

nj

municipalities

Official Publication of the New Jersey State League of Municipalities

May 2023

Rebuilding New Jersey

Economic development efforts funded by ARP



**Direct
Flooring**

**NEW JERSEY STATE
FLOORING CONTRACTOR**

CARPET • TILE • LVT • RESILIENT
DirectFlooringMetro.com

HCESC • ESCNJ • ED DATA

Does This Look Familiar?



We Can Help!

Frustrated with not finding the file or record you need?

NJ DORES requires certain municipal records to be kept permanently unless scanned. AccuScan will get your municipality registered and compliant with all NJ DORES and SRC requirements.

This permits destruction of the paper records. Microfilm is no longer required as a backup to scanning. This will reduce the cost of your project.

Benefits of Using AccuScan

- Instant retrieval, no more lost or misfiled documents
- Access control to all records based on user rights
- Compliance with state and federal regulations
- Cloud based storage available or store on your computer

ACCU SCAN

digital archival solutions

Experts in Scanning & Document Management

Council Minutes • Building Permits • Ordinances • Resolutions • Tax Records
• Tax Maps • Blueprints • Police Records • Payroll • Personnel

609-386-6795 • www.GetAccuScan.com



ESCNJ NJ State Approved Co-op # 65MCESCCPS
Document Management for Records Retention & Disposal RFP# ESCNJ 22/23-11
Bid Term: 7/1/2022-6/30/2024

For information about the ESCNJ coop or how to join, visit www.ESCNJ.us



New Jersey Municipalities Magazine

Volume 100 | Issue 5

EDITOR

Michael F. Cerra

MANAGING EDITOR

Amy Spiezio aspiezio@njlm.org

DIRECTOR, COMMUNICATIONS, MARKETING, AND TECHNOLOGY

Taran B. Samhammer tsamhammer@njlm.org

ADVERTISING MANAGER

Tasneem Kapadia tkapadia@njlm.org

CONTRIBUTING EDITORS

Lori Buckelew

Benjamin Dworkin, Ph.D.

Andrew LaFevre

Frank Marshall, Esq.

Paul A. Penna

Matthew U. Watkins

CREATIVE DIRECTOR

Dawn Becan, White Eagle Printing Company

SUBSCRIPTION MANAGER

Thomas Fratticcioli tfratticcioli@njlm.org

Have an idea, project or opinion to share?

NJ Municipalities welcomes member articles, information, and op-eds. Contact Managing Editor Amy Spiezio or go to www.njlm.org/magazine.

Want to reach local decision makers?

NJ Municipalities can help you get your message out to New Jersey's 6,000+ municipal officials. Contact Advertising Coordinator Tasneem Kapadia or go to www.njlm.org/advertise.



@njleague



@nj_league



@New Jersey League of Municipalities



www.njlm.org/youtube

NEW JERSEY MUNICIPALITIES (ISSN 0028-5846) is published monthly (except July, August and September) by the **New Jersey State League of Municipalities, 222 West State St., Trenton, NJ 08608. PHONE: 609-695-3481, FAX: 609-695-0151, WEBSITE: www.njlm.org, EMAIL: njm@njlm.org.** Periodicals postage paid at Trenton, NJ 08608. Postmaster send address changes to NEW JERSEY MUNICIPALITIES, 222 West State St., Trenton, NJ 08608. Print subscription rates (nine months) \$30.00; League members \$25.00; foreign \$46.00. Single copies: League member officials, \$6.00; others, \$8.00; foreign, \$27.00. For additional subscription information visit njlm.org/subscriptions. Publication No. 380460.

NEW JERSEY MUNICIPALITIES serves as a forum for the exchange of ideas and information on municipal affairs for the public officials of New Jersey. The views expressed and the data presented by contributors and advertisers are theirs and are not shared by the League, unless specifically stated.

