

BOROUGH OF PARK RIDGE
MAYOR AND COUNCIL
WORK SESSION

January 22, 2008
8:10 pm

Present: Acting Mayor Levinson, Council members Brouwer, Ciannella, Maughan

Absent: Mayor Ruschman and Council President Henning

Also Present: Kelley O'Donnell, Acting Borough Clerk
Gene Vinci, Administrator
John D'Anton, Borough Attorney

EMAIL SERVICES PRESENTATION

Acting Mayor Levinson introduced Paul Wharton, a resident of Park Ridge who is very active in the Recreation Committee and will be joining the Technology Committee. Mr. Wharton along with John Lozzi of Listrak presented, to those attending, a Webinar on the services offered by Listrak.

- Presentation given on the email marketing services provided by Listrak. It is an opt-in email service and could help with communication throughout the borough. Services could be used by various groups and committees; easily customizable newsletters.
- They would provide training and tech support.
- Currently not serving many municipalities – approx 10.
- More of a Business to Business – currently 500 clients
- Database very secure – never been breached.

- Cost – Free to Borough. Only ask for a small acknowledgement at the bottom of each email sent, i.e. “Email marketing services provided to the Borough of Park Ridge by Listrak . . .”

PUBLIC COMMENT

Steve Hopper – 114 DeGroff Place

- Introduced himself as the new Director of the Recreation Committee.
- He has met with Montvale’s Recreation Committee Director and they have discussed the possibility of shared services – picnics, rides, fireworks, etc. Mr. Hopper feels that the town committees need to work together on projects; would help minimize expenses and labor.

COUNCIL CONCERNS

Councilmember Maughan – none

Councilmember Wells –

- Mahwah’s Education Foundation is very successful. Discussion on the role the Mayor and Council could play in helping Park Ridge’s Education Foundation achieve that same level of success. John D’Anton suggested PREF contact Mahwah, and attend one of their meetings. Discussion on permitting the Golf Outing Fundraiser to be a PREF Fundraiser. Councilmember Levinson suggested that the Rec Committee offer them a participation opportunity at the Town Picnic, i.e. ice cream booth. Council invited PREF leadership to present their ideas and concerns at a Mayor and Council meeting.

Councilmember Ciannella –

- Sony would like to participate in the “Communities for a Green Future”.
- Contact should be made with the Committees and Groups in town to clean-up and spruce-up the town. Councilmember Levinson would like to be added to the Beautification Committee.

Councilmember Brouwer –

- In the spirit of volunteerism, would like to see a group of volunteers put together to help with snow removal. A plan needs to be in place to help the elderly and disabled. Community Service hours for students was a great idea. Council members Brouwer and Levinson will go to OLM and ask if the youth groups can participate. They will start a chain list.

Councilmember Levinson –

- