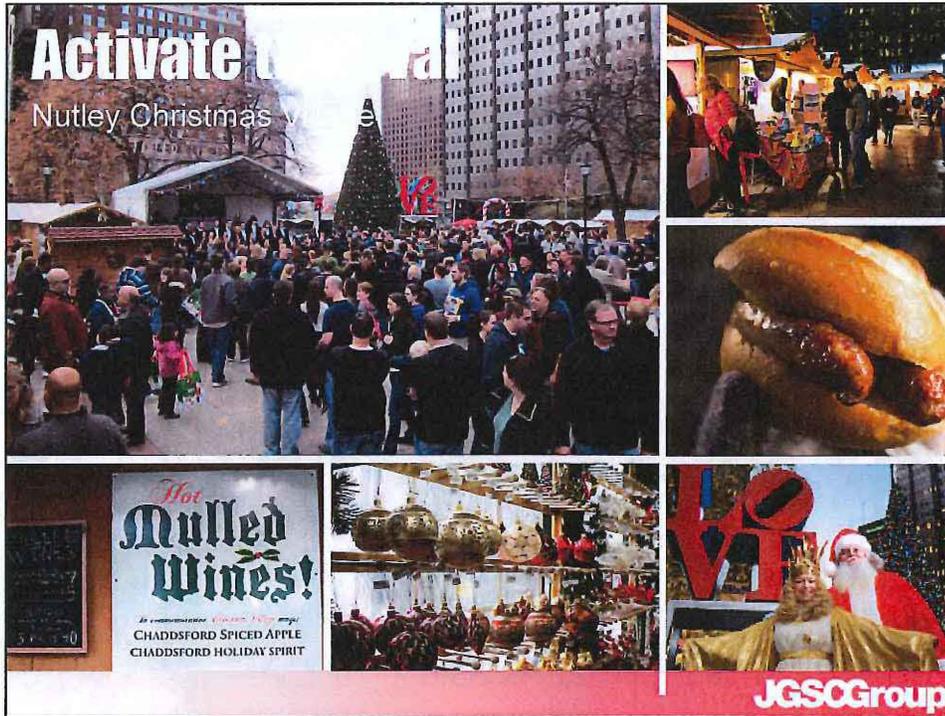
Zoning

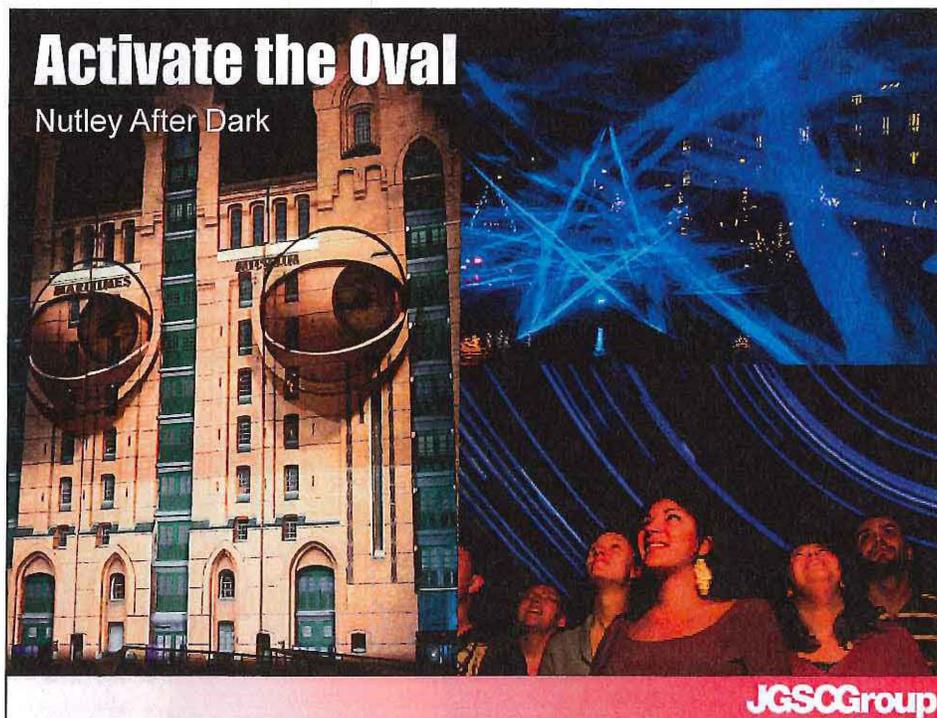
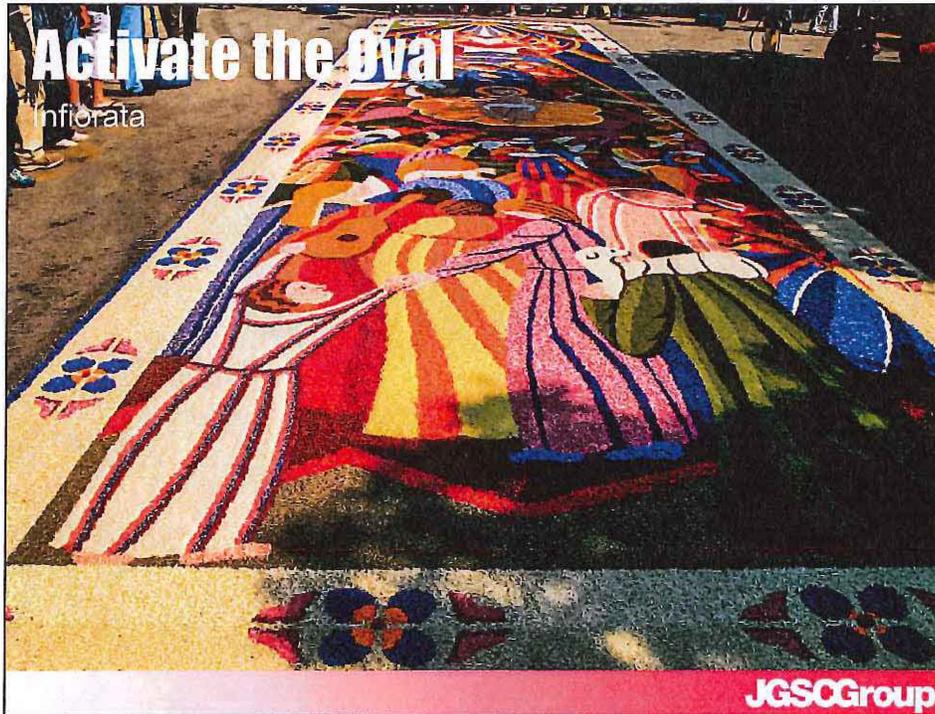


