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## New Jersey Municipalities Magazine

Volume 101 | Issue 10

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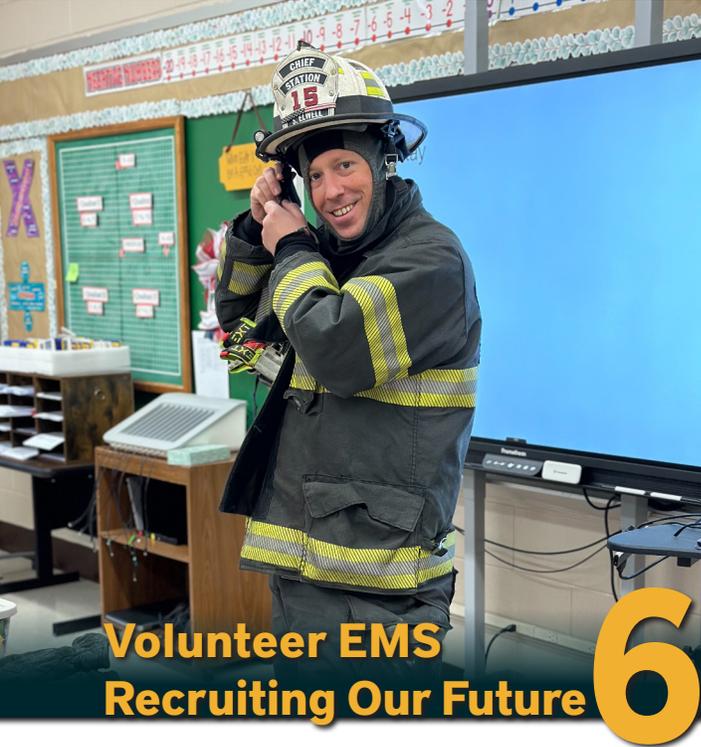
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# Legislative Resources

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## Resolving to Serve

Helping people is a big part of why so many of us went into public service in the first place. Being one of the helpers in a community, ensuring safety and security for our neighbors and our own families is a calling of the highest order.

But in a world where the average New Jerseyan has a 33-minute commute to work, not to mention the numerous activities pulling families in so many directions, volunteers are a vanishing resource. As many of you head into reorganization season, there may be a struggle to fill your boards and committees as municipalities have to work harder and harder to attract and retain volunteers throughout their departments.

Although working with 8th graders may not fill your squads and boards today, Elsinboro Mayor and League 1st Vice President, Sean Elwell, notes the community is planning for the future now. An effort led by the Fire Chief and EMS Captain brings a monthly curriculum into the 8th grade “to create a program that teaches valuable life skills, while also having our members interact with youth in a relaxed atmosphere. It was this idea that built the new relationship with our local school and 8th Grade Class.”

East Freehold Fire Company, part of Freehold Township Fire District #2, shared its insights on another issue

directly impacting fire departments around the state: fire budget defeats. After years of deferred maintenance, the Fire District made an effort to get communications help and actively educate the community about the need for community support for the all-volunteer company.

“Through the communication plan we implemented, it really helped people understand what the fire budget is and why its passage enables us to stay a volunteer fire company and keep our citizens safe,” said Chief Mike Murphy. “My advice to other fire companies would be do get the word out. Plan ahead and start doing it early. Keep your residents in the loop with ongoing communication.”

We’d like to end this year looking forward together to all of the possibilities on the horizon. We’ll be moving into our nation’s 250th celebrations, prepping for New Jersey’s place on the world stage with the 2026 FIFA tournament and turning over administrations on the federal and then the state levels. And throughout it all, we will be here. Sharing information, helping you help your community.

We hope to hear from you, whether it be articles or suggestions, drop us a line at [mcerra@njlm.org](mailto:mcerra@njlm.org) and we will grow together. 🇯🇵

*Michael Cerra*

“  
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# Volunteer EMS

An outside the box approach to recruiting for our future

*Sean Elwell, Mayor, Elsinboro; 1st Vice President, NJLM; and Sherry Biddle, Captain, Elsinboro Fire Company*



**V**olunteers are one of the most precious assets that our communities have. According to the National Fire Administrations, 75% of communities in New Jersey rely on volunteers to staff their fire services (National Fire Department Registry Quick Facts). Our community is no different. Founded in 1941, Elsinboro Fire Company (EFC) has been working in our community for over 83 years. Services include Fire and Rescue, Emergency Medical Services, Marine Rescue, and other community services.

Elsinboro Township is a rural community within Salem County. With a population just above 1,000, the base for our first responder volunteers is limited. Despite the limited pool of volunteers, our community is proud of our ability to support our residents. Over the last three years, our volunteer organization has maintained a 100% fire response rate and an over 90% response rate for Emergency Medical Services.