The New Jersey State League of Municipalities is dedicated to environmentally and socially responsible operations. We are proud to print this magazine on Sappi McCoy Gloss 100lb Text (cover) and Sappi Flo Gloss 70lb Text, industry leading environmentally responsible papers. The wood fiber used to make this paper is independently certified to come from responsibly managed forests. Proudly printed in the state of New Jersey, USA.



Officers



Raymond S. Heck
President
Mayor, Millstone Borough



William J. Chegwidzen
1st Vice President
Mayor, Wharton



Sean Elwell
3rd Vice President
Mayor, Elsinboro

Vacant
2nd Vice President

Executive Board

- Ras Baraka** Mayor, Newark
- Tom Bianco** Mayor, Clayton
- Shelley Brindle** Mayor, Westfield
- Ruby Cotton** Councilwoman, Paterson
- William Curtis** Mayor, Bay Head
- David DeGiralamo** Mayor, Union Township (Hunterdon)
- Anthony Fanucci** Mayor, Vineland
- Steven Fulop** Mayor, Jersey City
- John C. Glidden Jr.** Mayor, Closter
- Jeffrey Martin** Mayor, Hamilton (Mercer)
- John Pallone** Mayor, Long Branch
- Gary Passanante** Mayor, Somerdale
- William Pikolycky** Mayor, Woodbine; Immediate Past President
- Guy Piserchia** Deputy Mayor, Long Hill
- Christine Quinn** Councilmember, Sparta
- Marty Small Sr.** Mayor, Atlantic City
- Paul H. Tomasko** Mayor, Alpine
- Janet W. Tucci** Mayor, West Long Branch
- Rosemary Tuohy** Mayor, Allamuchy
- Michael Venezia** Mayor, Bloomfield
- Craig Wilkie** Mayor, Florence

Executive Staff

- Michael F. Cerra** Executive Director
- Lori Buckelew** Deputy Executive Director
- William J. Kearns Jr., Esq.** League General Counsel
- Trishka Waterbury Cecil, Esq.** League Deputy Counsel

Focus:

Economic Development



ARP Success Stories
Municipalities Improve & Build with Federal Funding

6

Features

6 UpFront Focus ARP Success Stories
Municipalities make improvements and build economically with federal funding
Mayor Reed Gusciora and Mayor Manuel Figueiredo

14 Focus Bringing Back Blighted Sites
DEP expanding brownfield partnership with municipalities
Franklin B. McLaughlin

18 Focus East Orange
It's Our Time: Brick Church Beginning of City's Evolution
Mayor Ted R. Green

24 Preserved Farms
New law impacts regulation of special occasion events
William L. Horner, Esq.

30 Choose New Jersey
Some of the many reasons for businesses to come to the Garden State
Ingrid Austin

34 The Wildwoods Development & Growth
Record-breaking tourism numbers and affordable real estate prices entice resort business investment and expansion
Ben Rose

38 Conference Connections: Daniel's Law Implementation
Information on accepting and processing materials
Chris Campbell, John Porter, and Josh Ottenberg

IN THIS ISSUE

- 4/** 222 West State
Michael F. Cerra
- 10/** NJ Now
- 54/** Business Card Directory
- 56/** Local Governing / Supporters
Michael Hudson

DEPARTMENTS

- 40/** Finance Center
Mayor Maurice "Mo" B. Hill Jr.
- 44/** Legal Q&A
Frank Marshall, Esq.
- 46/** Tech Updates
Marc Pfeiffer
- 48/** Gold Dome
Ben Dworkin, Ph.D.
- 50/** Legislative Update
Lori Buckelew, Frank Marshall, Esq., Paul A. Penna, Andrew LaFevre
- 52/** Labor Negotiations
Matthew U. Watkins

On the Cover

Trenton Mayor Reed Gusciora enjoys a moment with young residents from the city who have benefitted from ARP funds received.

