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Official Publication of the New Jersey State League of Municipalities

October 2018

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New Jersey Municipalities Magazine

Volume 95 | Issue 7

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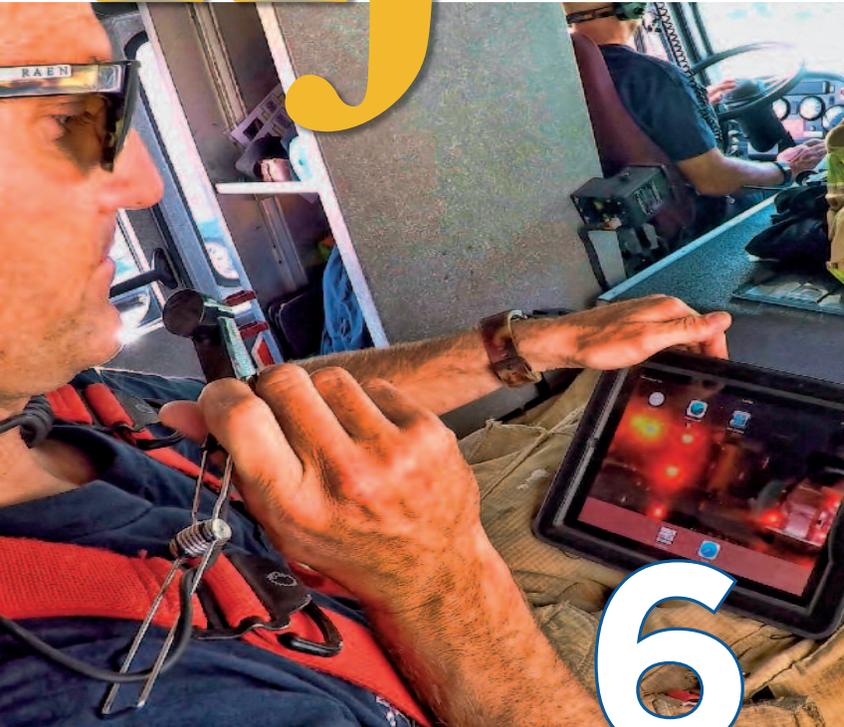
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officials in emergencies and everyday operations.

Image courtesy of First Responder Network.





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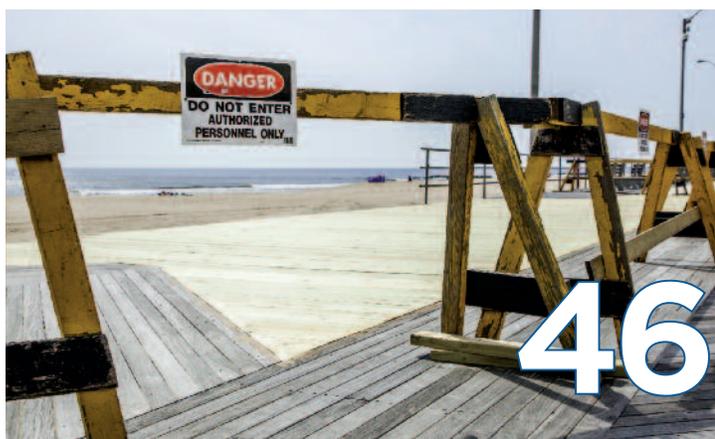
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Cyber Security Starts Locally

This October is the 15th Annual National Cyber-security Awareness Month. While the awareness is good, action is really the goal. The League has consistently worked to provide tools and resources for you to take such action because if government infrastructure and systems are compromised by cyberattack, the ramifications go far beyond financial loss.

The Department of Homeland Security is the federal national lead in the partnership to promote this important work. Its site includes themes, key messages, and toolkits your government can access at www.dhs.gov/national-cyber-security-awareness-month. This month, *NJ Municipalities* assists you as well with guidance and resources focused particularly on the needs of municipal government.

Loss of connectivity can put lives at risk. FirstNet is a response to that threat. After years of development, it provides emergency responders with a redundant connectivity system, and certified hardware and software you and your first responders can rely on during a disaster that impacts normal connectivity. The range and sophistication of FirstNet will impress even the most experienced emergency managers.

Loss of system control can shake confidence in the government's decision making and ability to lead. Are your

information systems reliable and resilient to attack? Rutgers has guidance on auditing your systems and the personnel responsible for them to assure their reliability and state-of-the-art status with regards to protection.

Because of the growing reliance on technology in all aspects of local government operations, the need and the threats to this part of your government will only continue to grow in complexity and importance. That means protecting your risk exposure with insurance as well. MEL provides understanding of the need and cyber insurance options so you can better control the losses from such events.

Your community relies on government services provided by and through technology. It's an area where your municipal government can shine or be reduced to merely reacting to events beyond its control. Take a moment now to review the guidance in this issue of *NJ Municipalities*. Check the resources at the League website www.njslom.org/516/Technology-Management-Support-Service and review the upcoming technology sessions at the 103rd Annual League Conference November 13-15, including digital transformations of municipal government, sessions on municipal websites, smart cities technology, administration roles in technology and more. (www.njslom.org/923/Session-Listing)

Michael Darcy

“Loss of system control can shake confidence in the government's decision making and ability to lead. Are your information systems reliable and resilient to attack?”



Our conference mobile app will be ready for download on “Download Day” October 3, so be ready to start creating your own personal agenda for the Conference.

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A Communications Ecosystem

How FirstNet will benefit New Jersey First Responders

By J. Michael Schweder, President, AT&T Mid-Atlantic



On September 11, 2001, the United States was faced with tragic terrorist attacks that forever changed the way we live. On that day, first responders experienced many harrowing challenges, including major communication obstacles. The communication issues that many encountered made it clear that there was a need for a dedicated, purpose-built solution for first responders.

Following the attacks, Congress created the First Responder Network Authority (FirstNet Authority), an independent government authority tasked with carrying out the vision of a designated communications platform that had been long-advocated by public safety. This led to the creation of FirstNet, a solution that provides first responders with services they need as they work to serve and protect our communities.

Public safety network

FirstNet is the country's first nationwide communications platform designed for and dedicated to the public safety community. Built with AT&T in public-private partnership with

the FirstNet Authority, FirstNet will allow first responders to more easily, quickly, and reliably connect to the critical information they need daily and in times of emergency. This includes fire, law enforcement, emergency medical services (EMS), emergency management, and public safety answering points (PSAPs/911 Centers). This communications ecosystem provides a platform offering interoperability among FirstNet subscribers from different agencies and

“ With FirstNet, users will have access to groundbreaking technology, such as telehealth/telemedicine mobile applications.”

jurisdictions and improved communications capabilities. FirstNet will provide substantial benefits to first responder users in communities in New Jersey, giving them access to technology across agencies and jurisdictions at the local, state, and federal levels.

All 50 states, five territories, and Washington, D.C., have opted-in to FirstNet, with New Jersey being one of the first six states to make this choice. Municipalities in New Jersey are in the process of choosing whether to subscribe to FirstNet services, which would provide their authorized users with service using the dedicated and highly secure nationwide platform that supports the voice, data, text, and video communications needs of first responders.

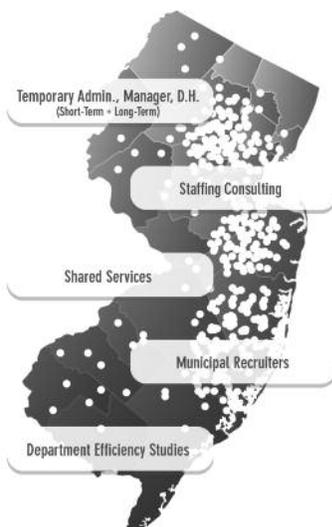
FirstNet users will also have priority over non-public safety users. This includes not only FirstNet primary users (police, fire, and EMS officials), but also hospitals, critical infrastructure repair teams, transportation, sanitation workers,

and others designated as extended primary users.

First responders in small towns and large cities in New Jersey, as well as the rest of America, will see the benefits of FirstNet as the platform that allows users to access one-of-a-kind public safety solutions. With FirstNet, users will have access to groundbreaking technology, such as telehealth/telemedicine mobile applications. These applications will enable users to communicate with physicians and specialists via picture and video imagery, thus helping to expedite treatment and stabilization during emergency transport.

Smart cities

Along with that, the platform will help further the development of public safety focused Internet of Things (IoT) and smart city solutions. With the ability to access advanced technology through FirstNet, first responders can change the way they think about and use communications. The platform will



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Communications Ecosystem

allow for transformative possibilities by paving the way for first responders to utilize innovative future emergency response tools.

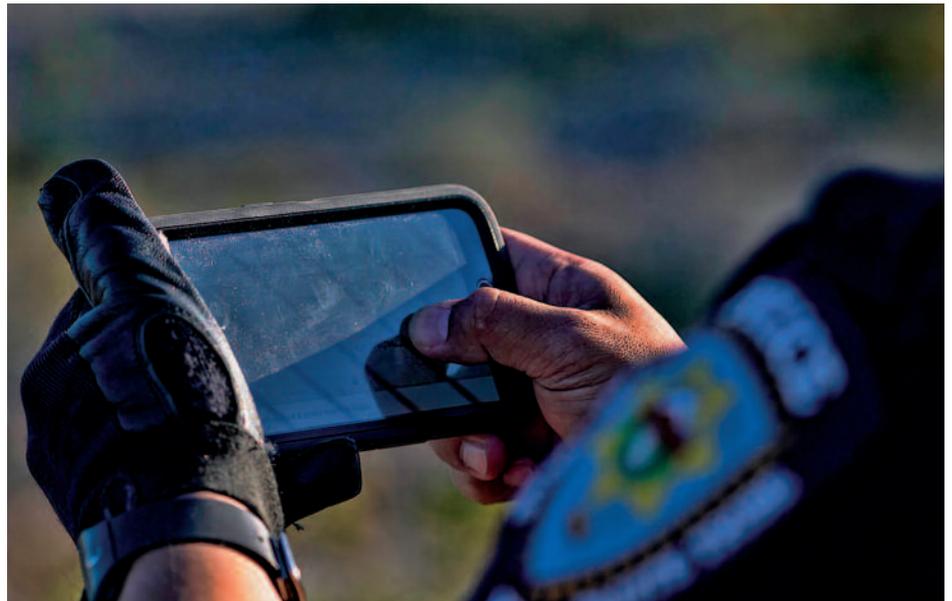
This could include connected vehicles that provide better visibility to the closest resources needed in an emergency and in-vehicle networking that could transform police vehicles into highly secure mobile networks by connecting vehicle systems like cameras, sirens, and weapon sensors.

Connected infrastructure like smart lighting solutions could help monitor traffic so first responders can take the fastest routes available. Sensors placed around communities could also provide situational awareness, helping public safety users detect gunshots when and where they happen.

Connected gear for first responders could also potentially feed critical data to incident commanders to help keep first responders safe. With this technology, firefighters could possibly monitor their health to help detect early warning signs of cardiac arrest, a leading cause of death on the job.

With AT&T's infrastructure investments in connection with the FirstNet build, communities in New Jersey and across the nation will also experience improved wireless broadband coverage.

When a surplus of capacity on the



FirstNet public safety spectrum occurs, the additional capacity can be used to support commercial traffic. This will help improve service for commercial wireless users in both urban and rural areas.

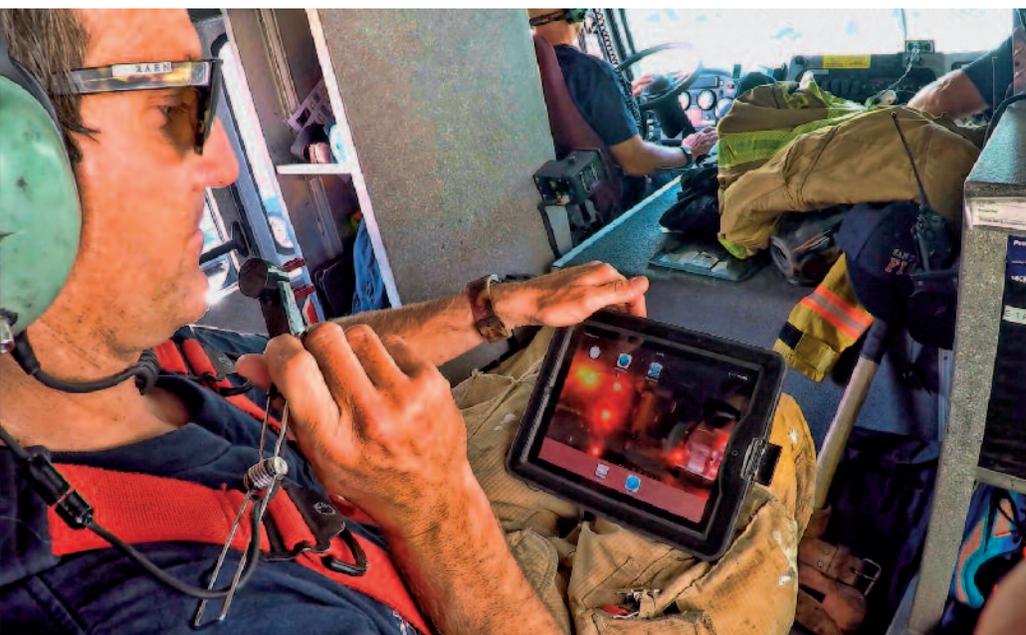
FirstNet is also expected to create 10,000 U.S. jobs over the first two years of the FirstNet build alone, providing opportunities for people within communities across the country. These jobs include positions in fields such as technology development, deployment, operations, and more.

Rick Koehler, North Region Manager, AT&T FirstNet Program, and the AT&T team are working to bring the FirstNet platform to fruition in an effort to assist the brave first responders who

put their lives on the line every day. Now, communities in New Jersey and across the United States will see the benefits of a platform dedicated to our first responders. Through FirstNet, those who work tirelessly to keep us safe will have reliable communication access they need during day-to-day operations, disaster response and recovery, and event management. With these tools, first responders can harness FirstNet's innovative and groundbreaking technologies that will help keep them secure and prepared while on the frontlines. 🚒

Testing FirstNet

So far, FirstNet has been successfully trialed at a handful of events. Here in New Jersey, FirstNet will be utilized at large events, such as game day at MetLife Stadium in East Rutherford; the Far Hills Steeplechase; and, the Atlantic City Air Show. At these types of events, first responders are equipped with the FirstNet experience, which helps them stay connected to the information they need. Even with record highs in attendance and mobile data usage, first responders will have priority access to a reliable connection.



SHOW OFF YOUR CITY!

→ Enter to win!

Send us photos of your municipality!
Help us showcase our beautiful state by sending photos of your tourist attractions, downtown areas, economic development initiatives, parks, city halls, community groups and new projects.

All entries will be posted on the League's Facebook page, website and some featured in the April issue of *NJ Municipalities*, and possibly other issues. A winner will be chosen and receives a free League publication of their choice!

Photos should be high resolution JPEGs, at least 1MB in size. Please provide photo credit if necessary.

Photos can be submitted to aspiezio@njslom.org, or mailed on CD or flash drive to 222 West State Street, Trenton, NJ 08608.

Deadline to submit is February 1.

Entry details: Unfortunately stockphotos and images that are too low resolution will not be considered. By submitting a photo you are agreeing that you own the rights to the photo and that NJLM has permission to use the photo in *NJ Municipalities*, on NJLM's social media and website, and on other printed materials. A winner will be chosen on February 15. Please include your Facebook profile name and we will tag your photo on Facebook!



NOW & THEN



Amy Spiezio
Managing Editor

Always Something New

Just when you finally have the hang of something, the next generation comes along. Whether it's the next generation of phone or the increasingly assertive steps we must master to secure our computer systems, the learning never ends.

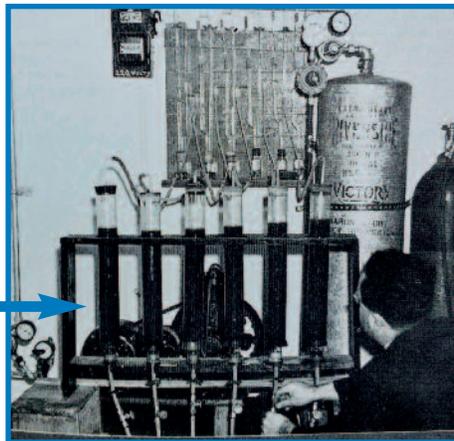
While it may require constant vigilance, training, and education, keeping local governments up-to-date on technology is worth it. Literally. In this issue's article on cyber insurance (page 32), it's noted that, "if a town has 3,000 citizens, the average cost could be \$225,000 (\$75 x 3,000)—and that is before any claims are filed by affected individuals, which could escalate the total cost into the millions."

This issue discusses several different technology angles in local government, from the safety-focused FirstNet system (page 6) to the support system offered by Government Website Professionals of New Jersey (page 30), as well as a rundown of the factors elected officials must consider in terms of maintaining municipal tech (page 26).

One of the main messages in each of these stories, and all of the other features in the first issue of the fall, is that municipalities do better together. And what better way to work together than to get together? To help you start planning for the 103rd League Conference this November, we have a rundown of some highlights for this event starting on page 65.

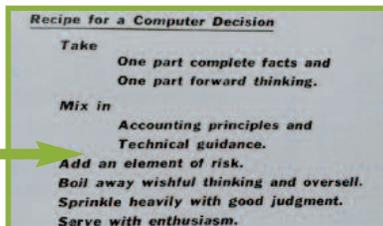
We look forward to working with you for the rest of the year and beyond. Is there anything new in your corner of the state that you'd like to share with your peers here in the pages of *NJ Municipalities* magazine? Drop me a line at aspiezio@njslom.org and let's all learn together. 💡

TIMELINE



1941

In the February 1941 issue, technology came in the form of agricultural experimentation. In the Annual Report of the Experiment Station Rutgers University, New Brunswick, scientists were pictured testing the effect of oxygen on the purification of sewage to improve state sewage disposal.



1968

In the April 1968 issue, municipalities were ramping up into the world of computing. The recipe for deciding on whether it was time to upgrade and buy a computer system:

Take one part complete facts and one part forward thinking.

Mix in accounting principles and technical guidance.

Add an element of risk.

Boil away wishful thinking and oversell.

Sprinkle heavily with good judgement.

Serve with enthusiasm.



1983

In 1983, there was no Google, only people! And since most of the employees at Eastampton Township were part-time, they created the M.A.C., the Municipal Action Catalog, a

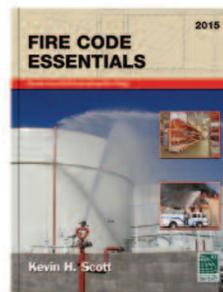
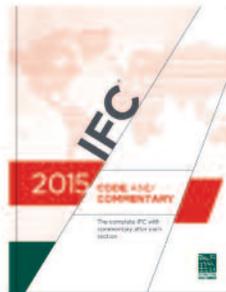
run-down of commonly asked questions and procedures to provide full-time resident assistance within a part-time framework. "The end result of this approach is that resident assistance and public information are provided at the point of resident/employee contact throughout the working day and are not confined to the operation of part-time offices."



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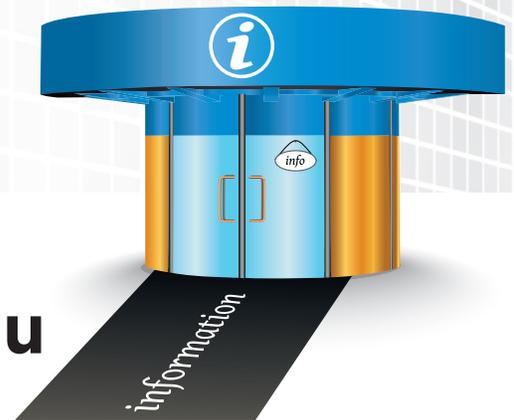
- **Fire Inspector's Guide** is an easy-to-use visual guide to the fire code.
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Bureau Notes:

Catch Up on the NJLM Bureau of Municipal Information



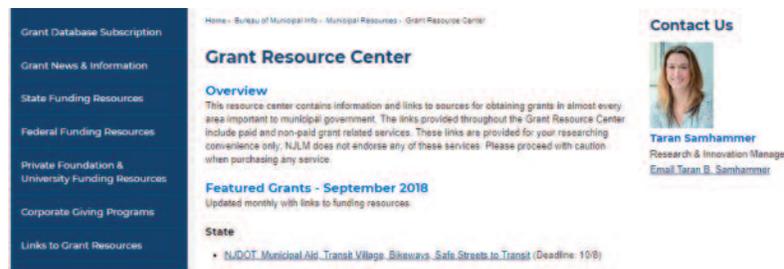
The Bureau of Municipal Information was created to serve as a research and information hub for League membership. Over the years, the Bureau has proven to be one of the NJLM's most valuable services, and its files are recognized as the most comprehensive single source of municipal information in the State of New Jersey. More than 2,000 questions are researched each year.