### Sustaining Services

The National Volunteer Fire Council estimates that volunteer fire departments save the United States nearly \$47 billion each year (Volunteer Fire Service Fact Sheet). It goes without saying that our volunteers are important. How do we sustain these services to our community? The call volume throughout the country has tripled over the years, while the number of volunteers continues to dwindle. There are several factors that impact volunteerism, which is a topic for another day.

According to the U.S. Department of Labor's Bureau of Labor Statistics, the mean wage for a firefighter in New Jersey is \$84,850. This is not an expense that our community can handle. Like most other organizations throughout the state, we have implemented many initiatives to assist with recruitment and retention of volunteers. Stipends, tuition assistance, free training, clothing allowances, and other benefits have been implemented with mixed results. Several years ago, we even revised our junior member program to entice younger members to join. While we gained several valuable new members from this approach, we felt there were additional opportunities.

### A Different Approach

Still focusing on increasing volunteer numbers, in 2024 our organization took a different approach to manage the ongoing challenges associated with volunteer recruitment. We created a recruitment and retention committee, focused on increasing our membership. A surprise to many

within the organization, it is our most popular committee, with 90% of our membership asking to be a part. It was clear that our members were engaged in growing our organization.

The committee quickly created several initiatives, including refreshed literature, presence at community events, a member highlight on social

media, and various other community outreach efforts. These programs have not only helped to raise awareness within the community about the many services we offer, but have also brought a new level of engagement from our current members. Despite the many efforts, our number of volunteers, and their response rates



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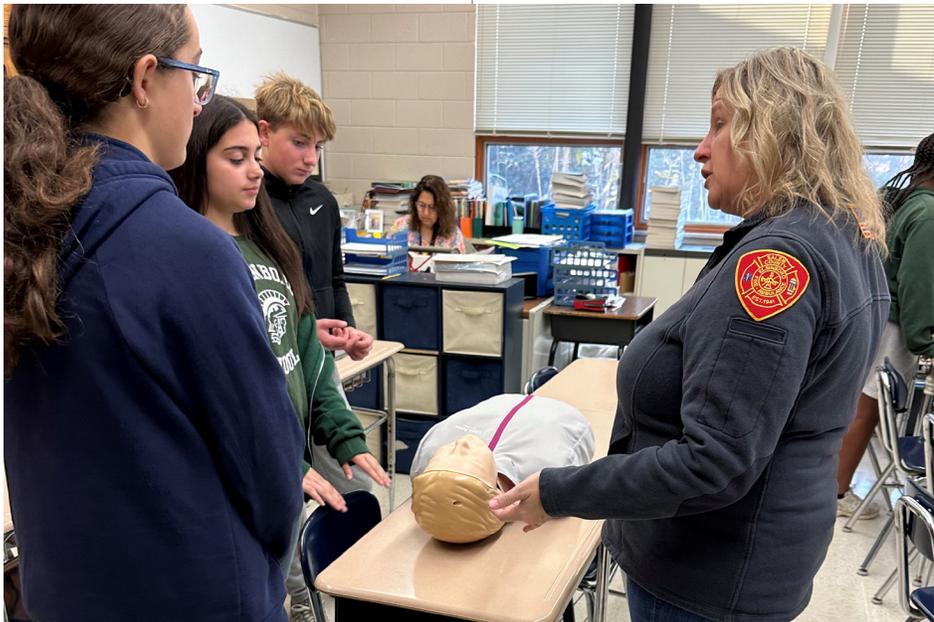
## Volunteer EMS

didn't drastically change. We needed to try something different.

### Focusing on youth

Our committees spent several sessions brainstorming. One idea that evolved from this committee was a focus on the youth within our municipality. How do we reach this important population was the question? The answer, create a program that teaches valuable life skills, while also having our members interact with youth in a relaxed atmosphere. It was this idea, that built the new relationship with our local school and 8th Grade Class.

Our committee, led by our Fire Chief and EMS Captain, developed a monthly curriculum to be presented to the students for one period during their school day. The buy-in from our local school was imperative and an important part of our initial success.



The program is designed to introduce fire and EMS to our local youth in an interactive way. In addition to creating relationships with our local youth, our participants also leave these sessions with skills they can use for the rest of their lives. This includes fire prevention, adult CPR and AED, infant and child CPR, first aid, fire extinguisher training, ropes and knots, and a community project.

During our first session, we took the opportunity to establish groups

for our skills stations. Each group was referred to as a "company." This approach is allowing for students to participate in a team, while learning their skills and building the camaraderie that is so common in the fire service. Each company has been assigned a mentor from our company, to serve in facilitating practical sessions, but more importantly serve as a mentor for each company. In the future we hope to allow the students to select a Chief

of their company, to align with the fire service structure.