Linc-On 457(b) Power of Group Pricing*

No
Hidden
Fees

Linc-On

Linc-On

AVAILABLE
In NJ

Linc-On

ENHANCED
PRICING THRU
BUNDLING



*Call today.
Let's give you the power!*

By linking together with fellow municipalities, you can receive the benefit of an *enhanced pricing arrangement through our Linc-On Lincoln Alliance® Program.



**Bruce Linger • George Mouded • Eamonn Gaffney
Lincoln Financial Advisors Corp.
201-556-4564 / Bruce.Linger@LFG.com**

Mutual funds in the Lincoln Alliance® program are sold by prospectus. An investor should carefully consider the investment objectives, risks, and charges and expenses of the investment company before investing. The prospectus and, if available, the summary prospectus contain this and other important information and should be read carefully before investing or sending money. Investment values will fluctuate with changes in market conditions, so that upon withdrawal, your investment may be worth more or less than the amount originally invested. Prospectuses for any of the mutual funds in the Lincoln Alliance® program are available at 800-234-3500. Linc-On is the conversational name used for the Lincoln Alliance® Program. *The program is designed to offer competitive fees and broad selection of investment options.

Associates are registered representatives of Lincoln Financial Advisors. Securities and advisory services offered through Lincoln Financial Advisors Corp., a broker/dealer (Member SIPC) and registered investment advisor. Insurance offered through Lincoln affiliates and other fine companies. Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates. Lincoln Financial Advisors 61 South Paramus Road, Suite 425, Paramus, NJ 07652 201-556-4564. The Lincoln Alliance® program includes certain services provided by Lincoln Financial Advisors Corp. (LFA), a broker-dealer (member FINRA) and an affiliate of Lincoln Financial Group, 1300 S. Clinton St., Fort Wayne, IN 46802. Unaffiliated broker-dealers also may provide services to customers. Lincoln Investment Advisors Corporation (LIAC) is the investment management organization of Lincoln Financial Group. CRN-3897920-110221



From 222 West State

Michael F. Cerra, League Executive Director



ARP & More: Building on Opportunities

We've learned much through the beginning and end of the pandemic, and it has significantly impacted the way we work, the way we think, and the way we plan for the future. With our focus this month on economic development we are beginning to see the benefits of the American Rescue Plan Act (ARP) funding which has found its way into local budgets to the benefit of residents.

We're now going through even more transformational changes. As the League, the National League of Cities, and the U.S. Conference of Mayors pushback on any clawback efforts regarding ARP, it is imperative for municipalities to commit and use the federal funding. Speak to your representatives on the state and federal level to ensure that these monies do the work they were intended to do throughout the Garden State.

We see so many outstanding efforts using this once-in-a-generation funding. In this issue, we look at Trenton and Union's ARP-funded work. As Trenton Mayor Reed Gusciora notes, "While the receipt of the ARP funds is unquestionably a "good problem" to have, determining the most appropriate uses has been tough." (See page 6) We hope

you continue to work with the League on your efforts and share your success stories in the pages of future editions.

Other towns around New Jersey are maximizing their resources, whether in rural, suburban, urban, or shore communities. Those Wildwood Days are going gangbusters with the commercial corridor evolving thanks to a five-year designation from the Department of Community Affairs' Neighborhood Preservation Program (NPP) (see page 34). "NPP provides funding to assist with economic and community development projects designed to help revitalize the designated area and ensure future economic success," local officials said.

Communities with brownfields are working with the New Jersey Department of Environmental Protection to convert these spaces into clean, safe, and usable space (see page 14). This smart grown effort not only recovers underutilized spaces, but also helps preserve greenfields. "EPA estimates that 1 acre of brownfields reuse saves up to 4.6 acres of new greenfield development, with greater greenfield land savings anticipated in New Jersey."

Moving into the summer, we hope that your economic development plans advance successfully and that you share your stories with the League. 📖

Michael Cerra

“As the League, the National League of Cities, and the U.S. Conference of Mayors pushback on any clawback efforts regarding ARP, it is imperative for municipalities to commit and use the federal funding.”