Over the decades, some of the Bureau's longstanding services have been altered to better serve the changing needs of municipalities and advances in technology. Just a short decade ago, the League housed a library of paper ordinances in a wing of its office space. Now the League maintains an electronic database of ordinances, many of which can be found on the League's website, www.njslom.org.

Thinking about sharing a service or position with a neighboring municipality? The League also maintains a comprehensive library of shared service agreements on its website. Search the library by keyword, category, or municipality to see examples from your neighboring municipalities.



ONLINE The Bureau offers many valuable resource centers on its website, offering historical backgrounds on legislation, and links to resources and news related items. Nearly two dozen topics are covered, including grants, finance, pension, social media, and legal issues, just to name a few. In April, the League launched a newly redesigned and reorganized website, increasing the site's ease of navigability. Part of this launch included a thorough overhaul of the online resource pages included in the Bureau of Municipal Information. Content on pages was updated and new topics added; and League staff continues to monitor and update the ever-evolving content of the Bureau's online resources.



PUBLICATIONS The Bureau currently maintains 29 publications. League staff publish periodic special reports, and recent studies have included a survey of municipal salaries, a survey of license fees, an analysis of the Optional Municipal Charter Law, and informational subject matter analyses. In recent years, many of the League's publications have been converted from paper to digital formats. The new digital versions include more data, available in a format that can be sorted and grouped by purchasers to complete comparisons and calculations of their own, faster receiving time, and in addition, allow the League to continue providing information while keeping purchase costs down.

CONSULTANTS The Bureau also provides access to several outside consultants, retained because of their extensive knowledge in their individual fields. 📧

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Bureau By the Numbers

29 publications

243+ ordinances online

1,331+ SSA's online

Over 70 SSA categories

2,000+ questions answered by League staff each year

23 topics of interest on the website

Free tool to Measure your Civic Infrastructure

The National Civic League is releasing a free, updated version of its Civic Index. The Civic Index is a self-assessment tool to measure a community's civic infrastructure – the formal and informal relationships, networks and capacities communities use to make decisions and solve problems. Using the Civic Index helps to identify civic strengths and challenges, setting the stage for future collaborative action.

The tool can be used to: 1) create a shared understanding of community challenges, 2) identify hidden strengths or areas in need of additional attention, and 3) track progress over time.

For the past 30 years the Civic Index has been revised, refined and used across the country to measure civic infrastructure and reveal communities' strengths, capacities and challenges. 📌

@ Download a free version of the tool from: www.nationalcivicleague.org/resources/civindex. For more information or support using the tool email: Aaron Leavy at aaronl@ncl.org.



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Sustainable Jersey Summit Explores Green Topics

More than 350 change-makers from across the political, private and public sectors met at the 2018 New Jersey

Sustainability Summit in June to take stock together on a path for a sustainable New Jersey. The one-day sustainability summit included a keynote address from First Lady Tammy Murphy, and a total of 12 breakout sessions with topics ranging from “goin’ green by makin’ green” and “it’s electric” to “plastic pollution solution.”

All presentations from the plenary and breakout sessions have been posted as individual PDFs on the 2018 Speaker Presentations page.

At the Summit, Sustainable Jersey released the 2018 New Jersey Sustainable State of the State Summary Report. The report suggests 57 goals that define a vision of sustainability for New Jersey. Each goal has indicators that provide clues as to how New Jersey is doing in achieving these sustainability goals. For each goal, there is a brief assessment of our progress as a state.

@ For presentations or the report, visit www.sustainablejersey.com.

NJ Board of Public Utilities President Joseph L. Fiordaliso discusses Clean Energy at New Jersey's Forefront

(below) Woodbridge Township receives the first Gold Star in Energy



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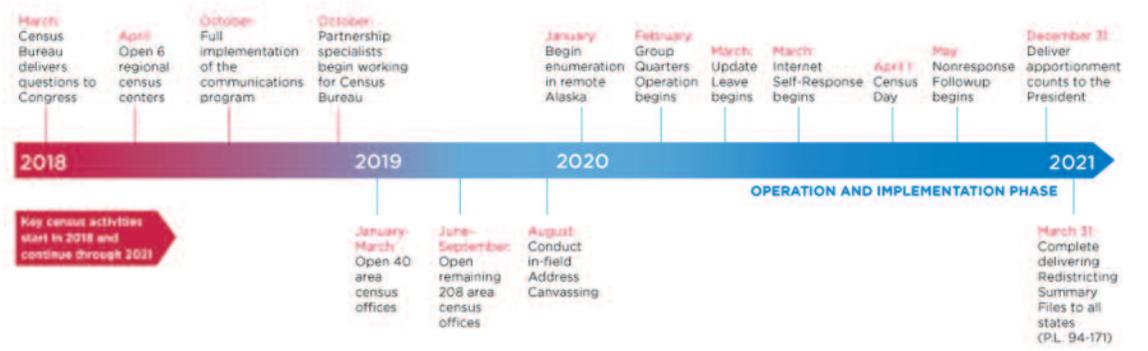
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Are You Prepping for the 2020 Census?

Road to the 2020 Census

The 2020 Census is approaching and the United States Census Bureau is asking municipalities to ensure they are ready to roll. Consider this 2020 Census Operational Timeline when planning for 2019 and beyond.

2020 Census Operational Timeline



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OCTOBER

October 2

Labor Law and Negotiations Update

DoubleTree Hotel, Tinton Falls

October 17

Navigating the Slippery Slope in Today's Challenging Environment

Holiday Inn, Hasbrouck Heights

October 30

Navigating the Slippery Slope in Today's Challenging Environment

Hotel ML, Mount Laurel

NOVEMBER

November 13-15

103rd Annual Conference

AC Convention Center, Atlantic City

DECEMBER

December 5

Medical Marijuana- What Public Employers Need to Know in New Jersey

Webinar-Your Computer

December 6

Strengthening the Bench: A Discussion of the Municipal Court Reform Proposals

(Doubletree Hotel, Tinton Falls)

Visit njslom.org/seminars for changes and updates.

For more information on seminars, contact Danielle Holland-Htut at dholland@njslom.org or 609-695-3481, Ext. 118.

One-Day Mini-Conference Educates Full House

The sold-out One-Day Mini Conference held this summer at Mercer County Community College offered insights to help elected officials and government professionals alike. Sessions covered topics including OPRA, municipal finances, infrastructure, and ethics.

Next year's One Day Mini Conference will be held on June 14, 2019. 📅



A purchasing session had an interested audience.



Attendees catch up on their ethics in a popular session.

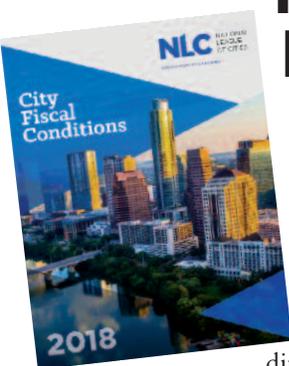


Lunch gave attendees a chance to network with their peers.



Panelists provide information on the latest municipal issues.

NLC Releases 2018 City Fiscal Conditions Report



The National League of Cities (NLC) has released its City Fiscal Conditions 2018 report by Christiana McFarland, research director in the Center for City Solutions at the National League of Cities, and Michael A. Pagano, Dean of the College of Urban Planning and Public Affairs and director of the Government Finance Research Center at the University of Illinois at Chicago.

The City Fiscal Conditions Survey is a national online survey of finance officers in U.S. cities conducted in the spring and summer of each year. This is the 33rd annual edition of the NLC survey, which began in 1986.

According to the report:

“The 2018 City Fiscal Conditions survey indicates that slightly more finance officers than last year are optimistic about the fiscal capacity of their cities. However, the level of optimism is still far below recent years. Furthermore, tax revenue growth is experiencing a year-over-year slowdown, with the growth in service costs and other expenditures outpacing it. Taken together, the survey results suggest that cities are approaching the limits of fiscal expansion.”

The survey respondents from the North reported that 74% of cities are better able to meet financial needs this year.

For cities all over the nation, the report finds that:

- General fund expenditures are outpacing revenues, a trend anticipated to continue into next year.
- All major tax sources grew slower in FY 2017 than in FY 2016, and all are expected to grow less than 1% in FY 2018.
- Cities continue to rely on the same revenue generating actions as they have in the past, namely increasing service fee prices (41%) and property tax rates (28%). This year, fewer cities are instituting new types of fees (18% this year versus 26% last year).
- Employee wages (88%), public safety (78%) and infrastructure (71%) are the most common areas for which cities increased spending. Fewer cities this year are contracting or privatizing city services and more are increasing spending on personnel and workforce expansion.
- It is too soon report how provisions of the Federal Tax Cuts and Jobs Act of 2017 will impact city finances, except for advance refunding bonds. Thirty-five percent of city finance officers noted seeing negative fiscal impacts associated with the elimination of tax-exempt advance refunding bonds while 61% report that the loss of this fiscal tool will have negative impacts on future fiscal health.

@ The full report is available for NLC members at www.nlc.org.

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Camden Finalist in Public Art Contest

Bloomberg Philanthropies has announced that Camden has been selected as a finalist in the running to receive up to \$1 million as part of the Bloomberg Philanthropies Public Art Challenge, a program that aims to foster creative collaboration, address civic issues, and support local economies through public art. More than 200 cities applied, and Camden, along with 13 other cities, has been invited to submit a full proposal.

“Today is an exciting day for Camden and our artistic community,” said Camden Mayor Frank Moran. “We have a real opportunity to invest in major public art, which would elevate awareness of critical issues facing our city while enhancing our cultural scene at the same time. It’s yet another development that could make Camden a more attractive place to live, work and play.”

The City of Camden, in collaboration with Cooper’s Ferry Partnership (CFP) and Rutgers-Camden Center for the Arts (RCCA), proposes transforming the vacant lots suffering from blight, litter, and illegal dumping along the city’s downtown transit hub. The lots would be converted into multi-purpose community forums hosting art installations and providing a visually and socially impactful statement to more than 65,000 people who travel through Camden daily.

@ For more information about the Public Art Challenge, visit: publicartchallenge.bloomberg.org.

Paterson Fights Food Waste

The U.S. Environmental Protection Agency (EPA) announced that Rutgers, the State University of New Jersey, has been selected to receive funding to support a food waste reduction project in Paterson, NJ. EPA anticipates that it will award Rutgers an Environmental Education grant in the amount of \$50,000 once all legal and administrative requirements are satisfied.

“We are very pleased to select Rutgers to receive this funding, which will help Paterson’s public schools increase local awareness of food waste as an environmental issue,” said EPA Regional Administrator Pete Lopez. “Locally focused environmental education projects like this increase public awareness and knowledge about environmental and conservation issues and provide the

skills needed to make informed decisions and take responsible actions toward the environment.”

“A baseline study of the Paterson Public Schools showed that, on average, 84 pounds of food was wasted every day at each school in the district – that’s 310 tons of food waste every year,” said Sara Elnakib, Family and Community Health Sciences Educator of Rutgers University’s Cooperative Extension of Passaic County. “The EPA’s funding will be instrumental to our Grow Healthy school initiative in raising awareness about the food waste problem, encouraging healthy consumption, and introducing food waste reduction strategies that can holistically be applied on the personal, institutional, and community level and will benefit the environment.”

@ For more information, visit: epa.gov/education.



In partnership with the Friends of the Senior Center and Parker at Monroe, Monroe Township’s Senior Center hosted “An Afternoon with Abe” on Friday, drawing in a sizeable and enthusiastic crowd for a live performance and reception with the 16th U.S. President, as portrayed by Robert Costello (Pictured left to right: Danielle Woodruffe of Parker, resident Marvin Weiss, presenter Robert Costello, resident Rhea Weiss and Daniel Carr of Parker). 🇺🇸

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TRENTON



Let's Figure Out Where Our Education Money is Going, Before Demanding More From Taxpayers

By BettyLou DeCroce, District 26, Assistant Minority Leader

It's no secret that the number-one issue facing New Jersey is property taxes. And the biggest driver of property taxes is school funding. But rather than begin the arduous task of digging into why our school costs are so high, the governor and the state have further muddled the mess that is state school funding

At the governor's insistence, the state added \$300 million in school aid for the 2018-2019 school year; then simultaneously cut \$32 million in aid for targeted districts. Now 30 districts are being ordered by the state to increase local school funding while another 172 school districts are being forced to address what they say are funding shortages due to less school aid.

Whatever anyone may think is wrong with New Jersey's education system, money is not it. Between state and local spending, New Jersey's educational system is gobbling up more than \$28 billion a year. New Jersey spends more on education than all but three other states. It costs taxpayers \$200,000 to put each child through a K-12 public education.

What New Jersey needs is not more formulas to increase school spending, but a plan to get a handle on what is already spent and a way to end the imbalance in education funding that is driving up property taxes for working families. What we need is accountability.

Under the new education funding plan, Newark will get an additional \$37 million in aid, bringing its total school aid to \$787 million. Paterson will receive an added \$20 million on top of the \$405 million it already gets in state aid. And Garfield, which already consumes 24% of all the state school aid that goes to Bergen County, will get another \$2.27 million on top of the \$56 million it already receives.

The governor suggests that the new aid formula will significantly increase state school aid to suburban districts too—but that's only true if you look at the aid as a percentage increase, not a dollar increase. Suburban districts still get little state education aid relative to their total school budgets.

For example, Parsippany has a school budget of \$146.5 million; in the current school year, the district received just \$4.92 million in school aid or about 3.63% of its budget, which does little to offset the homeowners' property tax burden. Consequently,

school funding makes up 65.7% of the property tax levy in Parsippany; the addition of a \$603,000 next year will do nothing to relieve local property tax burden.

Wayne Township received \$4.34 million in state aid the current school year (about 3% of its school budget) and the figure will rise to \$5.1 million in September, which will do little to offset the district's \$159 million budget. As a consequence, Wayne's school taxes are 52% of the local property tax levy—which averages \$12,400.

Similar numbers can be replicated to varying degrees throughout suburban New Jersey, where local school costs can range from 50% to 74% of the local tax dollar.

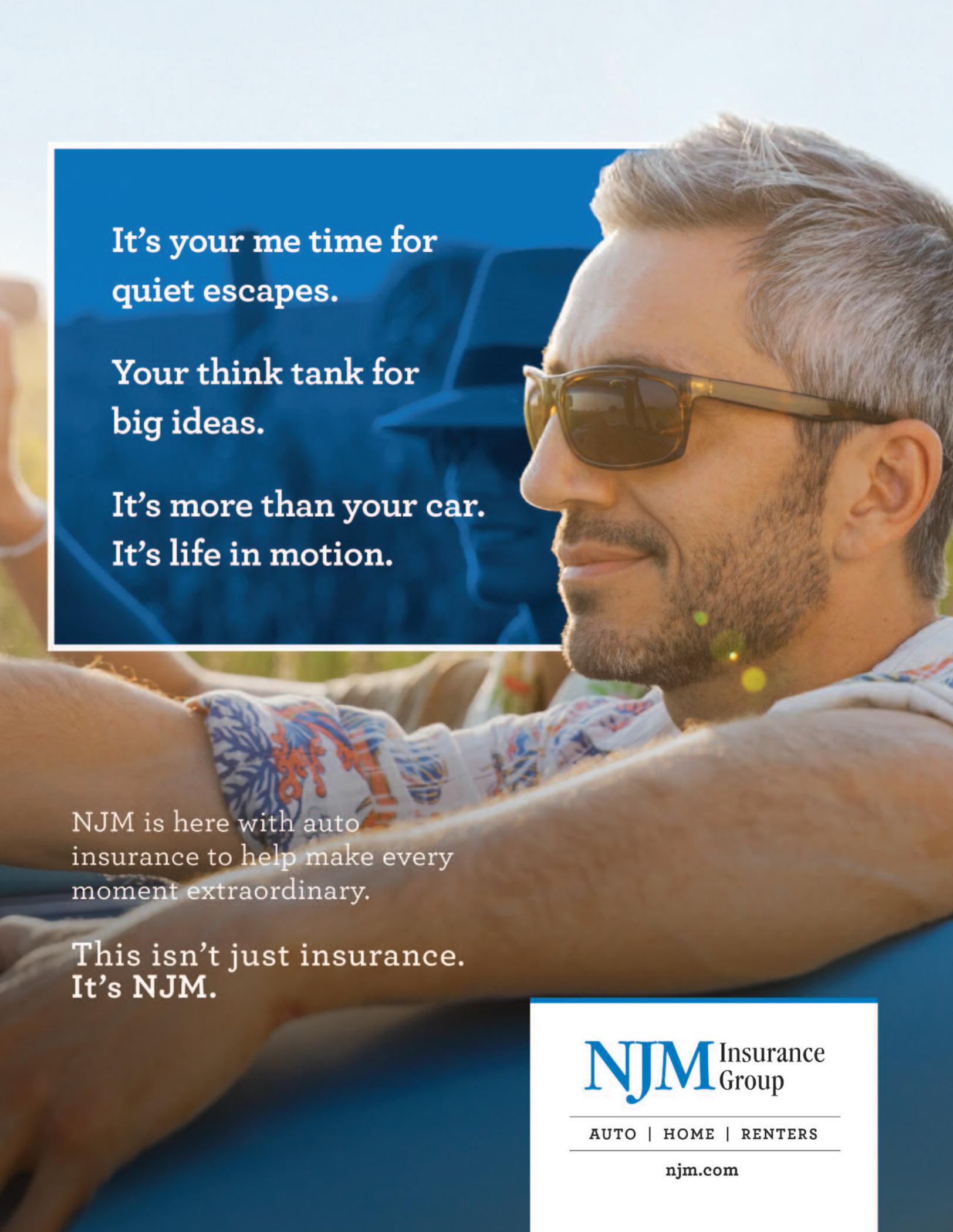
On the flip side, the urban districts receive so much aid that their school costs represent a much smaller fraction of their property tax bill. Newark's current school budget is \$1 billion, but only \$131 million of it is paid for by local taxpayers; therefore, school costs are just 30.3% of the local property tax levy, which at \$6,236 is more than \$2,300 below the state average.

The state aid formula pays for 75% of Paterson's \$558 million school budget; bringing the school levy down to just 17.7% of the local property tax bill. Camden's school costs represent just 14.5% of the city's total property tax bill; and Asbury Park's school costs comprise just 25% of that city's property tax levy because the district receives \$55 million in state aid. As a result, Asbury Park's average property tax bill is more than \$3,000 below the state average.

Rather than throwing more money at school districts, the state should be investigating how existing funds are spent and determine where savings can be made and how property taxes can be made more equitable. The state needs a comprehensive audit of education spending—not more incomprehensible formulas from education “experts” who lobby for more spending.

Billions of dollars are flowing from taxpayers to more than 600 school districts and no one can tell us if that money is being spent wisely or foolishly or a combination of both. It is irresponsible to add more taxpayer money to a system that burdens the vast majority of homeowners

Elected officials have an obligation to make sure our children receive a good education, but we are also obligated to make sure that money we spend on our schools goes to where it will do the most good for our students and taxpayers. ♣



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A View from the Municipal CFO's Seat

By Joseph P. Monzo, CFO

It may seem odd to start an article on municipal finance with a quote from Muhammad Ali, but it is one that applies not only here but to everyday life. The self-proclaimed greatest of all time once said, “A man who views the world the same at 50 as he did at 20 has wasted 30 years of his life.” I have just passed the 60-year mark, having spent 38 years in municipal finance. I entered this career at the age of 23 for the City of Trenton. I did not know at that time that this would be my career. Unfortunately, I also did not know then what I know now.

The only thing that has changed is everything

I first entered the field of municipal finance from the private sector that had its roots in the public sector, municipal auditing. This was and continues to be a source of the talent that populates the Certified Municipal Finance Officer field. For the most part though, the Chief Financial Officer was someone who had been promoted through the ranks, had an accounting background, and was essentially handed the responsibility of managing, and then representing, the financial condition of a multi-million dollar organization. In mid- to smaller-size organizations, this responsibility was shared, or in the more severe cases farmed out, to the accounting firms who were also, ultimately, charged with conducting an independent review of their own work. (That is another article for another time.)