Our new program has had initial positive reviews from the students, our members, and the community. Maybe these students will join our organization one day. Maybe they will bring their parents or family members to volunteer. While our goal is ultimately to recruit new members, this program will be a success regardless. Our company slogan is "Neighbors Helping Neighbors."

What better way to help your neighbors than to give back to your local school and the youth of your community? 🚒

## For Your Information

**National Fire Department Registry Quick Facts. U.S. Fire Administration. (n.d.).**  
<https://apps.usfa.fema.gov/registry/summary>

**Volunteer Fire Service Fact Sheet. (n.d.).**  
<https://www.nvfc.org/wp-content/uploads/2022/12/NVFC-Volunteer-Fire-Service-Fact-Sheet.pdf>

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Elected Governing Body Members can achieve each level by attending webinars and seminars, writing articles for *NJ Municipalities*, and by participating in activities that advocate for municipal interests. Visit the website for details.

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SEMINAR - FEBRUARY



## NJLM Officers for 2024-2025 Elected

On Thursday, November 21, 2024, New Jersey's mayors elected new officers and executive board members for the New Jersey State League of Municipalities. These public servants will help lead the Association that represents New Jersey's 564 municipal governments. They will represent the interests and needs of New Jersey's local elected officials to county, state and federal governments, the courts, and the media.

Mayor Paul Tomasko of Alpine was elected President of the New Jersey State League of Municipalities. Mayor Sean Elwell of Elsinboro was elected to the position of First Vice President, Mayor Shelley Brindle of Westfield

and Mayor Guy Piserchia serve as Second and Third Vice Presidents, respectively.

To learn more about these officers, visit the League's website at [www.njlm.org/ExecutiveBoard](http://www.njlm.org/ExecutiveBoard).

In addition, this year the League has added four at-large Executive Board members, an option that was added to the bylaws at last year's business meeting to expand the board and ensure that it was representative of the state as a whole.

A list of the new officers and Executive Board members are listed below. ↴

### 2024-2025 NJLM OFFICERS



**PAUL TOMASKO**  
President; Mayor, Alpine



**SEAN ELWELL**  
1st Vice President, Mayor, Elsinboro



**SHELLEY BRINDLE**  
2nd Vice President; Mayor, Westfield



**GUY PISERCHIA**  
3rd Vice President; Mayor, Long Hill

### 2024-2025 NJLM EXECUTIVE BOARD

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**TOM BIANCO** Mayor, Clayton

**MARY JANE CANOSE** Mayor, Bernardsville

**WILLIAM CHEGWIDDEN** Mayor, Wharton;  
Immediate Past President, NJLM

**BRAD COHEN** Mayor, East Brunswick

**SHEENA COLLUM** Mayor, South Orange

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**JOHN PALLONE** Mayor, Long Branch

**JANET W. TUCCI** Mayor, West Long Branch

**ROSEMARY TUOHY** Mayor, Allamuchy Township

**JACLYN VEASY** Mayor, Evesham

# Alpine Mayor Paul Tomasko Elected NJLM President



On Thursday, Nov. 21, Mayor Paul Tomasko of Alpine was elected to serve as the new President of the New Jersey State League of Municipalities. Mayor Tomasko, who previously served as the League's 1st Vice President, was elected at the League of Municipalities' Annual Business Meeting in Atlantic City.

As President of the New Jersey State League of Municipalities, Mayor Tomasko will help lead the Association of New Jersey's 564 municipal governments. He will represent the interests and needs of New Jersey's local elected officials to county, state, and federal governments.

Mayor Tomasko has lived in the Borough of Alpine for 46 years and has served Alpine for more than 30 years, starting as a member of the Alpine Environmental Commission from 1985 through 1986. He has been a member of the Borough's planning board since 1997 and began elected office as a councilman 1991 through 1996. In 1999, he began his first term as Mayor of Alpine.

Mayor Tomasko was named to the Gold Level of the League's Mayors Hall of Fame in 2018 and has been on the NJLM Executive Board since 2014.

In his work with the New Jersey State League of Municipalities, Mayor Tomasko has participated as a seminar panelist and moderator as well as a frequent author for *NJ Municipalities* magazine. He has been on the Palisades Interstate Park Commission since 2021. Formerly president of the Bergen County League of Municipalities (2010-2021), Mayor Tomasko is a member of the Executive Boards of the Bergen Municipal Joint Insurance Fund, the Environmental Joint Insurance Fund, the Residual Claim Fund, and the Municipal Excess Liability Joint Insurance Fund. Retired from the medical supply industry, Mayor Tomasko earned his BA from Wesleyan University and his MBA from Columbia Graduate School of Business.



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