PS: Save the date for the One Day Mini-Conference, June 14.
For more information, visit www.njlm.org/seminars.



Let's get things done in your town – **Together.**

First Commerce Bank offers smart solutions for your municipality.

First Commerce Bank partners with small and mid-sized municipalities to develop custom financial solutions. With a deep knowledge of your community and your character, we bring you financing opportunities and a full range of services – from competitive interest-bearing deposits to smart online cash management and fraud detection tools, all with a personal touch.

- Improved operational efficiencies
- Friendly and accessible branches
- Responsive, local customer service
- Deposit escrow savings accounts

Our Municipal Team will get to know you and understand the aspirations you have for your town.

Let's sit down and plan for the future, together.



John Crisafulli

VP Business Development, Municipalities

732-364-0032, Ext. 1248

www.firstcommercebk.com



All requests are subject to the Bank's underwriting guidelines at the time of application.





ARP Success Stories

Municipalities make improvements and build economically with federal funding

Reed Gusciora, Mayor, Trenton; and Manuel Figueiredo, Mayor, Union Township (Union)

Following are reports from Trenton and Union Township (Union) on how they are stimulating their economies with American Resue Plan funding,



Above (from top) Trenton Mayor Reed Gusciora with students in Trenton; then-Mayor, now Committee-woman Michele Delisfort of Union Twp. (Union) presents a funding check.



**R
E
G
I
S
T
E
R

N
O
W**



Governmental Purchasing
Association of New Jersey's

9th Annual Educational Symposium

September 13-15, 2023
Tropicana, Atlantic City

Receive up to 16 CEUs, including
Green and Ethics credits

For information and registration,
visit: www.GPANJ.com

Trenton

On March 11, 2021, the White House announced that President Biden had signed into law the historic American Rescue Plan (ARP)—a \$1.9 trillion economic stimulus and aid package aimed at addressing the impact of COVID-19. We immediately gathered at City Hall to formulate our plan on how to apply for funds from the Coronavirus Local Fiscal Recovery Fund.

Needless to say, we were thrilled when we learned that the City of Trenton had been awarded almost \$73 million in direct ARP funds, \$36.5 million was distributed to the city in May 2021 and another \$36.5 million was allotted in June 2022. Now the real challenge began: how to best use this once-in-a-lifetime opportunity to combat the lingering economic effects of COVID-19?

Fittingly, the impact of the COVID-19 pandemic required creativity and resourcefulness to ensure that we received appropriate feedback from all interested stakeholders, including the city council and the residents of Trenton. Utilizing remote meetings, we assembled an advisory committee of city officials, policy experts, and community leaders to help evaluate projects.

Almost immediately upon receiving the funds, we utilized our virtual community billboard (talktrenton.org) to provide residents with an outlet for ideas and reactions to proposed uses of the funds. We also held two public webinars in the form of community remote meetings to present the city's ARP plans and provide a forum for residents to pose questions.

While the receipt of the ARP funds is unquestionably a good problem to have, determining the most appropriate uses has been tough. Although the specific projects have evolved, we are consistently focused on 3 primary goals: (1) building youth and neighborhood resilience; (2) transforming aging infrastructure; and (2) investing in local jobs and businesses. With an eye towards these goals, Year 1 of Trenton's ARP plan focused on solutions that have long term implications



Then-Mayor Delisfort presents an ARP Small Business Relief Grant program check.

towards the revival of the city:

- New first responder radio equipment and 911 emergency dispatch center.
- Parks upgrade.
- Water infrastructure.
- Expansion of the city animal shelter.

We are also enhancing the success of our ARP projects by coordinating with existing programs. For example, to address youth and neighborhood resilience, we are investing in rehabilitating and improving our parks, establishing a mental health program to address COVID-19 and gun violence, and continuing with our vaccination clinics for Trenton residents, including booster shots.