The state regulated certification process at its inception was a basic five-course curriculum administered by Rutgers, with Division of Local Government Services oversight. At that time, pass the five classes—bang—you are a Certified Municipal Finance Officer (CMFO) and you could be appointed as a towns’ Chief Financial Officer (CFO).

The role of CFO

At the onset, being a CFO was about the technical aspects of the job. The accounting, the budget, and the adherence to the then very limited budgetary rules and regulations administered

by DLGS. The course structure expanded to an eight-course curriculum with additional emphasis on principles and administration, plus the added two-part state administered exam.

However, the role of the CFO was changing organically by imposed regulatory, state, and federal legislative changes, and by necessity. In addition to the technical nature of the position, the CFO is a budget manager, an HR expert, a payroll administrator, a labor negotiator, a grants administrator, a staff hand-holder, the public face on budget decisions, and Merlin the Magician.

“I did not know at that time that this would be my career. Unfortunately, I also did not know then what I know now.”

The rules keep on changing, from all sides and angles. First we get a 4 % tax levy cap, then, wait that’s not good enough, so we get a 2% tax levy cap. The Affordable Care Act (ACA) rules are slated to go into effect, then, wait, the IRS is not ready so they get delayed. Now we have two more forms to provide to all employees that they will not understand (or need). The Cadillac tax will be imposed—maybe—depending on who wins the election. Every state agency and department is understaffed to the point of local frustration when we need to interact with their alphabet soup of acronyms.

The changes in the securities world force us to rely on outside professionals to be in compliance with rules that have long-lasting, significant effects on the well-being of our towns. The rating agencies continue to paint our local towns with a broad brush that is better left for state and very large government organizations. The process of navigating their reviews requires that the CFO have a global understanding of how federal,

state, and local decisions can have an adverse effect on a bond rating that translates into real dollars.

The challenge

All of this may sound like I am advocating that my field of finance

being sufficiently trained. We are not lawyers or bond counsels, managers (sometimes we are), tax collectors, tax assessors, or planners but we must assume those roles on occasion.

I have come to appreciate that all

There will be new ones for your successors to overcome. These new hurdles will be more difficult because the world of municipal finance is more complicated. However, the same curriculums and teaching methods will not adequately prepare the new generation for the challenges and the changes that confront CFO's as the laws, regulations, and political necessities are in constant flux. It has always been like this, but the changes are far more detailed and intensive now than they have been in the past as municipal resources become increasingly scarce.

I challenge the institutions, organizations and associations charged with educating the current and next generation of municipal officials and professionals to provide them with the tools necessary to lead and provide the services to the taxpayers of New Jersey that they deserve. 🇯🇵

“In addition to the technical nature of the position, the CFO is a budget manager, an HR expert, a payroll administrator, a labor negotiator, a grants administrator, a staff handholder, the public face on budget decisions, and Merlin the Magician.”

friends are overworked. We are not. But we are busy. And we are challenged every day by an ever-changing landscape that calls on us to wear multiple hats and advocate in areas where we are not

government professionals should strive to leave their organizations better than when they found it. The questions and issues that you discovered those first few years on the job should be long settled.



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Cyber Security Defense

The federal government is here to help municipalities

By Shawn Hopkins, Chief Technology Officer, Jefferson Township; President, New Jersey Government Management Information Sciences (NJ-GMIS)

Every day there are news reports of another cyber incident affecting government or corporate America.

Some incidents are motivated by monetary gain, such as the recent ransomware infection in Atlanta that is expected to exceed \$17 million dollars to completely remediate. Other attacks seek to disrupt the democratic process, like the continued DHS warnings of potential Russian threats to election systems. Or the persistent email phishing schemes that continually defraud our citizens at an increasingly alarming rate. These threats continue to grow in volume, magnitude, and complexity at a rapid pace with no signs of slowing.

Local government agencies are particularly vulnerable to such attacks due to the lack of resources, funding, and expertise readily available to them. They also represent prime targets because of their association with and secure connections to critical infrastructure or higher levels of government. Elected officials and administrations are trying to balance the needs of continuing or expanding services for the public while increasing protections for the enterprise that provides them. All of this against the backdrop of reducing tax burdens, limited revenue sources, and restrictive budget caps.

Who can help?

The implementation of cyber security is still relatively new but has grown in priority for government agencies to initiate, manage, and maintain. Fortunately, our state and federal governments do recognize the urgency and importance of embedding cyber security controls, monitoring, and processes into the public sector technology environment.

The National Institute of Standards and Technology (NIST) has developed cybersecurity standards and best practices that address interoperability,

usability, and privacy concerns critical for the nation. This framework highlights the importance of proper technology management and of understanding by users and management alike.

The New Jersey Cybersecurity and Communications Integration Cell (NJCCIC) is the State's one-stop shop for cybersecurity information sharing, threat analysis, and incident reporting.



Security Awareness Seminar

NJ-GMIS (New Jersey Government Management Information Sciences), an Association of Government IT Leaders, will be sponsoring its third annual Cyber Security Awareness Seminar on October 24, 2018, at TCNJ University in Ewing.

This event is free to any public sector organization employee. The conference is co-sponsored by the computer science department at TCNJ. The primary focus of the presentations will be the free, or greatly reduced, cyber security tools and resources made available to the local public sector community funded by NJ or the federal government.

The mission of NJ-GMIS is to provide an organizational structure and network with associated activities. This organization may be used by all state, county, local government agencies and educational institutions which are members in order to help them in their information and automation endeavors and with associated projects and problems.

We encourage all public entities to attend this free seminar to be equipped with how to better defend your IT environment and most importantly your Citizens information. You can find the registration form online at NJGMIS.org.

“ The start of a good cyber defense is a well-managed technology environment integrated with an organized and documented incident response/recovery plan.”

A component organization within the New Jersey Office of Homeland Security and Preparedness (NJOHSP), the NJCCIC works to make the State of NJ more resilient to cyber-attacks, to promote statewide awareness of local cyber threats and widespread adoption of best practices.

Multi-State Information Sharing and Analysis Center® (MS-ISAC®) is the go-to resource for cyber threat prevention, protection, response, and recovery for U.S. State, Local, Tribal, and Territorial government entities. Sponsored through grants from the federal government, MS-ISAC shares valuable intel with our community and supports incident response and mitigation.

CIS (Center for Internet Security, Inc.) is a forward-thinking, non-profit entity that harnesses the power of a global IT community to safeguard private and public organizations against cyber threats. The CIS Controls and CIS Benchmarks are the global standard and recognized best practices for securing IT systems and data against the most pervasive attacks. These proven guidelines are continuously refined and verified by a volunteer, global community of experienced IT

professionals. Their CIS Hardened Images are virtual machine emulations preconfigured to provide secure, on-demand, and scalable computing environments in the cloud.

CIS is home to both the Multi-State Information Sharing and Analysis Center® (MS-ISAC®), and the Elections Infrastructure Information Sharing and Analysis Center™ (EI-ISAC™).

Forming a defense

The start of a good cyber defense is a well-managed technology environment integrated with an organized and documented incident response/recovery plan. These tools are the foundation for a solid cyber security foot print and help augment the technologies and services incorporated into any IT environment. The frameworks and solutions offered are best practice guidelines to help public entities better understand their needs when purchasing hardware and software that will be their first line of cyber defense. 🗑️

Shawn Hopkins is currently the president of NJ-GMIS and Chief Technology Officer of Jefferson Township. He holds a Master's Degree in Technology Management and an MBA from Stevens Institute of Technology in Hoboken. He is also a Microsoft Certified Systems Engineer and Microsoft Certified Database Administrator.

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How Do You Manage Your Technology?

Elected officials ensure technology is managed proficiently

By Marc Pfeiffer, Assistant Director, Bloustein Local Government Research Center, Edward J. Bloustein School of Planning and Public Policy, Rutgers, The State University



Does your municipality pay regular attention to managing technology? Like any other service your town provides, technology needs the attention of elected officials.

Digital technology impacts all aspects of municipal government. It runs everything. Depending on your town's size and management decisions, these can include email, communication tools, websites, police services, public works GPS, social media, finance operations, council meetings, and more.

While municipal government has always used some form of technology to do its work, today's technology, with its complexities, challenges, and risks, requires leadership to make sure it meets your operational needs and your community's demands.

As municipal leaders, the buck stops with you; if your technology fails to work properly, it becomes your headache. You can delegate the work to employees, contractors, or web-based service providers, but in the end, if the website goes down, you get the blame.

Because of that, you need to spend time, attention, and money to manage it proficiently. While that sounds easy, it's not.

Technology is hard

Technology continually evolves. That creates uncertainty and risk. And, managing uncertainty is very hard. Integrating new technology into your services comes with challenges; it competes for your time and attention along all the other things on your plate. It requires controlling your costs and allocating tax monies efficiently.

You must constantly weigh constituent expectations against what you can afford to do. In addition, there have been changes in the way governments pay for technology. Much of what used to be a capital cost (i.e., bonding) has shifted to an operating expense. This brings with it associated levy and appropriation cap problems.

The complexity increases when we consider the challenges of tech planning. How often do you ask, "Can't we defer that purchase for another year?" Or, "It still works; why do we need to spend more money on it?" Or, do you find yourself saying "I'm not buying something I don't understand?"



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⁽¹⁾Source: Thomson Reuters Corporation

Key technology management challenges

Here are four key technology management challenges:

1. **Prioritizing:** Determining what you need, want, and can afford; scheduling when and how to purchase it; deciding how to manage it.
2. **Defining:** Understanding that technology is more than information technology; it also includes operational (the “things” of IoT) and communications (wired and wireless) technologies.
3. **Identifying:** Recognizing that tech risks go beyond cyber security; there are other vulnerabilities to reckon with.
4. **Accepting:** Knowing that technology management is a not race to a finish line; it is an ongoing journey.

The catch is that because every organization has a different technology profile, everyone manages it differently. While there are some common practices, each municipality needs to blaze its own trail through the forest of technology risks.

Technology...

- Constantly changes
- Requires risks management
- Costs time, attention and money
- Requires expertise
- Needs a decision-making process

What are those technology risks?

Research at Bloustein Local identified six categories of technology risks, all of which are inter-related. A weakness in one area means the others are weakened as well.

By any measure, **cybersecurity** is the number-one risk. Because every computer and all users are constantly under attack by hackers, you need to manage this well to ensure that your systems continue to

operate and your data is protected.

In addition, there are five other risks (listed alphabetically):

- **Financial.** Apart from the initial costs of buying and maintaining technology, this represents the expense of remediating or repairing problems that come from failing to manage them proficiently.
- **Legal.** Poorly managed technology can lead to technology failure, which in turn can lead to liability claims and additional expenses.
- **Operational.** Technology that is not well maintained can compromise your ability to meet your service requirements to the public.
- **Reputational.** Citizens’ perception of how well your organization’s technology meets their needs is important. This means having emergency communications systems in place, streaming live council meetings, providing online registration for recreation programs, supporting mobile inspectors, and implementing adequate security protocols to avoid a ransomware attack.
- **Societal.** The sophistication and efficacy of your town’s technology may affect your ability to hire new employees, who have expectations about their workplace. Not keeping up will jeopardize your ability to meet constituents’ needs as they evolve.

Tech done well is invisible; no one notices the effort. But fail and *everyone* notices. In addition, tech keeps evolving. You need to assess, mitigate, and reduce your risks regularly, but they can never be eliminated. The goal is to understand that and make sound decisions based on your limited resources of time, attention, and money.

What are the threats?

Your technology practices must address four forms of human-based threats, each with several elements. *External threats* are caused by casual hackers as well as organized criminal hacker gangs (only some of which are foreign state-sponsored). On the other hand, *internal threats* can come from malicious, inept, or poorly trained employees. *Leadership threats* come from poor planning,

decision-making, or budgeting practices. Our last threat comes from a lack of *competence*. This commonly stems from poor employee training and/or inadequate facilities, systems, or services.

How do you respond?

Elected officials often ask questions like:

- Why am I constantly being asked to spend more money on IT?
- Is our system secure from hacking?
- Who would try to hack us anyway?
- How can I be expected to make decisions on complicated technology?
- How should we be managing our Facebook/Twitter/Instagram account(s)?
- Can our technology missteps make a mess of my re-election campaign?

Complicating matters is the barrage of technology news and marketing hype, which promote fear, uncertainty, and doubt (FUD), while contributing to confusion and muddying the decision-making process.

You can address the FUD by making sure you receive good, reliable technology advice and implementing proficiency in these three areas.

Technology leadership. This involves integrating planning, decision-making, and budgeting. Plans should be updated at least annually, cover the current year, and project out at least three years.

Technical competency. You must ensure that you have adequate staffing, management attention, financing, and the right technical goods and services for your organization. Combined, they must be effectively deployed to fulfill your plan.

Cyber hygiene. All employees must be regularly trained to understand safe technology practices. You must adopt policies to protect your data. Your organization must have reliable plans in place (and periodically tested) in case things go wrong, and you must have good, reliable technology advice. 📌



Find out more! The League Conference session **“Your Administration’s Role in managing Municipal Tech”**

will be held **Thurs. Nov. 15, 2 p.m.**

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NJBOA's Active Membership is comprised of licensed Code Officials and Inspectors of all disciplines, as well as Technical Assistants. We have Associate, Subscribing, and Honorary memberships available to others engaged in the building industry, including housing, planning, zoning, and manufacturers' representatives. As always, we welcome people from many career backgrounds to consider joining our organization, or come to any meeting as our guest.

As we approach our 90th Anniversary, **NJBOA** is proud to be the **only** statewide association, inclusive of Code Officials and members of diverse backgrounds, that is recognized by the Department of Community Affairs. **NJBOA** will continue to actively support and participate in the Building Safety Conference of New Jersey, as we have done for 35 years. **NJBOA** is an organization that remains strong in membership, and have welcomed an increase of new applicants this year. **NJBOA** is a tried and true brotherhood whose success is written in our legacy. The **NJBOA** Executive Board would like thank our members, Past Presidents, and communities, for their unwavering support, which has helped pave the way to its success thus far. **NJBOA** will continue to forge ahead with strong leadership and the proven confidence of its members, through this decade and beyond.

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GoWProNJ: Web Professionals' Resource

Group provides support, networking for local government tech workers

By Jamie Klenetsky, Digital Media Manager, Morris County; Co-chair, Government Web Professionals of New Jersey

Working in local and county government can be tricky, as many of us know. We contend with unique challenges that the private sector—and even some larger government agencies—don't face. Web designers and developers have a difficult task; we must balance an ever-changing landscape of technology with a lack of resources and staff.

As the Digital Media Manager for Morris County, my job encompasses several key areas, including user experience design, web and graphic design, web development, and project management. I even manage a couple of third-party software solutions, and help folks around the office with IT issues!

In the private sector, these are typically separate job titles and come with a team of at least a few people to handle the challenges. On the county level, I am a one-woman web team, which is also often the case in local government. Thor Carlson of Sussex County puts it this way: "Local government website teams frequently consist of one resource, often a part-time resource, juggling a range of other responsibilities."

This can put us in a lonely position. We strive to learn the latest technologies and techniques, but don't have other staff on hand to bounce off ideas and work through issues. We often find ourselves working in a vacuum. As Carlson says, "It seems in the New Jersey public sector, web professionals can find themselves operating in a technical void."

Working together

So, how do we know where we stand? How can we learn how to do our jobs to the best of our ability?

The Government Web Professionals of New Jersey (GoWProNJ) wants to help. In short, we bring local government web professionals together to gain insight, network, and grow in our professions. This offers something crucial that we often can't get from our jobs—a learning environment with fellow web professionals.

At our quarterly meetings, we talk about anything and everything that affects us as local web pros, including technology, procurement, and new ideas in the web world.

Topics we have covered include accessibility, free and cheap solutions, modern web design techniques, applicable legislation, and the search for the perfect vendor.

GoWProNJ was founded in 2008, modeled after the National Association of Government Web Professionals (NAGW), which is a nationwide organization for state and local web professionals. At its annual national conference, NAGW members take workshops and participate in learning sessions, network with their peers and vendors, and hear from esteemed keynote speakers. Visit nagw.org to learn more.



What Happens?

GoWProNJ meetings are not limited to any one topic. Each meeting ends with a general conversation about all things web. Every attendee is welcome to bring up any subject she or he wishes! A meeting about content strategy can easily end in a discussion about procurement, and vice versa. We value all input and opinions.

We also do our best to accommodate members from different areas of the state. Meetings have been held in north, central, and south Jersey, in towns ranging from Netcong to Little Egg Harbor. If your agency would like to host one of our meetings, just let us know!

Vital takeaways

GoWProNJ has become vital for our members. Co-chair Tammy Garaffa of Montgomery Twp. says, "I have found GoWProNJ to be an essential and accessible professional association... GoWProNJ is a friendly go-to group of like-minded and dedicated managers, happy to share their wealth of knowledge."

Carlson concurs, "I learn something at every single meeting. I have never left a GoWProNJ meeting without some new resource or technique to consider and possibly apply at my own office."

If you are a web designer or developer, a public information officer, or touch the web in any way at your job, come to the next GoWProNJ meeting! Learn from your peers and take away knowledge you can use for your agency.

To sign up, just visit gowpronj.net and click on "Join Us." We hope to see you at our next meeting! (And don't forget to come early for coffee, doughnuts, and great discussion!) 🍪

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Cyber Insurance

Is your public entity properly protected?

By Edward J. Cooney, MBA, MEL JIF Underwriting Manager;
Vice President - Account Executive, Conner Strong & Bucklew



Cyber insurance has been around for more than a decade, but new cyber risks are emerging daily. No entity is immune to cyber risks. The need to have the right cyber insurance is becoming more critical for public entities as more and more attacks are directed toward the public sector.

Symantec's *2018 Internet Security Threat Report* noted that the public sector leads all industries in email-based malware attacks. In fact, one of every 120 emails received by public sector workers will be infected with malware, and one in every 38 users will receive an email phishing attempt.

Data breaches are still the most feared and devastating types of cyber incidents. The Ponemon Institute's *2018 Cost of a Data Breach Study* found the average cost of a data breach for the public sector is \$75 per capita, up 5% since 2017. To put that in perspective, if a town has 3,000 citizens, the average cost could be \$225,000 (\$75 x 3,000)—and that is before any claims are filed by affected individuals, which could escalate the total cost into the millions.

In New Jersey, cyber-attacks against municipalities and public entities continue to gain momentum. The Municipal Excess Liability Joint Insurance Fund (MEL JIF) found that 40% of all cyber incidents reported by members from 2013-2018 were due to malware infections from email phishing attempts and accounted for 80% of claim costs. Law enforcement agencies reported the most incidents, 20%, which accounted for 40% of claims costs. Actual data breaches accounted for 16% of reported incidents.

Ensuring protection

So, what can you do to ensure sure your public entity is protected? Purchase cyber insurance coverage. This sub-category of insurance covers businesses and individuals against internet-based liability and risks. However, shaping the policy to fit your specific needs can be a challenge.

“There really is no such thing as universal coverage for cyber insurance and the market is very volatile with many companies selling different kinds of coverage at different prices,” explains Marc Pfeiffer, a technology consultant for the MEL JIF and Assistant Director of the Bloustein Local Government Research Center at Rutgers University.

“The first step is to have the experts collaborate,” says Pfeiffer. “IT departments, outside contractors/consultants, municipal

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Cyber Insurance

managers, and agency attorneys need to work with their risk managers to assess their current technology to identify risks their organization may face. Only then can they determine their cyber risk management needs.”

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Locking In Your Choice

Regardless of what your cyber risk profile looks like, cyber insurance will fall into one of two main categories: First-Party and Third-Party coverage.

First-Party coverage encompasses internal expenses incurred by the entity and should include:

Ransom: Payment (in any currency, including cryptocurrency) to an attacker to release data or access to systems following a ransomware event.

Restoration: Restoring computers, hardware, software, and data back to pre-incident status, including the initial estimates for the repair.

Business Interruption: Intangible costs for lost revenue and the extra expenses incurred above and beyond normal (like property insurance).

Incident Response: Funding to cover specialized cyber legal counsel, forensic computer vendors, notification and credit monitoring/call center for potentially affected individuals and public relations.

Third-Party coverage handles external expenses related to claims and lawsuits brought by employees, individuals, etc., and legal defense. This should also include:

Network Privacy/Security Liability: Violations of rights of privacy and/or privacy law due to unauthorized release or misuse of Personally Identifiable Information (PII), Protected Health Information (PHI), and confidential corporate information of a third party.

Electronic Media Liability: Incidents libel, slander or defamation arising from personal injury due to communications in email, social media, websites, etc.

Professional Liability: For professional exposures, this covers wrongful acts and financial injury when providing a service to another entity.