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Recruiting materials

Too many shoppers. Not enough stores.

Over 100 million shoppers visit the area annually. It's a land of opportunity for retail and service businesses. The area is home to some of the most affluent and educated consumers in the world. The area is also home to some of the most diverse and multicultural populations in the world. This is a unique and exciting market for retail and service businesses.

THAT KNOCKING NOISE YOU'RE HEARING IS OPPORTUNITY

Segment
Food
Dining
Clothing
House & Home

Long Island City has taken off.

Here's why you should be aboard.

AMAZING OPPORTUNITIES IN MAPLEWOOD

See all we have to offer: access, proximity, affluence & opportunity.

Category	Count
Restaurants	100
Bars & Nightclubs	50
Retail	200
Service	150
Health & Wellness	75
Education	30
Recreation	40
Professional	20
Government	10
Religious	15
Arts & Culture	25
Medical	10
Manufacturing	5
Warehousing	5
Logistics	5
Construction	5
Real Estate	5
Financial	5
Technology	5
Other	5

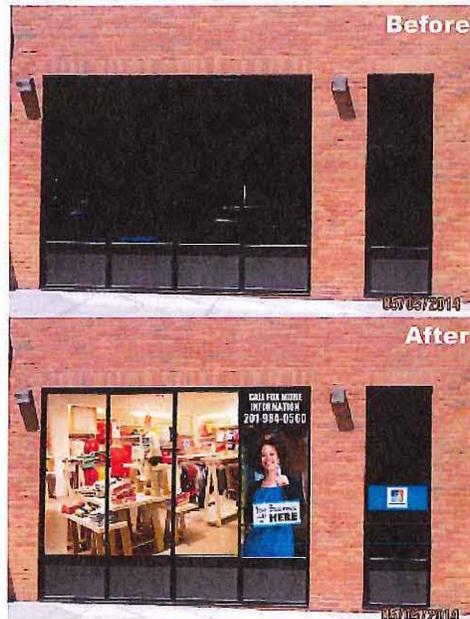
MAPLEWOOD

AMAZING OPPORTUNITIES IN MAPLEWOOD

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Market Nutley

- Brokers
- Broker events
- Emails
- Visual appeal
- Window signs
- Trial visits
- Corridor tours
- Lots of events



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Now and forever...

- Be proactive.
- Be consistent.



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