However, these efforts will not occur in isolation. We will complement these programs with services offered by other state and county agencies, as well as partnering with existing city programs. Specifically, we established two subrecipient programs:

1. A not-for-profit pool that provides grants of up to \$100,000 to eligible 501(c)(3) organizations serving the Trenton community to fund uses permitted by the US Treasury's Final Rule.

2. A small business pool to provide financial assistance to small (25 or less employees or annual revenue of less than \$250,000) Trenton businesses.

As we all know, there is no magic wand or single answer to the challenges our cities face on a daily basis. However, if there is a positive takeaway from the COVID-19 pandemic, it is the enduring optimism of our residents and the opportunities that we have to use the ARP funds we have received to create positive outcomes for our communities.

Union Township

The Township of Union, with its quiet neighborhoods and bustling downtown, is proud of many things, but especially of its small business community. Businesses range from Latin, Italian, African and Asian restaurants, to yoga studios and art galleries, to bakeries and fitness centers. The economic landscape of the township is constantly evolving, but it was all put on hold in March 2020, when the COVID-19 pandemic shuttered businesses and owners were forced to reinvent their business models in order to survive.

"Of course we had to do whatever was needed to keep our residents safe,"

said then-Mayor and current Committeewoman Michele Delisfort. “But I would be remiss if I did not acknowledge the negative impact that this had on our small business community.”

Throughout the course of the pandemic, the Township’s Economic Development Department and its Director, Carlos N. Sanchez, worked to assist businesses and keep them informed in the many COVID-19 mandates and regulations while maintaining open dialogue to ensure safety for owners, employees and residents.

When President Biden signed the American Rescue Plan Act of 2021 into law, the Township of Union sought ways to create programs to assist businesses. The Township, which has approximately 1,300 businesses in total, decided to allocate \$1 million in ARP Funds to establish the Township’s American Rescue Plan Small Business Relief Grant Program.

The program was designed with flexible criteria and a fast track application process. Specifically, the program included criteria that targeted existing for-profit businesses with less than 30 full-time equivalent employees, located within the Township of Union. Home-based businesses and real-estate holding companies were not eligible for the grant. Grant funds had to be used to fund eligible business costs and expenses associated with COVID-19, resulting from business closure, partial closure or business interruption.

The grant application required certain certifications from the business owner. Firstly, applicants needed to be properly registered with the New Jersey Department of Treasury, Division of Taxation, and be current with all federal and state payroll, sales and income taxes.

Applicants also needed to submit: a description of the nature or type of business of the applicant; proof of whether the business was operating or open at the time of the grant application; and whether the applicant would make a “good faith effort” to remain open for at least 12 months after receiving the grant; a brief description of how their business was adversely impacted by COVID-19

resulting in a reduction of its operations, whether due to partial closure, complete closure, or a change in the manner of doing business; and a disclosure of any COVID-19 or Relief Grant programs received by the applicant for the business from the Federal, State, County, Local Government or private entities.

The Township chose to partner with a third-party vendor to facilitate the grant application process, which ensured that the undertaking was transparent and fair to every business that applied. The application focused on how businesses were impacted due to the pandemic, and how they would use the award money. 



Municipal Executive Recruitment Services

- ✓ **Extensive Network of Highly Qualified Candidates**
- ✓ **3 Recruitment Packages or Customized Options Available (Up to 16 Distinct Value-Added Tasks)**
- ✓ **All Engagements Include 1-Year Performance Review Coordination**
- ✓ **JPM Can Pair Recruitment, Strategic Study and ICF Accredited Executive Coaching to Establish Blueprint for Success!**

Call or e-mail for a quote

908-276-2777

JPM@JERSEYPROFESSIONALMGT.COM

www.jerseyprofessionalmgt.com

League, Municipal Officials Head to the Hill, Meet Federal Reps at NLC Congressional City Conference

League members were in Washington this March attending the National League of Cities' (NLC) Congressional City Conference. League President Heck met with Congressmen Pascarell and Kean and representatives of Congresswomen Watson Coleman, and Sherrill, and Senators Booker and Menendez.