Where's the catch? As with any insurance product in the marketplace, there are nuances you should be aware of:

PCI-DSS: Most policies do not automatically provide coverage for violations of the Payment Card Industry Data Security Standards (PCI-DSS). If your agency processes credit cards through your network (as opposed to using an external processor) this coverage is critical.

Contingent Business Interruption: Most cyber policies include coverage for business interruption to computers/networks but may not include “contingent interruption” that originates from a third-party provider, such as a colocation facility or cloud service provider.

Social Engineering: This crime-type loss occurs when an attacker, often using false impersonation, convinces the end-user to send funds (also known as Business Email Compromise). Check with your risk manager to see how this is covered.

Response Coach Deductible: Many insurers will have a response coach to help you triage an incident, but you may be deterred from reporting due to a high deductible. Zero (\$0) cost deductibles for the response coach are available in the marketplace.

Notification Costs: Pay attention to the notification costs limit. Many insurers offer this in either dollars or individuals. There is no right way, but a \$1,000,000 limit may not mean the same as a 100,000 individuals limit.

Panel Providers: Many insurers have a panel of providers you can use following an incident. Non-panel providers may not be covered so be sure to check before engaging a provider. Some insurers will offer coverage for non-panel providers.

Although First and Third-Party coverage will pay for most expenses related to cyber incidents, the most valuable part of the policy can be the incident response system following an attack. Insurers should have a pre-contracted panel of cyber attorneys, computer forensic firms, public relations firms, etc. The attorney will be the first person you work with and will lead you through the entire incident response.

REAL STORY: A person clicks on a spoofed link in a phishing email and unknowingly downloads ransomware to the device which then spreads to other devices on the network. The personal information of hundreds of individuals was compromised. A breach counsel and forensics team was engaged. Notification was sent to all affected individuals and a call center and credit monitoring service had to be setup.

COST: +\$125,000

Understanding the different coverage options and recognizing the downside (which can be found in every policy) are also critical to this equation.

Security training

As technology becomes more integrated into daily municipal operations the need to protect against cyber risks increases. The bottom line is that public entities need to know their risks, manage them with technology leadership, proficient technical management and regular employee security training.

“Cyber insurance should supplement a strong risk management program,” explains Joseph Hrubash, MEL JIF Deputy Executive Director. “The MEL has been proactive in this area by establishing a comprehensive cyber risk management program that affords financial incentives tied to compliance.”

The cyber insurance field is evolving as quickly as new risks emerge. A cyber insurance policy needs to be reviewed at least once a year to ensure that you are protected against risks that could cost

REAL STORY:

A network connected printer had an open port to the internet. A cyber intruder found the port and downloaded ransomware to the network. The attack left the entity offline for nearly a week.

COST: +\$50,000

your entity and the taxpayers millions of dollars. ↴

@ For more information about cyber insurance visit:
Rutgers University: <http://blousteinlocal.rutgers.edu/reports/>
MEL JIF: <https://njmel.org/mel-safety-institute/resource-center/public-officials/public-officials-cyber-risk-control/>



MEL JIF is slated to hold its **Annual Risk Management** session at the League Conference, **Wed. Nov. 14 at 3:45 p.m.**

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Young Leaders

Trio of Winners Named for 24th Annual Louis Bay 2nd Future Municipal Leaders Scholarship Competition

Three New Jersey mayors have presented awards to the winners of this year's Louis Bay 2nd Future Municipal Leaders Scholarship Competition. A trio of students, **Ali Raza Husaini** from East Windsor Township (Mayor Janice Mironov, NJLM Past President), **Aaryn S. Ross** from Fanwood Borough (Mayor Colleen Mahr, NJLM 1st President), and **Akanksha Chauhan** from Millburn Township (Mayor Cheryl Burstein) have been named winners of this year's competition, and each received a \$1,000 check from their mayor, courtesy of the New Jersey League of Municipalities.

High school juniors and seniors from around the Garden State reflected on the topic "What My Municipality Does Best" in competition for the scholarship awards. Their essays were evaluated and recognized for their insights on local government.

The final judges this year were Chuck Chiarello, Mayor of Buena Vista Township and League Past President; Jim Anzaldi, Mayor of Clifton City and League Past President; Janet Tucci, Mayor of West Long Branch and League Executive Board Member; and from the NJ State League of Municipalities, Lori Buckelew, Senior Legislative Analyst; Frank Marshall, Esq.,

Staff Attorney; and Ciara Bradley, Legislative Administrator.

The competition is intended to raise awareness of the work of elected municipal officials and instill an interest in future opportunities for young potential municipal leaders. The essay contest is named in honor of Hawthorne Mayor Emeritus Louis Bay 2nd, an active participant in local government and the League of Municipalities for more than 60 years.

Following is a complete listing of winners, finalists, and semifinalists, as well as the three winning essays in full.

and the winners are...

2018 WINNERS

Ali Raza Husaini, *East Windsor Township*
Aaryn S. Ross, *Fanwood Borough*
Akanksha Chauhan, *Millburn Township*

FINALISTS

Natalie Paige Smith, *Andover Township*
Jamison Bandivas, *Bergenfield Borough*
Savannah Bruno, *Cape May City*
Kevin Dang, *Egg Harbor Township*
Sunzida Ahmed, *Fair Lawn Borough*
Alex Chmelowitz, *Hamilton Township (Atlantic)*
Austin McGuire, *Hamilton Township (Mercer)*
Adriana Purcell, *Hardyston Township*
Lauryn Cimiluca, *Little Ferry Borough*
Peter E. Warshaw, III, *Middletown Township*
Thomas Meagher-DiEllo, *Milltown Borough*
Sean Martin, *Plainsboro Township*
Ashley Stamboulian, *Robbinsville Township*
Aalia Smith, *Summit City*
Matthew Chagares, *Wyckoff Township*

SEMI-FINALISTS

Talia Charles, *Bayonne City*
Christopher Michael Bracchi, Jr., *Berlin Borough*
Emily Albrecht, *Bordentown Township*
Jamie Fogarty, *Brick Township*
Madalyn Starkman, *Brigantine City*
Jahlen Brown, *Burlington City*
Alia Zaidi, *Chester Township*
MaryAnne Anderson, *Cliffside Park Borough*
Aesha Mehta, *East Brunswick Township*
Jeremy Swenson, *Franklin Lakes Borough*
Samuel Cassidy, *Hillsdale Borough*
Patrick Holden, *Lower Township*
Rick Esner, *Manalapan Township*
Klaudia Smutek, *Manville Borough*
Paloma Camacho, *New Milford Borough*
Diamin Torres, *North Bergen Township*
Jordan Salisbury, *North Brunswick Township*
Christian Calixto, *Passaic City*
Jacob Mangeri, *Pequannock Township*
Brandon Foley, *Pitman Borough*
Fernando Lopez, *Ridgefield Park Village*
Allison Kofsky, *South Orange Village Township*
Zefei Lyu, *West Windsor Township*

What My Municipal Government Does Best

By Aaryn Ross, Fanwood

I start most of my days with a trip to Fanwood Bagel. Prior to stepping foot out of my house, I go through my morning routing. The usual shower and teeth-brushing. I never think to myself, “wow, this would not be possible without my Councilman and Chair of Public Works, Jack Molenaar.” However, today I do.

There are days where I opt to walk downtown to pick up my bagel. Councilman Molenaar has worked to provide Fanwood with sidewalks, why not use them? Walking down the street you can usually spot a Fanwood police car either parked or passing. Usually patrolling the street and keeping an eye on things. Right there is the work of Councilman Anthony Carter, Chair of Public Safety. I decide to cut through the train station, it is a shortcut that is not only scenic, but it saves a minute. And when it comes to getting my bagel, every minute counts. Nonetheless, I do take a second to admire the historic Fanwood train station. I think back to taking a tour of the inside on a field trip. The train station remains in near perfect condition thanks to Councilman Russell Huegel the Chair of Land Use & Historic Preservation.

I have made it over the bridge and into the heart of Fanwood. Here I stand, only a crosswalk away from my bagel. On days like this, not only do you see children and teenagers walking around downtown Fanwood, but you see some older faces. I know that Councilwoman Katherine Mitchell, Chair of Health and Senior Services has them covered. The Senior Club of Fanwood takes a monthly trip to Atlantic City. Fanwood might be the number-one spot to retire in 2065, and you just might see me at the Senior Club meetings.

Here I am at the doors of Fanwood Bagel. I usually call and order ahead of time so that my bagel is ready and waiting when



Aaryn Ross (left) with Fanwood Mayor Colleen Mahr, NJLM 1st Vice President, and area students.

Fanwood might be the number-one spot to retire in 2065, and you just might see me at the Senior Club meetings.

I get there. Although I do frequent Fanwood Bagel, there are plenty of other places to eat in Fanwood if I so choose. Mara’s Café and Bakery, Dunkin’ Donuts, Nick’s Pizza and Deli, and Fabio’s Bistro, just to name a few. Mayor Colleen Mahr works to bring more businesses into Fanwood and helps support the businesses we already have.

I take my bagel to go and decide to take a trip to LaGrande Park. It seems like a good day to eat my breakfast underneath the pavilion. There are children running around on the playground, teenagers on the basketball courts, and people of all ages on the tennis courts. This would not be possible without the hard work of Councilwoman Erin McElroy Barker, Chair of Recreation & Community Services.

How could I possibly forget Councilman Tom Kranz, the Chair of Administration & Finance? He works to provide the funds necessary in order for all the ideas and work of the other Council members to come to fruition.

I am thankful that my local government is at work making days like this possible for its citizens to not only enjoy but thrive.

What My Municipal Government Does Best

By Akanksha Chauhan, Millburn

Thomas Jefferson once said, “The care of human life and happiness, and not their destruction, is the first and only object of good government.” This quote reflects the basic principles of an effective, municipal government. Municipal government is arguably the most necessary aspect of the structure of our society and nation, because it is the first point of connection between the citizens and government. Local government provides many resources such as police, fire department, public works, recreation, court, education, etc. Our nation’s progress would be limited without the order and justice that municipal government maintains. The altruistic service of the mayor and municipal administration should be venerated, because we would not be able to live in a convenient and orderly way without their dedication and hard work.

The Millburn Township Municipal Government embodies all the qualities of an efficient administration. They do everything they can to support the citizens, by working hard to ensure welfare, protect people in times of emergency, provide high-quality education, recreational services, and a free public library. Many of the people working in municipal government are often volunteers (elected officials and board members), and should be honored for their selfless work. Specifically, I think that the Millburn Municipal Police Department does the best job of providing excellent security and effective communication with the people of the town. The Millburn Police Department goes above and beyond their designated job and assists the town’s citizens in many other ways. For example, they are active members of teaching the Drug Abuse Resistance Education (D.A.R.E.) Program. I remember from when I was in fifth grade at Glenwood Elementary School, Detective Edward de la Fuente came to my classroom every Wednesday to teach us about the many



Millburn Mayor Cheryl Burstein with **Akanksha Chauhan** and Dr. William Miron, Principal of Millburn High School

Municipal government is arguably the most necessary aspect of the structure of our society and nation, because it is the first point of connection between the citizens and government.

dangers of drug/alcohol abuse and peer pressure.

This program impacted my life, because it propelled me to become a part of the Peer Leadership program, which is a club that advocates for setting a positive influence for other students and anti-drug and alcohol abuse.

Another way that the Millburn Police dedicates their lives to the citizens of the township is by organizing and training for emergency safety drills for student safety. With regards to more recent events, the Millburn Police has confirmed their support for the walkout protest on March 14, 2018, by making sure the whole event ran safely and smoothly. Although supporting the student-organized walkout

is not necessarily required as a part of their job, the generosity shown by the Millburn Police

Department is a small representation of how committed they are in keeping the children and families of Millburn safe. Additionally, I notice that every single day, before and after school, the Millburn Police ensures that school traffic runs smoothly. In my eyes, the Millburn Police are true heroes who should be commended for their courageous service. They have positively influenced my life by inspiring me to become more actively engaged in municipal government right now as a student, and when I am an adult.

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What My Municipal Government Does Best

By Ali Raza Husaini, East Windsor

Every community strives to develop an environment in which the youth grown intellectually and are empowered with a society-based mindset in such a way that insures the long-term accomplishment of its people. A resident of East Windsor Township for nearly all of my life, I can say with absolute certainty that my municipal government has adopted this same philosophy in directly involving myself as well as my school in proactive township efforts to promote progress in business and education.

As a Student Member of the Economic Development Committee, I have been placed on the forefront of economic development undertakings while involving the relevant departments within my high school to aid the process. For example, the township is currently in the process of erecting artwork in an intersection between two major highways. I, through the support of the Committee, proposed this project as a school assignment in my own school, receiving the approval of Hightstown High School's Art Department faculty. And due to my coordination with the township, I could thereby engage students within my own school in civic service that would further their own education in the arts. Upon completion of the art project, there will be greater economic activity in East Windsor, as the sculpture would attract more consumers and businesses.

In addition to the art project, I have introduced the creation of township signage as a project within woodworking classes in my high school. Township officials observed that entryway signage has recently appeared faded and unattractive. Therefore, I collaborated with the Economic Development Committee yet again in order to have the students exercise their woodshop skills in the making of new signs. Similar to the artwork, these signs would make our township much more conducive to business activity and would allow for students to gain a better insight of the objectives of local government.



East Windsor Mayor Janice Mironov, NJLM Past President, with Ali Raza Husaini

In other words, my township has taught me to mobilize others in a community-wide improvement effort.

This spring, I will attend, along with members of the Hightstown Future Business Leaders of America chapter, the State of the Township and Spring Business Card Exchange joint event. I will actively engage in discussions with business owners and connect these discussions to current policy trends in local government. Therefore, I will gain a more complete understanding of the complexities behind the intersections between business and government while demonstrating the initiative of involving students in my high school interested in business in the process; this was made possible through Mayor Mironov's encouragement of student attendance. My township has been instrumental in challenging me to be a leader that seeks out unique solutions to better the community around me. Not only have I been exposed to key policy issues on the local level, but I have been prompted to make these policy points part of the education and daily lives of youth. In other words, my township has taught me to mobilize others in a community-wide improvement effort. As one who intends to study business and policy, East Windsor Township has inspired in me the leadership skills necessary to be on the front lines of change and not take a backseat, to satisfy challenges through innovative methods that make youth the most integral part of the solution. ♣

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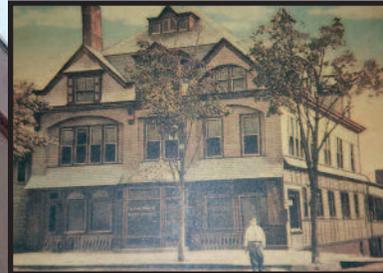
Lakewood Historical Museum

Commission preserves city's resort history and more

By Dr. Stanley Liptzin, President, Lakewood Historical Society, and Yehuda Abraham, Member, Lakewood Historical Society; Purchasing Agent, Lakewood Township



The Lakewood Historical Museum



Above photos, top to bottom:
Former Lakewood Post Office, circa. 1880
Postcard – Carriage was a popular mode of travel in Lakewood during 1940s & '50s
Postcard depicting human chess at George Gould's Estate, now Georgian Court University.

In 1984, the Lakewood Township Committee created the Lakewood Heritage Commission for the purpose of preserving the history of the town of Lakewood. Through numerous activities, such as “Walks Down Memory Lane,” the Commission quickly attracted public attention to its cause. Local residents began donating historical memorabilia, including postcards, photographs, newspapers, and documents while dedicated volunteers worked diligently to safeguard them in the hopes of one day acquiring a suitable showcase.

In 2000, the Township made available to the Commission the former Princeton Avenue High School building. From 2004, the fledgling museum hosted more than 3,000 visitors while greatly enlarging its archival collection. In 2009, the building was sold, forcing the contents of the museum into public storage.

In 2012, the Township offered the Commission a location for a museum in Pine Park. The suggested building had been abandoned and scheduled for demolition. Undaunted by its dilapidated condition, a small group of Commission members agreed to make the building the museum's new home.

Museum's history

Known as Kuser Hall, the building, erected in 1927, had a history of its own. At first, it served as the primary science building for the Newman School, a private preparatory school for affluent Catholic men. During WWII, it became the Primary Aerographer School for the U.S. Navy/Lakehurst. Then, until 1954, it housed the Mary Knoll Society, a seminary for Catholic priests. Until 1968, the grounds were occupied by St. Gabriel's School for Men. In 1974, the property was declared “Green Acres,” and the Township of Lakewood assumed ownership.

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Lakewood Museum



Exhibit of Central Jersey Railroad artifacts.



George Gould's three daughters, for whom Lake Carasajlo was named (Carol, Sally, and Josephine).



Original bellows from Bog Iron Furnace.

In 2016, after four years of painstaking renovation, the Sheldon Wolpin Lakewood Historical Museum, named for the late chairman of the Commission, celebrated its grand opening.

Coinciding with the opening, the museum held a “toastamomial” dinner in honor of Robert Kirschner, a Lakewood native who led the restoration project.

Galleries galore

Today, the museum boasts galleries; an archival room; a research library, including Lakewood High School yearbooks dating to the 1920s; and a gift shop. As guests enter the museum, they are immediately struck by the spacious and majestic hallways. A docent greets them and ushers them into the galleries.

Did You Know?

Before air travel to Florida and other places became available and popular, Lakewood was THE destination vacation spot. Hundreds of hotels in Lakewood often ran out of rooms. Lakewood was the location for the New York Giants spring training camp before air travel to Florida became preferred. Professional boxer, Joe Louis came to Lakewood to train.

The first gallery is where guests can view exhibits devoted to the military, police and firefighters. Particularly popular among locals are four honor roll plaques noting Lakewood citizens who served in World War II.

In the second gallery, visitors learn about Lakewood's religious and ethnic groups, organizations, schools, and houses of worship. The room also exhibits the history of Georgian Court University, once the estate of George Gould, a wealthy railroad magnate. On display are two stunning, gold dining pieces on loan from the University.

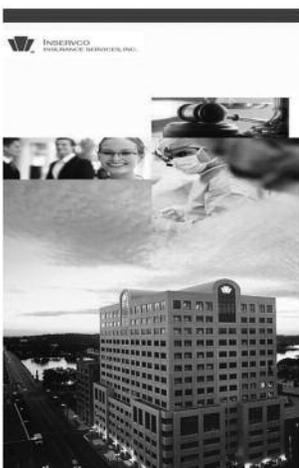
A third gallery is devoted to the Civil War period and early years of Lakewood, its founders and famous citizens. Among these notables is John D. Rockefeller, the oil tycoon who by 1882 had a near monopoly of the oil business in the United States. Rockefeller summered at his tree-lined estate, now Ocean County Park. Proudly displayed in the hallway is a one-horse sleigh, believed to have belonged to Rockefeller.

A fourth gallery is filled with souvenirs of Lakewood's thriving businesses and hotels. The Lakewood Hotel, the town's largest, served as the #9 Hospital during World War I. Yet another gallery invites guests to share in the pride of the “blue and white,” Lakewood High School and sports.

Finally, there is a gallery reserved for special events, now commemorating the 75th anniversary of the Hindenburg disaster and the 100th anniversary of the end of World War I. This room also serves as a meeting and lecture hall, entertaining groups, such as the Ocean County

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Porcelain figurines created by Lakewood resident Dr. Burgess.



Dolls dressed in period clothes.



Exhibit of 1937 Hindenburg disaster.

Paranormal Investigators. Throughout the galleries, one may try on a genuine World War II army helmet, tap on a reproduction telegraph machine, peek into a vintage stereoscope, or discover an old telephone booth and rotary phone.

At present, the second floor renovation is near completion, offering a large auditorium that will host larger scale social and educational events, and three additional galleries, all with a panoramic view of Pine Park. Basement renovations are also nearing completion, with a restored

chemistry laboratory and two rooms the Ocean County Model Railroaders are using to set up moving model train displays. Children and model train enthusiasts love the model train exhibits!

Among other historical facts, at the museum you will learn the true history of Lake Carasaljo and why there were different post offices in Lakewood, depending on who was the President of the United States. You can see old time videos, including how George Gould played chess with human chess pieces. ♣

@The Sheldon Wolpin Lakewood Historical Museum is located in Pine Park off Country Club Road, Lakewood. The museum is open Thurs., Sat. and Sun. from 1:00 to 4:00 p.m. and by appointment. Learn more at lakewoodnjhistoricalsociety.org.

Additional information, research, and review by Robin Taylor-Wellet, and Lakewood Historical Society Board Members; Sheila Hagar, Curator of the Lakewood Historical Museum; and Fran Kirschner, Lakewood Township Publicist.

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Emergency Preparedness and Response

Looking back to plan ahead

By Robert J. Falzarano, Administrator and Deputy Emergency Management Coordinator, Harding Township



Emergency preparedness and emergency response during a major weather event are critical issues for municipal leaders and the general public. In many municipalities, elected officials, administrators, and managers have initiated discussions with their emergency management staff to plan for future events that will impact government operations and the public.

Elected officials and emergency management professionals recognize that post-emergency event evaluation is a very important component for an overall effective emergency response to an actual event.

Post-emergency planning

There are several objectives for post-emergency event analysis that provide the planning framework for developing future emergency response strategies. Post-emergency event analysis should include the emergency management staff, department heads, elected officials, and the public. The post-emergency event analysis should include a detailed report that is presented and discussed at a public meeting.

The post-emergency event report discussion during the public meeting of the governing body is an integral component for effective future emergency planning and preparedness. Listening to public comments about what worked well and what areas of the emergency event response that require improvement is

essential for future effective emergency response planning.

Then, it is the governing body's responsibility to put steps in place for the next event.

Emergency guide

An emergency guide distributed to the residents and businesses is a powerful communications tool. The emergency guide lists important public health and safety contact information, explains important steps to follow if there is an actual emergency, and provides action plans for event types.

It should include a map with the locations for warming and charging stations as well as evacuation routes, evacuation instructions, instructions about taking shelter in homes, special needs request form, volunteer registration form, emergency safety checklist, and information about the mass public communication systems and electronic message information systems that will alert citizens by home phone, cell phone, or email about emergencies and non-emergent matters.

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Crisis Mode



During the response to an actual emergency event, it is recommended to document response deficiencies.

After an actual emergency event, the deficiencies identified should be organized into a detailed emergency action plan.

The action plan lists tasks with completion deadlines that are divided into categories.

Staff members are assigned specific tasks and instructed to submit weekly progress reports for each task listed.

Progress accomplishment is listed next to the task on the action master plan document. During the post-emergency event review, equipment deficiencies should be submitted for approval with the following year's capital spending plan.

Emergency operating center

There are affordable electronic systems that are adaptable for an emergency operating center. The electronic systems include monitors that list each call received, the department to which that the call is assigned, and the time that the call was completed.

Road closures are electronically displayed. There is a constant weather mapping feature, call information display, power outage locations by street and other customized information.

Phone jacks installed in the emergency operating center allow each department head to connect their office phone to the emergency operating center phone jack bank.

Another electronic management tool is real time Google mapping that provides locations and status for road closures as well as downed wires and trees.

Emergency operating plan

The Emergency Operating Plan (EOP) is a planning document that supplements the emergency operations manual. The emergency operations manual is indexed and divided into sections, including:

- Phone directory with local, county, and state phone and email information.
- Manpower and equipment forms

- Proclamation template
- Rescinded proclamation form
- Call taker message form
- Call taker script
- Special needs listings
- Media telephone and email addresses
- Reception centers and warming stations, addresses, and phone numbers
- School phone numbers and email information
- Utility company phone numbers and email addresses
- Charter bus phone numbers, addresses, and email addresses
- Employee rosters for fire, police, public works, and administration
- Local tree removal contractor addresses, phone numbers, and email information
- Local electrician addresses, phone numbers, email addresses

Public notification systems

The importance of public notification and the dissemination of information before, during, and after an actual emergency event cannot be overstated. The challenge for local government preceding and during an actual emergency event is sending and receiving citizen information. There are communication systems such as Everbridge, which is available through the Morris County Office of Emergency Management to each municipality in that county for no cost.

Residents and businesses can register to receive emergency and non-emergency alerts that include: severe weather notifications, electrical outages, fires, flooding, and street closings. Subscribers may select receiving messages on one or a combination of the following: cell phone, home phone, text messaging, fax, pager, or PDA. Enhancing the citizen notification and communication plan may include sending or posting messages from the local school emergency notification system, municipal web page, Twitter, Instagram, Facebook, radio messages, and local resident associations email chains.

Future planning

During an actual emergency event, the planned response may not accomplish the desired outcome. Why is that? Lack of exercise planning vision. The key component to emergency event exercise planning vision is the ability of the exercise event planners to go beyond standard routine responses, the planners should anticipate the variables that may occur and plan accordingly.

For many years, emergency response planning and exercises focused on emergency responses based on past event experience. These definitely must be part of the overall emergency planning

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The submission of monthly readiness reports by each department will reduce time when preparing for an actual emergency event. Items that managers would assume are stocked may not be the case. Also, when an imminent emergency event is forecasted, the required items may not be available for purchase.

process, however, we have learned that emergency response plan improvements based solely on prior actual emergency events may not meet the response needs or achieve the desired outcomes for unanticipated emergency events.

Emergency operations planners should anticipate emergency events that are not expected as well as the types of events that have occurred in the past and consider designing post-emergency event exercises to include responses to extreme situations that are not expected, but are

very possible.

Responses perfected through exercises designed to test response capabilities to expected events are important and essential, but more importantly, designing an emergency event exercise that is not expected will improve overall actual emergency event responses. 🇺🇸

Robert J. Falzarano is the Administrator and Deputy Emergency Management Coordinator for Harding Township. He is the retired Chief of Police and Emergency Management Coordinator for Long Hill Township.



The **New Jersey Municipal Management Association (NJMMA)** is a statewide professional association made up of municipal managers and administrators. Founded in 1954, the NJMMA has been a valued resource for local government for more than 60 years. The members of this proud association know all about municipal government, and here is what you need to know about them:

- NJMMA's membership currently represents over 250 full-time professional managers statewide.
- Members are responsible for many of the essential services that are delivered daily to more than four million New Jersey residents.
- The Association's primary objective is to ensure members are well prepared to deliver local government services, efficiently and effectively, working in conjunction with the elected officials who serve in local government.
- NJMMA's leadership are the primary advocates and spokespersons for professional local government management across the state.
- The Association is recognized by elected officials throughout the state for its members' expertise, contributions to the enactment of sound public policy, and the delivery of public services.
- NJMMA has been affiliated with Rutgers University for the past nine years, providing members with the assistance, technical training, and support that comes with a partnership with a nationally recognized state university.
- The Association maintains ongoing relationships with other New Jersey professional associations, which collectively represent nearly all licensed officials working in local and state government.

For more information on the NJMMA, or to become a member, please contact Executive Director Alan Zalkind at zalkind@docs.rutgers.edu.

Posies for Rosie

Morris Plains celebrates national, local history with Rosie the Riveter Rose Garden

By Sue McCluskey, Councilwoman, Borough of Morris Plains

When Morris Plains Borough School third grade teacher Ginny Hussey contacted Congressman Rodney Frelinghuysen (District 11) in January 2018 requesting his guidance in attempting to organize the planting of a mini rose garden in honor of Rosie the Riveter and connect it to the 2018 National Campaign to honor the 18 million-plus women who entered the workforce during World War II as civilian and defense workers, she started the ball rolling which eventually led not only to the planting of a Rosie the Riveter Rose Garden in Morris Plains, but also becoming recognized by the “Spirit of ’45”

Congressman Frelinghuysen contacted Morris Plains Borough Mayor Frank Druetzler (NJLM Executive Board Member) asking him to consider Mrs. Hussey’s request to celebrate this American icon by planting a memorial Rose Garden here in our backyard.

Planning planting

Choosing a site for the garden became a challenge—finding a location where wildlife, especially deer, could not dine on the roses! A location was selected in the center of Morris Plains, at the busy intersection of Route 202 and Franklin Place, around the clock tower, next to the flagpole, soldier statue, and civil war cannon replica. Mrs. Hussey put in motion not just the planting of the rose garden, but also creating a float for the 32nd Morris Plains Memorial Day Parade on Saturday, May 26, just two weeks after the dedication of the garden.

The Beautification Committee was engaged to teach Mrs. Hussey’s class, and the two other third grade classes, the proper way to prepare, plant, and care for a garden and the Department of Public Works prepared the area for planting.

Since Morris Plains has its own “Rosie the Riveter,” 98-year-old Evelyn Carroll, who worked at the US Hammered Piston Ring Factory in Sterling, she was invited to be honored at the dedication. Mrs. Carroll worked at that factory for seven years at \$12/per week, manufacturing the piston rings that were



needed for the planes flown by pilots including the man she would eventually marry after the war.

It never rains in Morris Plains

The event was planned for May 17, a welcome break after the children had completed their PARCC testing. Though rain threatened to cancel the festivities, Mayor Druetzler came through with his promise “It never rains in Morris Plains.” The police escorted the children from the school to the garden area. Parents, grandparents, Carroll Family members, Mayor Druetzler, local elected officials, downtown merchants, and Congressman Frelinghuysen’s District Director, Aura Dunn, gathered to welcome Mrs. Carroll and Mrs. Hussey and the Borough School third graders.

Not only were Mrs. Carroll’s children and grandchildren in attendance at the dedication of the Garden, but her great-grandson was one of the third-graders planting the garden.



Red rose bushes were planted, along with white liriopie and blue vinca for a patriotic theme.

The Home & School Association purchased the gloves and red bandanas for the children to wear while planting.

Mrs. Hussey brought a history lesson to life for her class, and Mrs. Carroll's family illustrated the lesson, providing an enlarged picture of her from the 1940s. The children presented her with hand-made cards along with a paper rose wreath. The children also sang a jingle written by Mrs. Hussey to the tune of "Row, Row, Row Your Boat." The dedication was a resounding success!

Floating salute

But that's not the end of the story. Mrs. Hussey also organized the creation of the float for the Memorial Day Parade. Student Council members volunteered to decorate the float, which emulated the WWII Memorial in Washington, D.C. There were 40 gold stars on each, each one representing 10,000 soldiers, totaling the over 400,000 that died in the WWII. Our hometown heroes were shining in those stars.

Each of our six hometown heroes were honored and represented by a student carrying a poster with that soldier's picture. Richard Eastman, the Spirit of '45 advisor and civilian secretary to the NJ Army, attended the Morris Plains parade. He and Warren Hegg, national coordinator from the Spirit of 45 Campaign,

brought the posters to Washington, D.C. to be carried in the National Memorial Day Parade on May 28. Mr. Eastman and Mr. Hegg then returned the posters to Morris Plains for a school assembly. Their special guest at the assembly was none other than Eleanor Otto. The national spokeswoman for the Campaign made a stop on her national tour to meet the third graders.

Does your garden grow?

At the time of the dedication of the Morris Plains Memorial Garden, there were 36 Rose Gardens in the nation, and the Morris Plains garden was the first planted in New Jersey.

The goal of the movement is to have at least one garden in every congressional district by the 75th anniversary of WWII in 2020. Our garden in the 11th Congressional District joins with all of the other Memorial Rose Gardens to acknowledge and celebrate the legacy of women.

Naomi Parker Fralyer, who was historically depicted as "Rosie the Riveter," died January 20, 2018. Eleanor Otto, Spirit of '45 Day Spokeswoman, is now 98 years old. America's longest working Rosie the Riveter, Otto put down her rivet gun for the last time in November 2014, but she never retired. She was laid

off by Boeing Company when they began their process of closing its Long Beach, CA, manufacturing facility. 🇺🇸



@ For more information, visit spiritof45.org/rosie_rose_gardens_resources.aspx.



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Receivership for Municipalities

By Keith A. Bonchi, Esq., Partner, GMS Law; NJLM Associate Counsel

The Legislature has provided that municipalities with a lien on real estate for unpaid taxes may in certain circumstances act as a receiver for income-producing property. The most likely application of a receivership would be to an income producing commercial property, such as a shopping center or an office building. However, this could also apply to an apartment building or even a rented single family home. The power to become a receiver is seldom used by municipalities, but may be appropriate in some limited circumstances.

There are actually two separate statutes that provide the legal authority for a municipality to become a receiver. *N.J.S.A. 54:5-53.1* does not even require a court order. Rather, when the municipality is the holder of a tax sale certificate that has been recorded, such municipality shall be entitled to immediate possession of the property and to all rents and profits until redemption. The rents and profits collected by the municipality shall be credited to unpaid taxes. A municipality can designate the tax collector to be the collector of rents. Any monies collected from the rents may also be used to remedy *violations* to make certain repairs to the property. This statute goes on to even immunize the municipality from liability for personal injuries sustained on the property. While acting as a rent receiver, although *N.J.S.A. 54:5-53.1* does not require a lawsuit to be filed, lack of cooperation from the owner may necessitate obtaining a court order. Historically, owners tend not to cooperate with receivers.

The second statute that provides the legal authority for a municipality to be a receiver is *N.J.S.A. 54:4-123*. This statute states that at anytime when taxes are due and have been delinquent for more than six months, the governing body of a municipality may pass a resolution appointing the tax collector as a receiver for rents on said property. Under this statute, the municipality must bring an action to the Superior Court to be appointed receiver of rents and income for the property. The statute goes on to indicate that while no receivership fees or counsel fees are allowed, the tax collector may collect the rents and may utilize the income from the property to make appropriate repairs to secure the greatest income from the payment

of delinquent taxes. The statute even allows a municipality to take over a vacant property and lease it out. This statute provides for a summary action to be filed in the Superior Court.

The difference between the two above cited statutes is that *N.J.S.A. 54:5-53.1* does not require the institution of a lawsuit while *N.J.S.A. 54:4-123* does require a Complaint to be filed. *N.J.S.A. 54:5-53.1* requires a tax sale certificate to be issued and allows certain fees to be paid. *N.J.S.A. 54:4-123* does not require a tax sale certificate to be issued, but rather the property delinquent for more than six months.

The above-cited statutes, obviously, do not apply to owner occupied residential property. The best application of the above cited statutes would be to commercial property, such as strip shopping centers or office buildings. The threat or actual utilization of these statutes would generally be a surprise to both the property owner and any lender on the property.

Idea in Action:

Recently, I was retained by a municipality to apply for a receiver on a strip shopping center. The bank that held the mortgage was not paying the taxes, but rather was completing its own mortgage foreclosure. The bank was collecting rental income from the shopping center under an assignment of rents, but was not paying the delinquent taxes.

I had decided to utilize *N.J.S.A. 54:4-123* but, prior to actually filing the pleadings with the court, I contacted the attorney for the bank. I told him what I was going to do and a few days later, the bank went in and redeemed the tax sale certificate, thereby negating my requirement to even file the Complaint.

N.J.S.A. 54:5-53.1 contains some strong language allowing the income from the property to be utilized to make repairs. This may be helpful where a municipality has a situation where an owner is collecting rents but neither paying taxes nor maintaining the property. While the managing of a property is

labor-intensive in select situations, it may be a valuable tool. Municipalities should stay clear of apartment buildings, which are very labor intensive and really require someone from the municipality who has a background in running apartment buildings to assist any tax collector acting as a receiver.

Municipalities should be cognizant of the fact that the more times they decide to act as a receiver, the more staff will be required to assist the tax collector in carrying out duties as a receiver. It is important to be selective as to which properties a municipality would attempt to have a receiver appointed. However, in certain examples, the above-cited statutes may be very effective and provide to the municipality the ability to not only collect income but to send a message out that it will not tolerate landlords collecting income on commercial properties and at the same time failing to pay taxes.

The above-cited statutes could assist urban cities that have difficulties selling tax liens to a third party. However, no municipality is immune from a bad landlord that will rent out residential property but not maintain it. If the landlord fails

“ The decision to act as receiver should be well thought out and the municipality should also consider the demands placed on the tax collector to perform her normal duties of the office.”

to pay taxes, the municipality can seize the income not only to pay taxes but to make repairs on the property. Again, not every tenant will pay rent and not every landlord will cooperate with the statute. Acting as a receiver can be labor intensive. Good records must be kept of all income collected and all expenses incurred. The decision to act as receiver should be well thought out and the municipality should also consider the demands placed on the tax collector to perform her normal duties of the office.

The above cited receivership statutes only provide authority for a municipality to utilize same. A third-party investor does not have the right to utilize the above cited statutes. These are tools provided by the Legislature for the exclusive use of a municipality to deal with a landlord collecting rents and not paying taxes, and in the right situation, the above statutes could be a valuable tool for a municipality. *J*



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GOLD DOME



In the Race for US Senate, Messaging Matters, But Context is Most Important

By Ben Dworkin, Ph.D., Director, Rowan University Institute for Public Policy & Citizenship

Heading into this election season, it was clear that US Senator Bob Menendez was going to have a very tough race.

Even though his well-publicized corruption trial earlier this year ended in a hung jury (a post-trial poll of jurors showed it was 10-2 to acquit), the judge dismissed the most serious charges and the government prosecutors said it would no longer pursue the rest, the trial, and the years of accusations that led to it, took a heavy toll on Menendez's popularity. Combined with a "severe admonishment" from the Senate Ethics Committee for his failure to report certain gifts from a donor, Menendez is clearly vulnerable.

Facing Menendez this November is Bob Hugin, the Princeton-educated former Marine who most recently was the CEO of pharmaceutical giant Celgene. Willing to spend \$25 to \$50 million of his personal wealth on his race, Hugin is able to deliver his message on network television out of New York and Philadelphia, the 1st and 4th most expensive media markets in the county. The only way to cover all of New Jersey with network TV is to buy advertising in both markets, an exorbitant cost that often scares away potential statewide candidates.

Over the spring and summer, Hugin pounded Menendez relentlessly in his ads. Then, in the June Democratic primary, Lisa McCormick, a virtual unknown, won nearly 40% of the vote against the heavily favored and party-endorsed Menendez.

WAKEUP CALL

The primary results sent a wakeup call to state and national Democrats. Campaign analysts downgraded the incumbent's chances in the race, still expecting Menendez to win, but not as confident as they were before. Menendez himself has had to reassure party leaders that he had a viable path to victory.

Heading into the fall, the campaigns will be promoting both positive and negative messages to the electorate.

On the positive side, the Menendez campaign will probably show him "standing up for New Jersey" with examples like his advocacy for homeowners after Superstorm Sandy and his opposition to the Trump tax plan that capped the property tax deduction; a provision that severely affects New Jerseyans, who pay, on average, the highest property taxes in the nation.

“ In the Menendez-Hugin race for US Senate, there are larger forces besides what the two candidates will be saying.”

The Hugin campaign's positive message seems focused on making him an "acceptable kind of Republican." This was part of the successful Chris Christie playbook when he ran for Governor in 2009. For Hugin, this means emphasizing that he is pro-choice, pro-marriage equality, and pro-equal pay for equal work.

However, the moderate image offered by Hugin may hurt him among fellow Republicans. The hard-core conservative base can often be uneasy with someone so moderate on key ideological issues. Further, the "never Trump" segment of the party—generally assumed to be moderate on social issues—might not care about Hugin's positions, given that the candidate also raised \$100,000 for the President's campaign and embraced Trump's leadership at a well-publicized White House meeting.

Trump's unpopularity in the state—he was at just 34% approval in one spring poll—is the unspoken factor in the campaign. Those who are motivated to vote Democratic because they

want to send a message to the President are just that: motivated. They don't need much encouragement to come out to the polls. As much as the Menendez campaign believes they can win by rallying the Democratic base—and not letting Hugin peel off those core supporters who voted for McCormick–Trump is less likely to be used as an issue this fall because he's already ingrained in the electorate's consciousness.

GOING NEGATIVE

When it comes to each side's negative messaging, New Jerseyans can expect some nasty mud-slinging.

Hugin will, of course, continue to go after Menendez's ethical issues that came out in the trial.

Menendez will focus on Hugin's tenure at Celgene, the Summit-based pharmaceutical company. Under Hugin, the company paid \$280 million to settle a whistleblower lawsuit and over \$190 million owed to a children's hospital that had developed a drug sold by Celgene but was not paid its proper royalties. The Democrats will be sure to emphasize this corporate history, as well as accusations that Celgene raised prices for its cancer drugs so high that they were out of reach for many American families, while the company simultaneously argued for lower prices of the same drugs in foreign markets.

Both Menendez and Hugin have rational responses to the attack ads, but that won't matter. Campaigns use attack ads because they are what the public remembers and thus, attack ads are what move polling numbers. While the responses are forgotten, conventional wisdom remains that negative ads work—so expect to see a lot of them.

In the tit-for-tat of campaign ad wars, it's difficult to cut through the public consciousness. The result is often attrition. But in this case, the two candidates don't come to the arena on equal footing. There is a context to every election and this year is no different.