First Lady Dr. Jill Biden addressed the general session, as did cabinet secretaries, key program administrators, and local leaders including Newark Mayor Ras Baraka.

Topics covered by the New Jersey delegation in meetings with the state's federal representatives included repealing the deduction cap on State and Local Taxes (SALT), a long-term reauthorization of the National Flood Insurance Program (NFIP), ensuring there is no claw back of unspent or unobligated American Rescue Plan Act (ARP) State and Local Fiscal Recovery Funds (SLFRF), and reauthorization of the National Farm Bill. 🇺🇸



Newark Council President Mclver and League President Mayor Heck at the Capitol building in Washington



Local and League officials with Rep. Pascarell.



The NJ delegation meets with Representative Kean in his office.



(l to r) Newark Council President LaMonica Mclver, League Dep. Dir. Lori Buckelew, Rep. Pallone, League Pres. Mayor Ray Heck.



First Lady Dr. Jill Biden speaks to the gathered attendees.

Beautify your “Streetscape” with The Worlds

Most Advanced Pole-Banner System...

BREEZ AUTOMATED™ POLE BANNER SYSTEMS™

At **ZERO COST** to the Municipality!

The Breez Revolution™

A NEW GENERATION OF POLE BANNER SYSTEMS

A STATE-OF-THE-ART **AUTOMATED** POLE BANNER SYSTEM

So Advanced and Cost Effective...It Simply Renders All Existing Pole Banners Obsolete!

Banner Change-Outs In **Under 60 Seconds**

No Bucket Trucks or Resulting Traffic Jams

No Wrestling With Hose Clamps and Sticks

No Sagging or Twisted Banners... Ever

Solid Stainless-Steel Construction

Engineered to Withstand Winds Up to **95 Mph**

Guaranteed to stay Taut and Beautiful for Life

Sizes and Hardware To Fit Virtually Any Pole



See Why We Are the Fastest
Growing Pole-Banner Company
New Jersey Has Ever Seen!



Guaranteed to thrill your DPW, your Local Businesses
and your Finance Department...while Artistically
Enhancing your Town's Mainstreet and Thoroughfares!



Please View !



201 500 4562

www.breezbannersystems.com



Advertiser Listing: May 2023

Accuscan
Alaimo Group
Arcari + Iovino Architects
Bai Lar Interior Services
Boswell Engineering
Breeze Banner Systems
Carroll Engineering
Colliers Engineering
Conner Strong & Buckelew
Davey Resource Group
DiFrancesco Bateman, P.C.
Direct Flooring
First Commerce Bank
First Managed Care Option
Gann Law Books
Gebhardt & Kiefer, P.C.
General Code
Genova Burns, LLC
GPANJ
GPI
Green Touch Nursery & Landscaping
Inservco Insurance Services, Inc.
Jersey Professional Management
Joseph Jingoli & Son
Lincoln National Life Insurance Co.
Local 825
Maraziti, Falcon, LLP
Mason, Griffin & Pierson
McMahon, a Bowman Company
Neglia Engineering Associates
New Jersey Municipal Management Association (NJMMA)
New Jersey One Call
NJ Coalition of Responsible Pet Stores
NJ Municipal Cannabis
OpenGov
Park Pumps & Controls Inc

PNC Bank
Princeton Public Affairs Group
RFP Solutions, Inc.
Spatial Data Logic
Stratton Equities
Surenian, Edwards, Buzak & Nolan LLC
The National Weather Station
USA Phone
Warshauer Electric Supply

Want to read more?

**Subscribe to view the full issue at
njlm.org/subscriptions**

Already subscribe?

**Log-in at
njlm.org/njmsubscribers**