New Jersey's registered Democrats total nearly 900,000 more than registered Republicans. Further, the midterm

election of a new president will almost always be favorable to the opposite party. Trump has unleashed significant enthusiasm on the Democratic side and many observers expect to see this kind of excitement result in a surge of Democratic voters in the fall.

Thus, in the race for US Senate, messaging

matters, but context is most important. After all the negative ad spending we expect to see, and despite what has been several years of very negative publicity, Menendez's chances are bolstered because he is a strong Democrat running in a very good Democratic year in a very Democratic state. 🗳️

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Last year, 15 New Jersey police officers lost their lives in accidents while protecting the public.

The MEL, in cooperation with the NJ State Association of Chiefs of Police is taking action to help prevent "line of duty" deaths and serious accidents.

"We're training experienced professionals to provide safety instruction to their fellow officers" said Keith Hummel, a retired police chief who manages safety programs for JA Montgomery Risk Control. "With MEL support, our goal is to train over 200 frontline personnel in the next six months."

The training program was developed by Below 100, an organization committed to reducing line of duty deaths nationally to fewer than 100 per year.

"This training has been proven to save lives and ensures those who protect the public will get back to their families safely," said Chief Richard Buzby, President of the State Association.

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Pedestrian Laws and Proprietary Brands in Local Public Contracts Law

By Frank Marshall, Esq., NJLM Staff Attorney

Our municipality wants to ensure that quality materials are being used on projects we put out to bid. Can we require in a contract that a bidder use a brand name product or material?

A The Local Public Contracts Law (LPCL) does not permit a municipality to require, with regard to any contract, the furnishing of any brand name. There is an exception to this, however, if the goods or services are proprietary and those proprietary goods or services are directly related to the performance, completion, or undertaking of the purpose for which the contract is awarded.

While not permitted to require any brand name be used or furnished, municipalities are permitted to require a “brand name or equivalent.” However, prior to referencing a brand name or equivalent in a bid specification your municipality must first consider using a specification based on standards issued by a national or international testing or standards setting organization or other services as outlined in *N.J.A.C. 5:34-9.2(a)*. Additionally, you may not require a brand name or equivalent unless your purchasing agent has knowledge that at least one equal exist, nor may you require pre-approval or pre-qualification of the equivalent goods before the submissions of bids.

If “brand name or equivalent” is used in the bid specifications, the brand name serves as a reference point of comparison based on the functional or operational characteristics desired for the good or services in the bid specifications. If a bidder submits an equivalent, it is their responsibility to document the equivalence claim. If such documentation is not submitted with the bid, the municipality can reject the bidder’s claim of equivalency.

These limitations all fall in line with the LPCL’s overall legislative policy to secure competition and to guard against favoritism,

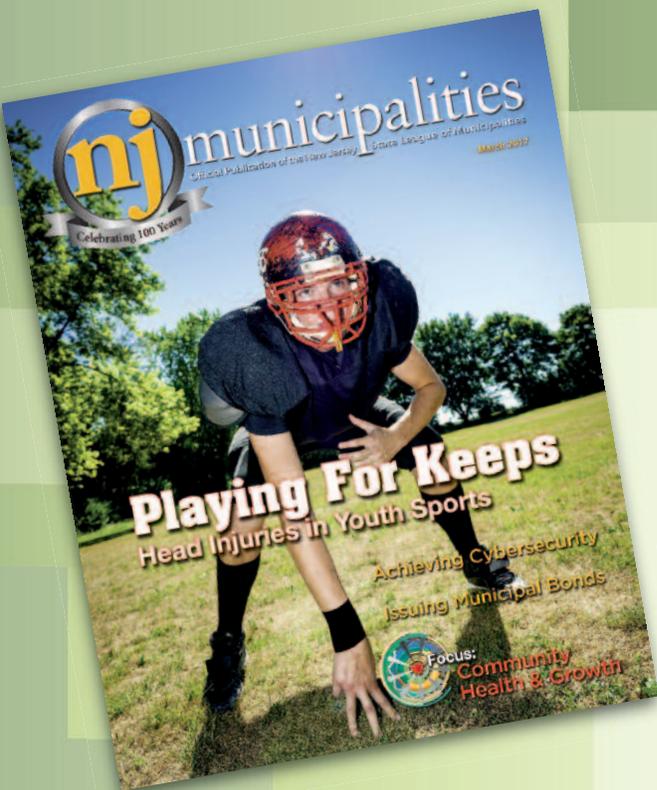
improvidence, extravagance, and corruption. You should review this matter further with you purchasing agent and municipal attorney for more information on your specific needs.

We have received many complaints about drivers failing to stop for pedestrians within crosswalks. Our governing body would like to address this issue by posting signs alerting motorists of the State’s pedestrian laws. I have seen other municipalities have signs posted in the street. What needs to be done before we can do the same?

A Pedestrian safety is important, and municipal leaders play a critical role in ensuring that safety. Luckily, there are tools at your disposal that may assist with getting drivers to play their part in pedestrian safety. One tool, proven effective in helping increase the number of motorists who stop for pedestrians, is in-street pedestrian crossing right-of-way signs.

Municipalities are granted specific authority under *N.J.S.A. 39:4-8* to post these signs in both marked and unmarked crosswalks at intersections, on any street within their jurisdiction, provided that installation follows guidelines prescribed the Department of Transportation. Signs must be consistent with current standard prescribed by the Manual on Uniform Traffic Control Devices for Streets and Highways, but unlike many other types of signs, prior approval from the DOT Commissioner is not required.

Because prior approval from the state and the studies and reports associated are not needed for in-street pedestrian crossing signs, your municipality can act swiftly and utilize this important safety tool. 🚦



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LEGISLATIVE UPDATE

Michael F. Cerra, NJLM Assistant Executive Director;
Lori Buckelew & Jon R. Moran, NJLM Senior Legislative Analysts; Frank Marshall, Esq., NJLM Staff Attorney



A-3832/S-2459 **Municipal tax levy for arts and culture public question**

Status: Referred to Assembly Tourism, Gaming and the Arts Committee

This permissive initiative would give a municipality the right to adopt an ordinance allowing the establishment of an annual tax levy dedicated to arts and culture funding, if approved by a majority of voters in the municipality through a public question in a general or special election. The public question permitted by the bill would specify the sum or rate of the annual tax levy, and whether the levy will support arts and culture in the municipality broadly, or a subset of specific activities within the bill's definition of "arts and culture."

The bill also authorizes a municipality's residents to compel a public question on arts and culture funding through petition. Specifically, through a petition signed by the voters of the municipality equal in number to at least 15% of the votes cast therein at the last preceding general election, filed with the municipality at least 90 days before a general or special election, the bill requires the municipality to submit to the voters any proposition otherwise authorized by the bill, in accordance with the terms of the petition.

No matter whether the question is submitted by ordinance or by petition, if the voters approve the question, the municipality would be required to designate by ordinance a local arts council to manage the distribution of monies in the arts and culture trust fund. The governing body of a municipality may, by ordinance, at any time submit to the voters of the municipality in a general or special election a proposition amending, supplementing, or repealing, a proposition previously submitted, approved, and implemented as provided pursuant to this section.

We see this as an appropriate option, allowing municipalities to consider the added economic development value that the arts can provide to a local community. We commend the sponsors.—JM



S-1707/A-2534 **Community fees when open space land acquired**

Status: Referred to Senate Environment and Energy Committee

This legislation would exempt municipalities, when acquiring land to be preserved for recreation and conservation purposes, from deed covenants authorizing land owners to form an association or common interest community. Often times, the associations or common interest communities are also authorized to collect dues and fees from landowners subject to the deed covenants.

These bills would eliminate unnecessary covenants which have very little economic value and act as a deterrent to municipal acquisition of land for open space and recreational purposes. By removing this barrier, the true goal of open space conservation can be realized. The bill also strikes a fair balance by limiting the exemption only to deed covenants that have not been fully utilized, while preserving deed covenants in situations where the intended beneficial purposes is being utilized.

The League of Municipalities commends the sponsors for this common sense legislation.—FM



A-3892 **Prior notice of tax sale**

Status: Introduced and referred to Assembly Tourism and Gaming Committee.

Expanding upon the current notification process, A-3892 would require both regular and certified mail, return receipt requested with the cost added to the sale (not to exceed \$25 for each notice) along with a notice explaining that failure to redeem the tax sale certificate after the date of sale may result in foreclosure of the property. The notice must be provided on a separate document, attached with a postage prepaid and pre-addressed return card, which the person may sign indicating their understanding of the matter and return by mail.

Failure to mail the notice to the property owner would constitute grounds to void the subsequent tax sale. However, failure of the property owner to sign and return the attached document does not invalidate any proceedings.

Currently, prior to the day of sale, the tax collector must notify taxpayers of the pending sale (Tax Sale Notice) and the amount due to avoid tax sale. Copies of the tax sale notice must be advertised one time in each of the four weeks preceding the tax sale. The tax collector can make the decision to mail notices in lieu of advertising for two weeks out of the four.

A copy of the published tax sale notice is to be mailed to the homeowner and posted in five public places in the municipality.

A-3892 will require additional notification adding to the cost of the tax sale. The maximum \$25 fee will not cover the additional costs that A-3892 will impose on municipalities. In addition the current notification process provides property taxpayers opportunities to avoid tax sales.—LB



**S-1560/
A-2978**

Inspection fees

for municipally owned affordable housing

Status: Reported from Senate Committee, 2nd Reading; Referred to Senate Budget and Appropriations Committee

This legislation would waive the fees for the initial five-year inspection under the “Hotel and Multiple Dwelling Law” for municipally owned affordable housing developments.

This common sense legislation helps to limit costs borne by municipalities, and ultimately property taxpayers, in the production of affordable housing. These costs savings, while minimal, allow municipal funds currently earmarked for inspection fees to be used for other, more beneficial purposes.

The League of Municipalities would like to thank the sponsors for their efforts on this common sense piece of legislation.—FM



A-3895

Requires percentage of alcoholic beverage penalties be forwarded to municipality

Status: Introduced and referred to Assembly Oversight, Reform and Federal Relations Committee.

The legislation would require that a percentage of alcoholic beverage penalties be forwarded to the host municipality.

The Director of Alcoholic Beverage Control (ABC) is authorized to accept from a liquor license holder who violates an ABC statute, regulation or municipal ordinance a monetary offer in lieu of a license suspension by the director or other issuing authority. These funds are given to the State. A-3895 would require ABC to forward 30% of the payment made in lieu of suspension to the issuing authority of the municipality where the violation of liquor license law occurred. The funds must be used for law enforcement purposes.

Accordingly, we support this common sense legislation that provides municipalities with additional revenue.—LB

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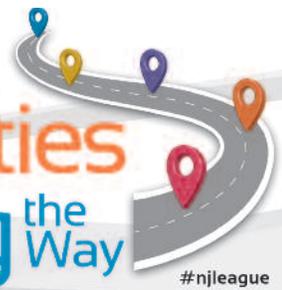
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Career Builder

The benefits of improv for leaders

By Joey Novick, Esq.

If you enjoy *Saturday Night Live*, *Second City*, *30 Rock*, *Parks and Recreation*, *Portlandia*, or *Whose Line Is It Anyway?* then you're a fan of improvisational comedy. But the skills derived of improvisation—creativity, spontaneity, 'in the moment' thinking, flexibility, storytelling—are not just for comedians. They are important interpersonal skills for city leaders.



Making a scene

You may ask "what exactly is improv? Improv was originally developed by Viola Spolin, the renowned founder of the famous Second City Theatre in Chicago and author of the seminal book *Improvisation for the Theater*. According to her, improvisation is the gift of not thinking, the art of being in the moment while onstage, and of letting your thoughts and actions come naturally to you without taking a moment to think of them beforehand.

Improv can enrich your skills in many unique ways. Some of the benefits for city leaders include:

- Builds trust and awareness.
- Fosters teamwork and better brainstorming.
- Improves communication and presentation skills.
- Promotes creative problem-solving.
- Helps you respond quickly and decisively to unanticipated challenges.

- Teaches you to think on your feet and recognize opportunities as they arise.
- Increases your comfort level with change, and your willingness to take risks.
- Helps you manage change and promotes a supportive culture.

Yes, and...

The most basic rule and tenet of improv is "Yes, and..." There is always an orientation towards agreement, adding to the ideas of others, and enhancing teamwork. "Yes, and..." is a protocol that allows for anything to happen.

No matter what your fellow players/colleagues present to you, instead of negating, belittling, or disagreeing with it, your job is to say, "Yes, and..." Accept the scenario as it's presented to you (regardless of where you wanted it to go), and then add to it.

Imagine the possibilities of agreeing and building up ideas with your colleagues, instead of knocking them down.

Improv in governance

Spolin observed that "Theater Games [basic tools of improv] are a process applicable to any field, discipline, or subject matter which creates a place where full participation, communication, and transformation can take place."

And improv guru Del Close (Second City, Improv Olympic founder) noted that "Every interpersonal situation has a solution in which everyone wins."



Assembly Minority Leader Jon Bramnick educates and entertains with Joey Novick and Mayor Chuck Chiarello, Buena Vista, NJLM Past President.

Punchline Power

Tina Fey, former head writer for Saturday Night Live, and creator of 30 Rock developed these basic rules for improv:

1. Don't Deny Denial is the number-one reason most scenes go bad. Any time you refuse an offer made by your partner, your scene will almost instantly come to a grinding halt.

Example Player A: "Hi, my name is Jim. Welcome to my store." **Player B:** "This isn't a store, it's an airplane. And you're not Jim, you're an antelope."

2. Don't Ask Open-ended Questions Open-ended questions (i.e., "who are you?") are scene killers because they force your partner to stop whatever they are doing and come up with an answer. When you ask your partner an open-ended question, he or she is burdened with coming up with something "interesting" so you are no longer doing a scene together, but forcing your partner to do more work than you.

3. You Don't Have to Be Funny The hidden riddle of improv is that the harder you try not to be funny, the funnier your scene is going to be. Why? Because the very best improv scene is an "interesting" one, not necessarily

a funny one. When you do an interesting scene, a surprising thing happens...the funny comes out on its own.

The best way to go is to stick to your character, keep with the storyline, and stay within the reality of the scene..

4. You Look Good if You Make Your Partner Look Good The better you make your partner look, the better the scene will be and the better you will look. All too often, I've seen players enter a scene and I can tell they have some really great ideas about the character they are going to play or an idea they want to do. This is wonderful, but guess what? Your partner probably has no idea what's cooking in your mind, and has no idea how to react. No matter how brilliant your idea might be, it's practically worthless if the scene as a whole goes bad.

5. Tell a Story Storytelling is probably the easiest rule to remember, but the hardest to do. The real magic of improv is when we see the players take random suggestions (e.g., a plumber and a cab driver selling shoes in a leper colony) and somehow "make it work." If all of these unrelated elements are going to come together, then it's going to happen in the course of an interesting tale. So that's just what the players are going to try and do; tell us all a story.

This is a good idea to make note of in the world of governance.

From 1995 to 2006 and 2012-15, Joey Novick was as a councilmember in Flemington, New Jersey. As director of corporate training for Comedy Works and Improv for Leaders, he has taught hundreds of municipal lawyers, mayors, and elected officials from around the country the benefits of governance skills derived of improvisation. Learn more at www.improvforleaders.com or email joeynovick@gmail.com. 📧

Reprinted from the July 2018 issue of *Texas Town & City*.



WANT TO HEAR MORE FROM JOEY NOVICK?

He will be looking at the light side of governing with Assembly Minority Leader Jon Bramnick during the League Conference Session, "Using Humor in Governance" held at 2 p.m. on Tuesday, November 13.



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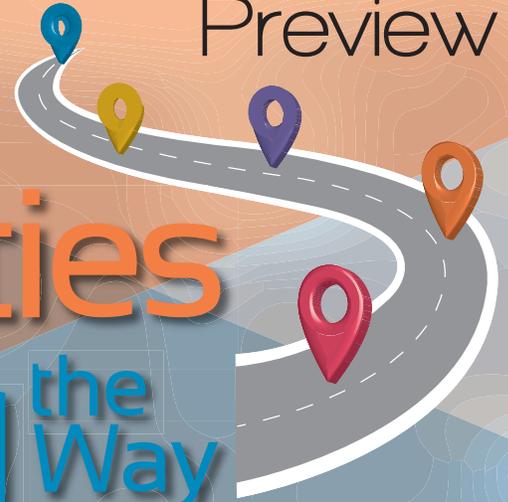
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Conference Preview

Municipalities Leading the Way



PROGRAM AT A GLANCE

Tuesday, November 13

- 8:00 a.m. Affiliates' Meetings (See listing of all Affiliates' meetings on page 68)
- 9:00 a.m. Registration and Exhibits Opens
- 12:00 Noon Annual Sustainable Jersey Awards Luncheon
- 12:00 Noon Exhibitor Learning Sessions
- 1:00 p.m. Exhibitor Learning Sessions
- 2:00 p.m. Coffee with Your Colleagues: Networking and Orientation
- 2:00 p.m. Select from concurrent sessions & meetings
- 3:00 p.m. NJLM Resolutions Committee meeting
- 3:45 p.m. Select from concurrent sessions & meetings
- 5:00 p.m. Registration and Exhibits close

Wednesday, November 14

- 8:30 a.m. Registration and Exhibits Open
- 9:00 a.m. Select from concurrent sessions & meetings
- 10:45 a.m. Select from concurrent sessions & meetings
- 12:00 Noon Mayors' Box Luncheon (Sheraton)
- 12:00 Noon Exhibitor Learning Sessions
- 1:00 p.m. Exhibitor Learning Sessions
- 2:00 p.m. Select from concurrent sessions & meetings
- 3:45 p.m. Select from concurrent sessions & meetings
- 5:00 p.m. Registration and Exhibits Close
- 5:15 p.m. Women in Municipal Government Networking & Awards Event, Crown Ballroom (Sheraton)

Thursday, November 15

- 8:30 a.m. Registration and Exhibits Open
- 9:00 a.m. Select from concurrent sessions & meetings
- 10:45 a.m. Select from concurrent sessions & meetings
- 12:15 p.m. League Luncheon for all Delegates (Sheraton)
- 1:00 p.m. Exhibits Close
- 2:00 p.m. Select from concurrent sessions & meetings
- 3:00 p.m. Registration Closes
- 3:30 p.m. League Business Meeting (Sheraton)

Download: Event App!

This year let your devices help make this your best conference!

The 2018 Conference app will be available through iTunes, GooglePlay, and Microsoft app shops beginning on Download Day, October 3.

Conference attendees should download the app to access a fully searchable session schedule, interactive map of the exhibit floor, a thorough listing of exhibitors, and up-to-date event information. Create a personalized schedule before your arrival onsite to maximize your conference experience!



Exclusive App Sponsor:



Atlantic City Convention Center
103rd Annual • November 13-15



SESSION HIGHLIGHTS

Welcome to the 103rd League Conference,
a place for...
“Municipalities Leading the Way.”

The 2018 gathering is an opportunity to take part in the nation’s largest gathering of municipal officials and acquire the latest information about programs, products, and services for the unique needs of the municipal audience. Please note that many workshops, sessions, and meetings run concurrently. On page 68 you’ll find a list of meetings and programs sponsored by the League’s Affiliate Organizations.

For a full conference agenda and meal event ticket order forms, visit njslom.org.



Tuesday, November 13

9:00 a.m. Registration and Exhibits Opens

12:00 Noon Exhibitor Learning Session

Horizon BCBSNJ

1:00 Exhibitor Learning Session

GovPilot

2:00 p.m. Session Highlights

Conference Orientation & Legislative Primer • Budget Audit & Update (GFOANJ and TCTANJ) • Using Humor in Governance • The Visual Litter Survey in NJ: Changing State and Local Policies • Bringing Wellness to Your Community with the Mayors Wellness Campaign • Is Liquor License Reform Needed? • Right-of-Way and Federal Action Impacting Local Control (JAG) • The HeART of Downtown Renaissance • Whole Community Approaches to a Clean Energy Future (Sustainable Jersey)

3:00 p.m. Resolutions Committee

3:45 p.m. Session Highlights

Path to Progress: A New Vision for Pension & Health Benefit Reform • FEMA Public Assistance Grants 101 • How the Digital Transformation has Impacted Local Government • Craft Breweries and Your Municipality • Elected Officials Can Reduce Exposure to Lawsuits • School and Municipalities: Working Together for Student safety • The Grass is Greener with a Sustainable Jersey Grant (Sustainable Jersey) • Public Service and Lifelong Learning: You’re Never Too Old to Get Better

5:00 p.m. Registration and Exhibits Close

Wednesday, November 14

8:30 a.m. Registration and Exhibits Open

9:00 a.m. Session Highlights

Affordable Housing Update (NJPO) • The Answer to SALT Changes – Charitable Trusts • Creativity Showcase Providing Municipal Services – P3, SSI, Tech and More • DOL – NJ Apprenticeship Network • How the Levels of Power in Trenton Affect Your Municipal Agenda • From Release to Resilience: Building Bridges for a Prisoner’s Journey Home • 2018 Sustainable Jersey Program Update: New Actions & Initiatives (Sustainable Jersey)

10:45 a.m. Session Highlights

Murphy’s Marks: The Governor’s Freshman Report Card • Elected Officials Primer: Ethics, OPMA, OPRA & Civility • Marijuana Legalization: A State and Local Perspective • The Vacant Property Epidemic • Structural Solutions for Systemic Faults: A New Vision for Tax Reform • Innovation Cities: Advancing the Quality of Urban Living • Improving Population Health in New Jersey (NJACCHO) • Beyond Your Borders: The Benefits of Collaboration (Sustainable Jersey) • The Art of Negotiation: Women’s Empowerment

12:00 Noon Exhibitor Learning Sessions

Concentra Medical • Create • Horizon BCBSNJ • Middlesex County • Republic Services of NJ

12:15 p.m. Mayors’ Box Luncheon (Sheraton) Mayors’ Hall of Fame Presentations • Innovation in Governance Awards Presentation • Invited Guest Speakers



SPECIAL EVENTS



1:00 p.m. Exhibitor Learning Sessions

Localintel • T&M Associates • WM Policy

2:00 p.m. Session Highlights

Legislative Leadership: Working Together for a Better New Jersey • Elected Officials Primer: Budget, Procurement • Economic Development- Lessons Learned From Amazon • Your Bid Specifications and the Challenges (GPA) • Best Practices for Municipal Websites • Restoring the Urban Enterprise Zone (UEZ) Program • Recent OPRA Decisions • Resources Available to Municipalities Fighting Opioid Epidemic • Bridging the Gaps: Creating Equitable Communities (Sustainable Jersey)

3:45 p.m. Session Highlights

MEL-JIF Risk Management • Building a Resilient Community • Optimizing Economic Development Success in Communities • Gray Areas in Local Ethics and How to Navigate Them • State Budget Blueprints: The Making of the State's Annual Spending Plan • Coordinating Roadways for Efficient Traffic Movement • Makin' Green by Goin' Green (Sustainable Jersey)

5:00 p.m. Registration and Exhibits Close

5:15 p.m. **Women in Municipal Government Networking and Awards Event (Sheraton)**

Thursday, November 15

8:30 a.m. Registration and Exhibits Open

9:00 a.m. Session Highlights

Interest Arbitration and Negotiations Update 2018 • Advanced Topics in Property Taxation (AMA/NJILGA) • Public Contracts Law and Regulation Update (TCTA/GPA/GFOA) • Planning for Tomorrow's Infrastructure (NJPO/DEP) • Strengthening the Bench: Municipal Court Reform Proposals • Shared Services Forum • Police-Comm. Relations: Avoiding Conflict and Assuring Cooperation • Pathways for Protecting & Improving Community Water Resources (Sustainable Jersey)

10:45 a.m. Session Highlights

Labor Law Update • OPMA/Civility/Administration of Public Mtgs. • Code Blue and Homeless Support • Shared Services - Regional Shared Service Consortiums • Advanced Topics in Property Taxation (AMA/NJILGA) • Smart Cities – Changing Transportation • Tourism and Local Government Engagement • Show Me the Data! Energy Efficiency Success Stories for NJ Towns (Sustainable Jersey)

12:15 p.m. **League Luncheon for all Delegates (Sheraton)**

1:00 p.m. Exhibits Close

2:00 p.m. Session Highlights

Smooth Hand Off with HOA • Hot Topics in Protecting Drinking Water Quality • Right to Farm • Your Administration's Role in Managing Municipal Tech. • It's Electric! Planning for Electric Vehicles in Your Community (Sustainable Jersey)

3:00 p.m. Registration Closes

3:30 p.m. **League Business Meeting (Sheraton)**



ANNUAL MAYORS' BOX LUNCHEON

Wednesday, Nov. 13
12:00 noon-1:45 p.m.
Crown Ball Room, 2nd floor, Sheraton Hotel
Tickets: \$25 per person



Always a hot ticket at the League Conference, the Annual Mayors' Box Lunch will be moderated this year by League President James Cassella, Mayor of East Rutherford. This working luncheon will take time to recognize service with the induction of the newest group to the Mayors' Hall of Fame. In addition, the Innovation in Governance Awards will be presented. Invited guest speakers Lt. Gov. Sheila Oliver and NJ Attorney General Gurbir Grewal will share their insights and address issues of concern to municipalities.



WOMEN IN GOVERNMENT NETWORKING & AWARDS EVENT

Wednesday, Nov. 14
5:15 p.m.
Pearl Ballroom, 2nd floor, Sheraton Hotel
Tickets: \$30 per person



Recognizing the efforts of Women in Municipal Government, this year's Networking & Awards Event will honor: **Janice S. Mironov**, Mayor, East Windsor; NJLM Past President **Carol Bianchi**, Committeewoman, Bernards Township **Tency A. Eason**, Councilwoman, Orange City **Jillian Barrick**, Business Administrator, Morristown **Susan Jacobucci**, Business Administrator, Paulsboro Borough



LEAGUE DELEGATES LUNCHEON

Thursday, Nov. 15 • 12:15-1:30 p.m.
(DOORS OPEN at noon)
Crown Ball Room, 2nd floor, Sheraton Hotel
Tickets: \$40 per person

This annual luncheon provides an opportunity for all conference attendees to gather and look together into the future of the Garden State. Starting with a full hour guard and welcome from Atlantic City Mayor Frank Gilliam, the event connects the leadership of the state with local government officials. Invited guest speaker is Governor Phil Murphy.



AFFILIATE PROGRAMS & MEETINGS

The 21 affiliated organizations form an integral part of the League Conference and their programs are open to all delegates. Meal functions normally require separate paid admission.

Tuesday, November 13

- 8:00 a.m.** Registrars
- 9:00 a.m.** Registrars • Planning Officials
- 9:30 a.m.** Registrars
- 10:00 a.m.** Assessors • Municipal Clerks • Finance Officers • Planning Officials • Tax Collectors and Treasurers
- 10:30 a.m.** Planning Officials
- 10:45 a.m.** Registrars
- 12:00 noon** Court Administrators • Registrars
- 1:00 p.m.** Planning Officials • Registrars Luncheon
- 1:10 p.m.** Court Administrators
- 1:30 p.m.** Assessors
- 2:00 p.m.** Building Officials • Municipal Clerks • Finance Officers • Health Officials (NJACCHO) • Jersey Access Group • Purchasing • Tax Collectors and Treasurers
- 2:15 p.m.** Registrars
- 2:30 p.m.** Recreation
- 3:00 p.m.** Planning Officials
- 3:30 p.m.** Registrars
- 3:45 p.m.** Finance Officers • Tax Collectors and Treasurers

WEDNESDAY, NOVEMBER 14

- 8:30 a.m.** Engineers
- 8:45 a.m.** Court Administrators
- 9:00 a.m.** Assessors • Municipal Clerks • Court Administrators • Health Officials (NJACCHO) • Planning Officials • Purchasing • Recreation • Welfare
- 9:30 a.m.** Prosecutors • Tax Collectors and Treasurers • Welfare
- 10:00 a.m.** Assessors • Attorneys • Building Officials • Court Administrators • Electrical Inspectors • Fire Officials
- 10:15 a.m.** Attorneys
- 10:30 a.m.** Engineers • Planning Officials
- 10:45 a.m.** Finance Officers • Health Officials (NJACCHO) • Managers • American Public Works – NJ Chapter
- 11:00 a.m.** Tax Collectors and Treasurers
- 12:00 noon** Assessors Luncheon • Building Officials Luncheon • Engineers Luncheon • Managers Luncheon • Planning and Zoning Administrators Luncheon
- 12:15 p.m.** Prosecutors
- 12:30 p.m.** Health Officials (NJACCHO) Luncheon
- 12:45 p.m.** Prosecutors
- 1:00 p.m.** Court Administrators • Planning Officials
- 1:15 p.m.** Attorneys
- 1:30 p.m.** Recreation

- 2:00 p.m.** Assessors • Municipal Clerks • American Public Works – NJ Chapter • Purchasing • Tax Collectors and Treasurers
- 2:15 p.m.** Prosecutors
- 2:30 p.m.** Attorneys • Court Administrators • Engineers • Plumbing Inspectors
- 3:00 p.m.** Tax Collectors and Treasurers
- 3:30 p.m.** Fire Officials • Planning Officials
- 3:45 p.m.** Managers
- 4:00 p.m.** Attorneys • Finance Officers • Tax Collectors and Treasurers
- 5:15 p.m.** Planning Officials

THURSDAY, NOVEMBER 15

- 8:00 a.m.** Court Administrators • Planning Officials
- 8:30 a.m.** Court Administrators
- 9:00 a.m.** Assessors • Attorneys • Building Officials • Court Administrators • Finance Officers • Jersey Access Group • Health Officials (NJACCHO) • Planning Officials • American Public Works – NJ Chapter • Purchasing • Tax Collectors and Treasurers
- 9:30 a.m.** Welfare
- 10:00 a.m.** Court Administrators • Fire Officials
- 10:45 a.m.** Assessors • Attorneys • Engineers
- 11:00 a.m.** Tax Collectors and Treasurers
- 1:00 p.m.** Attorneys
- 1:30 p.m.** Assessors
- 2:30 p.m.** Attorneys
- 3:30 p.m.** Attorneys
- 5:00 p.m.** Attorneys

FREE FOR ALL:

It's Your League!

Don't forget the important business meetings that help the League help you each year. Stop by to express your concerns and hopes for the future at the following meetings:

NJLM Resolutions Committee Meeting

**Tuesday, November 13 • 3 p.m. Room 320
Atlantic City Convention Center**

The Resolutions Committee will meet on Tuesday at 3:00 p.m. in Room 320. The meeting is open to all and you are encouraged to attend. Only members of the Resolutions Committee may vote.

Member municipalities wishing to submit resolutions for consideration by the League Resolutions Committee at the Annual Conference must send a summary of the resolution





EXHIBITOR LEARNING SESSIONS



WEDNESDAY, NOVEMBER 14

12 noon- 12:50 p.m.

Room 316
Concentra Medical Centers Telemedicine and Occupational Health Add Value to Injury Care

Room 410
Create How to Reduce Your Health Care Spend—It Can Be Done

Room 420
Horizon BCBSNJ Building Partnerships to Prevent Opioid Abuse

Room 416
Middlesex County Middlesex County, NJ; Best Practices

Room 317
Republic Services of NJ Recycling Is Broken... Overcoming Today's Challenges

1:00 p.m.-1:50 p.m.

Room 321
Localintel How Your Municipal Website Can Power Local Job Growth

Room 405
T&M Associates Benefits of Open Data in Municipalities

Room 309
WM Policy Greening Up the Garden State: Responsible Cannabis Policy in NJ

Conference exhibitors share their expertise and insights with free, informative sessions open to all conference delegates on Tuesday, November 13, and Wednesday, November 14.

Tuesday, November 13

12 noon- 12:50 p.m.

Room 410
Horizon BCBSNJ Building Partnerships to Prevent Opioid Abuse

1:00 p.m.- 1:50 p.m.

Room 306
GovPilot How to Streamline Your Local Government

to the League office by the first Friday in October (October 5.) the full text of the resolution is due to the League office by October 19.

Delegates may request copies of all resolutions online or at the League information booth in the Convention Center.

For a copy of the Resolutions Policy and Procedures visit njslom.org/571/Annual-Conference-Resolutions

NJLM Business Meeting

Thursday, November 15 • 3:30 p.m.
Pearl Ballroom, Sheraton



Member municipalities will vote on a slate of new officers and executive board members for the upcoming year, resolutions which will guide League policy will be adopted, and other items relating to League operations will be considered. Have a voice in the League's planning for 2019!

Get Social Media For Updates During Conference Week!

Follow NJLM on Facebook and Twitter, by using **#njleague** or download the Conference App and opt for push notifications!

We'll be providing immediate notices on:

- Changes to the League's educational sessions schedule
- Shuttle bus changes
- Sold-out League events
- Daily highlights

View NJLM's profiles at facebook.com/njleague and twitter.com/nj_league.





EXHIBITORS (at press time)

The following companies are exhibiting at the League Conference and are eager to offer their knowledge, products, and services to assist municipal officials. Be sure to visit their booths to see how they can assist you. Visit NJSLOM.org/exhibit for more exhibitor information or to learn more about becoming an exhibitor.

Contact: Kristin Lawrence, Exhibit Manager at klawrence@njslom.org or 609-695-3481, Ext. 125.



A & K Equipment Company, Inc.
 A+ Technology and Security
 Abbingdon Engineering, LLC
 ABC-NJ
 Absolute Fire Protection&Vehicle
 Absorb-Z
 AccessRec, LLC
 ACCSES NJ/ CNA Services
 AccuScan
 Acme/Lingo Flagpoles
 ACT Engineers, Inc.
 Action Data Services
 Adams, Rehmann & Heggan Assoc.
 Adsorbed Natural Gas Products
 Aetna
 Affordable Housing Alliance
 Aflac- Purazzo Insurance Services
 AFP Foundation
 Aion by VCS
 Air & Gas Technologies, Inc.
 All Covered
 Allan Briteaway ElectricalUtility
 Allen Associates
 Alliance Bus Group
 Alliance Mercantile-Viking
 Allied Document Solutions
 Allstate Office Interiors
 Altec Industries Inc.
 American Hose & Hydraulics
 American Pipe Cleaning, LLC
 American Recycling Technologies
 American Red Cross NJ Region
 American Tennis Courts, Inc.
 American Water Resources
 AmeriHealth New Jersey
 Amy S. Greene Environmental
 Ancero
 AP Certified Testing LLC
 Approved Fire Protection Co., Inc.
 APWA - NJ Chapter
 Aqua New Jersey, Inc.
 AQUATECH-USA.com
 Asphalt Industries, Inc.
 Asphalt Paving Systems, Inc.
 Asplundh Tree Expert, LLC
 Associated Asphalt
 AstroTurf
 AT&T
 Atlantic Coast Recycling
 Atlantic County Government
 Atlantic, Tomorrows Office
 Aurora Environmental, Inc.
 AXA Equitable
 Badger Meter, Inc.
 Balady Promotions, Inc.
 Barber Beach Cleaners
 Bayshore Recycling Corp.
 Belfor Property Restoration
 Ben Shaffer Recreation Inc.
 Benecard Services LLC
 Bergen County Dept Plan/Engineer
 Bethlehem Precast, Inc.
 Beyer Bros. Corp.
 Beyer Chrysler Dodge Jeep Ram
 Beyer Fleet
 Beyer Ford
 BGA

Big R Bridge
 Black Lagoon Pond Management
 Blau & Blau
 Blue Earth Products
 Bobcat of North Jersey
 Bortek Industries, Inc.
 Bosch Rexroth Canada
 Bowman Consulting Group
 Boxcar
 Boyce Associates, Inc.
 BrenCo Equipment Supply &Technology
 Brinkerhoff Environmental Svcs
 Britton Industries
 Brown & Brown Insurance
 BRS, Inc.
 Bruno Associates, Inc.
 Bryan Electric Co., Inc.
 Bulk Storage Inc.
 Burbio.com
 Burlington Co. Bridge Commissn.
 CAIT Technology Transfer Group
 Cambria Truck Center, Inc.
 Campbell Freightliner, LLC.
 Capehart Scatchard
 Capital Benefits, LLC.
 Carbtrol Corporation
 Card Data Systems /Toshiba
 CASA Payroll Services
 CEMCO, Inc.
 Center State Engineering
 Centerpoint Communications
 Central Jersey Equipment
 Certified Cirus Control Systems
 CFG Health Network, LLC
 Chambers Architecture, Inc.
 ChargeEVC
 Chemung Supply Corp.
 Cherry Valley Tractor Sales
 Cintas Corporation
 City Fire Equipment Co., Inc.
 City of Angels NJ
 City of Atlantic City
 City of Long Branch
 City of Plainfield
 CivicPlus
 Civil Solutions
 Claims Resolution Corporation
 Classic Turf Company
 Cliffside Body Corp.
 CMC Energy Services
 CME Associates
 Coded Systems, LLC.
 Colonial Life
 Comcast Newsmakers
 Commercial Recreation Specialist
 Commercial Utility Consultants Inc.
 Community Associations Inst. NJ
 Concentra Medical Centers
 Concrete Pipe Assoc. of NJ
 Conner Strong & Buckelew
 Consolidated Fence Co.
 Contemporary Sprinter/Metris
 Control Point Associates, Inc.
 Convault/DieselPure
 Cooper Electric Supply Co.
 Cooper's Office Furniture

County of Union
 CRAM-A-LOT
 Create
 Creative Pultrusions, Inc.
 Credit Union of New Jersey
 Creston Hydraulics, Inc.
 CSO Radio
 CUES
 DARE America
 Data Network Solutions
 DCO Energy LLC
 De Block Environmental Services
 Dejana Truck & Utility Equipment
 Dell/Ocean Computer Group Inc.
 Delta Dental of New Jersey, Inc.
 Deluxe International Trucks
 Deschamps Mats Systems, Inc.
 Direct Flooring
 Discount Playground Supply
 DMR Architects
 Docusafe Records Management
 Dome Corp. of North America
 Dossier Systems, Inc.
 Dovelin Enterprises
 Downes Forest Products, LLC
 Downtown Decorations, Inc.
 Downtown New Jersey
 Dun-Rite Sand & Gravel
 Dynamic Defense Technologies
 Eagle Wireless Communications
 Earth Materials, LLC (Copertino)
 Eastern Armored Services, Inc.
 Eastern DataComm, Inc.
 Eastern Lift Truck
 Eastern Surplus & Equip. Co.
 Eaton's Cooper Lighting
 EAW Security
 Edmunds & Associates, Inc.
 Electronic Risks Consultants
 Elizabeth Development Company
 Elizabeth Truck Center
 Elizabethtown Gas (NGV)
 Elizabethtown Gas-energy Smart
 eMazzanti Technologies
 Emcom Systems
 EMEX, LLC
 EMS Council of New Jersey
 Enfotech & Consulting, Inc.
 Engineering & Land Planning Asso
 Environmental Equipment Co.
 Environmental Resolutions, Inc.
 EnviroSight, LLC
 Eppy's Tool & Equipment
 ESCNJ Co-op Services
 Excel Environmental Resources
 EZ Docks Mid Atlantic
 EZ Street Company
 Facility Solutions Group
 Fairleigh Dickinson University
 FDR Hitches
 Felician University
 Ferrero Engineering, Inc.
 FieldTurf
 Filebank Inc.
 Finch Services, Inc.
 Fincredit Inc.
 Finger's Radiator Hospital Inc.

Fire & Safety Services, LTD.
 Fireworks Extravaganza
 Fitz's Fish Ponds
 Flemington Car & Truck Country
 Foley Incorporated
 Force America, LLC.
 Fortress Mobile
 Foveonics Imaging Technologies
 Frank Mazza & Son Inc.
 Franklin Trailers, Inc.
 Franklin-Griffith Electrical
 FreeSpan Structures, Inc.
 French & Parrello Associates
 Fuel Ox
 FuelForce Multiforce Systems
 FuelMaster/Syntech Systems, Inc.
 Gabrielli Truck Sales
 GAF
 Gallagher Asphalt Corporation
 GameTime Park & Playground
 Equip
 Garden State Bobcat Group
 Garden State Laboratories, Inc.
 Garden State Municipal JIF
 Gates Flag & Banner Co.
 Geese Chasers
 General Code
 General Recreation, Inc.
 Geo3.0 by Jungle Lasers
 GEOD Corporation
 George Ely Associates
 Geospatial Analytics, Inc.
 Gill ID Systems
 Global Industrial
 Golden Equipment Co. Inc.
 Goosetown Communications
 GovDeals, Inc.
 GovPilot
 Gramco Business Communications
 Granturk Equipment Co., Inc.
 Greenfields Outdoor Fitness
 Greyhawk
 GRM Information Management
 Groff Tractor New Jersey, LLC.
 Grotto Engineering Assoc LLC
 Ground Works Solutions/URE-
 TEKUSA
 H. A. DeHart & Son, Inc.
 H2M Associates, Inc.
 Hackensack Riverkeeper Inc.
 Hanson Aggregates BMC
 Harbor Consultants, Inc.
 Harter Equipment, Inc.
 HEI-WAY, LLC
 HERC Rentals
 Heyer, Gruel & Associates
 Hoffman Equipment
 Hoffman Services, Inc.
 Hoover Truck Centers
 Horizon BCBSNJ
 Housing & Com.Dvlpt Network NJ
 Hudson County Improvement Auth.
 Hudson County Motors, Inc.
 Hudson Machinery LLC
 Hunter Technologies
 Hunter Truck
 Hutchinson Mechanical Services



I.M.S.A. New Jersey
 IAA Insurance Administrator
 IAPMO
 IBEW Local 102
 Icon/EPA-Comp/Universal Valve
 Info-Cop By GTBM, Inc.
 Infogroup
 Inservco Insurance Services
 Insurance Design Administrators
 Integrated Technical Systems
 Integrity Health
 International Code Council
 Interport
 Investors Bank
 Invoice Cloud
 ION Wave Technologies, Inc.
 IPL Plastics Environment
 IPS Group
 J&J Bodies/Bristol Donald
 Jack Doheny Companies
 JD Sound & Video
 Jersey Access Group/NJ NATOA
 Jersey Cape
 Jersey Central Power & Light
 Jersey Professional Management
 Jersey Rents Equipment Sales
 JESCO, Inc.
 Jet Vac Equipment
 Jewel Electric Supply Company
 John Guire Supply
 John W. Kennedy Company, Inc.
 Johnson & Towers, Inc.
 Johnston Communications
 Joshua Marcus Group Promotions
 Kairos Development Group
 Kamstrup Water Metering
 Kapsch TrafficCom USA
 KC Sign
 Keller & Kirkpatrick, Inc.
 Keyport Army Navy
 Keystone Purchasing Network
 Keystone Structures, Inc.
 Kiely Family of Companies
 Kimco USA Inc.
 Kistler O'Brien Fire Protection
 Kraft Power
 Kueper North America
 L.E.A.D. Inc.
 LAN Associates
 Laurel Equipment
 Liberty Parks & Playgrounds
 LifeSavers, Inc.
 Lincoln Financial Group
 LOCALINTEL
 Maco Office Source
 Marbelite Co., Inc.
 Maser Consulting
 Mateflex
 Max Spann Real Estate/Auction Co
 Mazza Recycling Services
 McGrath Municipal Equipment
 McLaren Engineering Group
 MetLife
 MGL Printing Solutions
 Mid-Atlantic Truck Centre
 Mid-Atlantic Waste Systems
 Middlesex County
 Mike's Better Shoes
 Millennium Communications Group
 Millennium Strategies LLC
 Mitchell Associates Architects
 Mitchell Humphrey & Co.
 Monmouth Truck Equipment
 Monmouth Univ. Urban Coast Inst.
 Montana Construction Corp Inc.
 Mott MacDonald
 Muncie Power Products
 Muncibid
 Municipal Clerks' Assoc. of NJ
 Municipal Excess Liability Fund
 Municipal Leasing Consultants
 Municipal Safety Supply
 Municipal Software, Inc.
 MuncipPAY
 Municode

Munidex, Inc.
 Musco Sports Lighting
 My Downtown Mobile
 Najarian Associates
 National Water Main Cleaning Co.
 New Horizon Lighting Inc.
 New Jersey American Water
 New Jersey Beekeepers
 New Jersey CannaBusiness Assoc.
 New Jersey Chapter ASLA
 New Jersey Conference of Mayors
 New Jersey Farm Bureau
 New Jersey Health Insurance Fund
 New Jersey Infrastructure Bank
 New Jersey Library Association
 New Jersey Natural Gas
 New Jersey Natural Gas (NGV)
 New Jersey One Call
 New Jersey Parking Institute
 New Jersey Planning Officials
 New Jersey Prevention Network
 New Jersey's Clean Energy Prog.
 New York Life Insurance Co.
 NJ - Board of Public Utilities
 NJ - Catastrophic Illness Progm
 NJ - Council on Dev Disabilities
 NJ - DEP Local Gov't Assistance
 NJ - Dept Health/Child Lead
 NJ - Dept of Agriculture
 NJ - Dept of Children & Families
 NJ - Dept of Community Affairs
 NJ - Dept of Transportation
 NJ - Division of Taxation LPT
 NJ - Highlands Council
 NJ - Housing & Mortgage Finance
 NJ - Motor Vehicle Commission
 NJ - Redevelopment Authority
 NJ - State Library
 NJ - Unclaimed Property
 NJ Business & Industry Association
 NJ Certified Animal Control
 NJ Clean Communities
 NJ District Kiwanis Int'l
 NJ Elec
 NJ GMIS
 NJ Municipalities Magazine
 NJ Police Chiefs Association
 NJ Recreation & Park Assoc.
 NJ SEM
 NJ Shade Tree Federation
 NJ Society of Prof Land Surveyor
 NJ State Chamber of Commerce
 NJ Water Environment Assoc.
 NJEDA
 NJEdge
 NJHCQI Mayors Wellness
 NJM Insurance Company
 Norris Sales Co. Inc.
 North American Pipeline Services
 North Jersey Friendship
 Northeast Communications, Inc.
 Northeast Sweepers & Rentals
 Northern Advisory Group
 Northfield Bank
 NozzTeq Inc.
 Oasis Charger dba Juice Bar
 OceanFirst Bank
 Office Business Systems
 Oldcastle Precast Easiset Bldgs
 Olympia Lighting, Inc.
 Omega Environmental Services
 OMER/First-Choice
 One Source of New Jersey
 Onspot Automatic Tire Chains
 Ørsted
 OSI Technology
 Oxford Engineering Company
 P.L. Custom Emergency Vehicles
 P3GM & EYSA USA
 Paper Mart, Inc.
 Parker-Helac
 ParkWhiz, Inc.
 Party Perfect Rentals
 Pasack Data Services, Inc.

Passaic Valley Sewerage
 Passport Labs, Inc.
 Payment Service Network, Inc.
 Peach Country
 Peckham Materials Corp
 Peirce-Eagle Equipment Company
 Pennoni
 Perma-Liner Industries LLC
 PFANJ
 Philips Lighting North America
 Phoenix Advisors, LLC.
 Piazza & Associates, Inc.
 Pioneer/Mt. Tarp
 PKA Technologies
 Plainfield M.U.A.
 PMA Management Corp.
 PNC Bank, N.A.
 POM Parking Meters
 Preservation New Jersey
 Presray Corporation
 Prior & Nami Business Systems
 Protecting the NJ Shore
 Providence Engineering
 Provident Bank
 PSE&G
 Public Works Association of NJ
 PubWorks
 QPR
 QualCare/Qual-Lynx
 R&L Payroll
 Rain for Rent
 Reed Systems, LTD
 Remington & Vernick Engineers
 Republic Services of NJ
 RF Design & Integration Inc.
 RFP Solutions, Inc.
 RFS Commercial, Inc.
 RGA, Inc.
 Ricoh USA Inc.
 Rileighs Outdoor Décor
 Rimkus Consulting Group
 RIO Supply/Neptune
 River Front Exterior Services
 River Valley Recreation
 RJP Hotsy
 Roberts Engineering Group LLC
 Rohrer Bus Sales
 Rotochopper, Inc.
 Route 23 Auto Mall
 Rudco Products, Inc.
 Russell Reid / Mr. John Co.
 Rutgers Continuing Education
 Sanitation Equipment Corp.
 Santander Bank, N.A.
 Save Barnegat Bay
 Schaefer Systems Int. Inc.
 SEA BOX, Inc
 SealMaster
 SeamlessDocs
 SEFAC USA Inc.
 Sensus USA
 ServiceMaster Restore
 Servpro of Greater Hunterdon
 County
 SERVPRO Team Green
 Seton Hall University
 Shaw Sports Turf
 SHI
 Sierra International Machinery
 Signature Sites LLC
 Simon's Agency, Inc.
 SkyBitz
 sofSURFACES
 Sonitrol Security Systems
 South Jersey Fed. Credit Union
 South Jersey Gas
 Spatial Data Logic (SDL)
 Specialty Automotive Equipment
 Sprint Business
 SSP Architects
 Statewide Insurance Fund
 Statewide Traffic Safety
 Sternberg Lighting
 Stewart & Stevenson/Atlantic-DDA
 Stewart, a Xerox Company

Stockton University
 Stormwater Compliance
 Solutions
 Storr Tractor
 Company
 Structural Metal
 Fab./Brand FX
 Stucchi USA
 Suburban
 Consulting Engineers
 SUEZ
 Sunrise Systems
 Superior Play Systems
 Sustainable Jersey
 SwiftReach
 T&M Associates
 T. Slack Environmental Services
 T.M. Fitzgerald & Associates
 Target Park
 Tax Collectors & Treasurers NJ
 Taylor Oil Company
 TBBK Direct Leasing
 TD Bank, N.A.
 Teen Suicide Prevention (SPTS)
 Tekris Power Electronics
 Tennant Company
 The Difference Card
 The Gillespie Group
 The Goldstein Partnership
 The LandTek Group, Inc.
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GENERAL INFORMATION



Registration

Pre-registration ended October 1. If you haven't pre-registered, you can register on site at the Conference Registration Desk in the Convention Center. Despite the fact that our Conference is the largest of its kind in the nation, our on-site registration fees remain among the lowest: \$65 for municipal members and \$125 for all others. The registration fee is the same whether you attend functions for one day or all three days. Spouses attend free. (Full-time students can register for \$5 with proper school identification.)

Costs for meal functions are extra. Please visit www.njslom.org/tickets for information on how to purchase tickets. Some tickets are only sold by our affiliated organizations.

Hotel Confirmation and Cancellation Policy

Any room cancellation made after the hotels' deadlines will be required to pay for all cancelled room nights. In cases where the municipality pays for reservations, the municipality will incur this charge for late cancellations. Visit www.njslom.org/universal-housing-form for the full list of dates.

You should not call the hotels to check on your reservations. You will be issued an acknowledgement number that acts as your reservation confirmation. This number will be sent to you either by email, fax, or regular mail and serves as your assurance of a room reservation.

Exemption from Occupancy Tax

The combined city and state sales and luxury taxes are 14%. This applies to hotel and motel rooms within the city boundaries of Atlantic City only. To avoid this tax you must pay by municipal voucher.

The New Jersey State Occupancy tax rate of \$5 to \$10 per room, per night is applicable to casino hotels. A \$1 fee is applicable to non-casino hotels. There is no exemption from these fees. There may be other fees and assessments from which you will not be exempt.

CEU Information

CEU Listings The CEU's available at the conference are listed on the League website. Visit www.njslom.org/conference.

Personalize Your Search! Search and save CEU sessions on this year's Conference app.

CEU Scanning To make the CEU procedures more efficient and convenient, the League utilizes an electronic scanning system. Please note, these procedures only apply to educational sessions. Business Meetings and Exhibitor Learning sessions are not included in the scanning system.

There will be badge scanners in each room in the convention center. You will need to scan in and out to receive your credits. As you enter an educational session, you will scan your badge face side up at the badge scanner at the entrance. The scanner will make a "beep" sound.

Following the session, sign out in the same way you signed in.

You will not receive a paper certificate on the way out of the session. Instead, you will be able print your certificate from your home or office computer by logging on to www.njslom.org/confceu.

Please note that you must fill out the session evaluation form for the session before printing your certificate.

Transportation

Shuttles between the official Conference hotels and the Convention Center will be provided by Academy Bus Company. The shuttle service is paid through a \$7 per day, per hotel room fee. For the full schedule go to www.njslom.org/shuttle.

Limited on-site parking at the Convention Center is available starting at \$15. For casino hotel parking rates and lot parking information, contact individual hotels or check the signs at the parking entrances.



SAVE THE DATE!

Women in Municipal Government

2018 Networking & Awards Event

Back by popular demand...this year's Women in Municipal Government Networking & Awards Event will once again be held at the League Conference!

5:15 p.m. Wednesday, Nov. 14, 2018

Pearl Ballroom, 2nd Floor, Sheraton

Join us to honor women who have dedicated their time and energy to the advancement of women in municipal government.

This years honorees are:



JANICE S. MIRONOV
Mayor, East Windsor;
NJLM Past President



CAROL BIANCHI
Committeewoman,
Bernards Twp.



TENCY A. EASON
Councilwoman,
Orange City



JILLIAN C. BARRICK
Business
Administrator,
Morristown



SUSAN JACOBUCCI
Business
Administrator,
Paulsboro Borough

Tickets: \$30 per person

*Download and return ticket order forms from
www.njslom.org/902/NJLM-Meal-Function-Tickets*

A New Administration, a New Opportunity to Advance Important Reforms

League Conference Resolutions Critical Part of Municipal Advocacy Agenda

By Frank Marshall, Esq., League Staff Attorney

A new Governor and a handful of new legislators in Trenton present an opportunity to make significant gains in advocating for municipal concerns. Agenda items previously identified, but possibly stalled, will now receive a fresh look, and newly identified municipal challenges that seem to pop up every day can be examined with a chance to advance policies with a municipal perspective in mind.

Getting your voice heard

Any advocating done by the League first starts with feedback we receive from our members. Perhaps the best way to have your voice heard by the League, and in turn in Trenton, is through the League Resolution Committee. The Resolution Committee typically considers approximately 20 resolutions submitted from across the Garden State each year. Submitting a resolution for consideration allows you to help shape League policy on issues which we are not yet involved and can help identify municipal challenges currently unaddressed.

A brief update on prior resolutions

Conference Resolutions play a vital role in setting the League's advocacy agenda for the upcoming year and beyond. Some of the most important municipal reforms took root as Conference Resolutions.

The following are just a few examples of legislative wins for municipal government and taxpayers, which started out as Conference Resolutions.

Resolution No. 2017-05 "Resolution Supporting the Federal Tax Exemption on Municipal Bonds."

Late last year when Federal regulators were debating changes to the recent Federal tax law, one provision being considered for removal was the tax exemption for municipal bonds. The issuance of municipal bonds is one of main ways local governments can affordably access capital markets.

Investors are drawn to municipal bonds because, for over 200 years, the profits earned on these bonds were exempt from federal taxation. This tax exemption allows municipal governments to offer bonds with rates of returns below those available for other bonds available in the market. This allows municipal governments to inexpensively access capital for important infrastructure projects, which in turn, provides savings to taxpayers.

The Conference Resolution gave credence to the League's advocacy efforts by showing there was a clear consensus among the State's municipalities to preserve the tax exemption for municipal bonds. This allowed the League to present this to our Federal representatives who fought successfully to preserve this important exemption.

Resolution No. 2017-08: "Resolution Calling for Parity in the Thresholds of the Local Public Contracts Law and Pay-to-Play Law"

The Local Public Contracts Law, which determines the procurement process for local governments, sets a dollar threshold at which municipalities must go out to bid for certain contracts. This however, is not the only law which impacts procurement for local governments. The Pay-to-Play law also sets a threshold which, when met, requires certain contracts go through a fair and open bidding process. The trouble with this is that the two thresholds do not match. While the threshold under the LPCL has increased over time, the Pay-to-Play

threshold has remained the same. This causes confusion and unnecessary additional processes during procurement.

This issue was brought to the forefront of the League’s advocacy agenda through the passing of League Conference Resolution No. 2017-18. Using this Conference Resolution as a catalyst for increased efforts on this matter, the League was able to pursue and support legislation to clarify this issue. Assembly Bill 3420 and its Senate Companion S-638 were introduced this legislative session and have been moved through committee. These bills would apply the local public contract bid threshold to the local pay-to-play law.

**Resolution No. 2014-05
“Resolution Calling Upon the Federal and State Government to Clarify Volunteer Positions Do Not Impact Retirement Benefits of Public Employees”**

The Division of Pensions and Benefits issued guidance on Post-Retirement

Employment Restrictions in 2014. The guidance noted that there must be a “bona fide severance of employment,” a complete termination of the employee’s employment relationship with the employer for a period of at least 180 days in order not to jeopardize the employee’s retirement benefits.

If an individual returns to public employment with the former employer, even as a volunteer, prior to satisfying the requirements of a bona fide severance from employment, the employee will be required to repay all retirement benefits received from the date of retirement and may be required to re-enroll in the same or different retirement system. As a result, public employees who volunteer as a firefighters or first aid workers have been required to resign as volunteers in order to receive their retirement benefits.

After a few years of advocating for a change, brought about in large part thanks to the support provided by

Conference Resolution No. 2014-05, Governor Murphy signed into law A-1627/S-1873. This new law protects the pension rights of former employees who continue to serve communities as volunteer first responders, fulfilling the calls made within the Resolution. 📌



SHARE YOUR RESOLUTIONS!

We encourage our member municipalities to submit their ideas for resolutions for consideration at the 2018 Annual Conference. The summary of a resolution should be provided to the League by October 5. The full draft of a resolution should be provided by October 19.

Questions can be directed to Mike Cerra at mcerra@njslom.org or 609-695-4381, ext. 120.

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NJLM Educational Foundation

Building communities through knowledge

Putting the spotlight on resolving the complex issues affecting New Jersey’s diverse communities, the NJLM Education Foundation continues to help local thought leaders develop their current assets and plan for the future.

Updates and outlook

This year, the Foundation rolled out a new logo with the theme “Promoting Innovation in Municipal Government.” This update was carried through with an updated, easy-to use website at the familiar address, www.njlmef.org.

Site visitors can learn about the organization, access white papers events, and download presentations from sessions including the Introduction to Smart Communities Technology.

In addition, the Mayors Book Club’s printed version of the

manual “Planning and Participating in a Mayors Book Club” by Dr. Vicki Cohen at Fairleigh Dickinson University is still available, as is the download available from the Foundation’s webpage www.njlmef.org.

The Foundation’s ongoing administration of the Michael A. Pane Memorial Fund awards an honorarium to a local government professional (attorney, engineer, or planner) who personifies outstanding ability, integrity, and ethics in his or her dealings with local governments.

In addition, the Educational Foundation continues administering grants in support of Sustainable Jersey. More than \$1 million in grants has been administered from such funders as Wal-Mart Corp., the Board of Public Utilities, and others. ♻️

@ Visit the NJLM Educational Foundation online at www.njlmef.org

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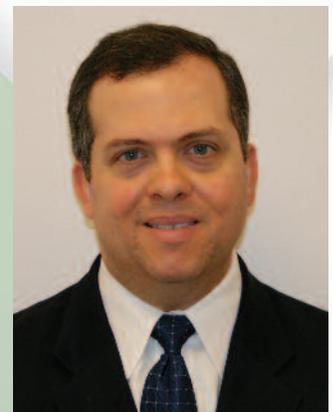
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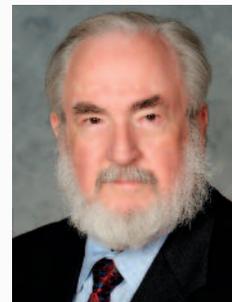
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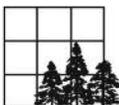
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Around the State

Permanent Rainbow

Permanent rainbow striped crosswalks rolled out this summer honor Maplewood's diversity and inclusion. The unveiling and dedication of the rainbow crosswalks were part of Maplewood and South Orange's month-long celebrations of Pride throughout June, "SOMA Celebrates Pride."



Overhead shot taken by local resident Chad Hunt.

"We wanted to do something that would serve as a permanent marker or symbol of our commitment to inclusion. We wanted it to be something you can encounter every day. We wanted our youth in particular—perhaps those struggling to find their way, those in need of empowerment and affirmation—to proudly cross or walk over their fear and self-doubt. We wanted to showcase Maplewood to the county, state, and the world. We are proud!" said Dean Dafis, the first openly LGBTQ Maplewood Township Committee member.



Members of the Maplewood Township Committee with Governor Murphy and Assemblywoman Mila Jasey. (From left: TC Dean Dafis, Mayor Victor De Luca, Assemblywoman Mila Jasey, Governor Phil Murphy, TC Nancy Adams, Deputy Mayor Frank McGehee).

NJLM Supporters



The New Jersey State League of Municipalities would like to thank its supporters, who value their partnership with the 565 municipalities of New Jersey. For information about the League's sponsorship program, please contact Michael J. Darcy, CAE, at 609-695-3481, Ext. 116 or mdarcy@njslom.org.



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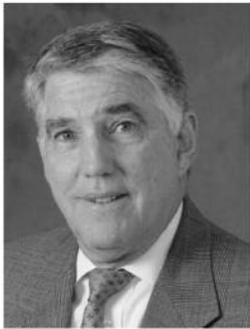
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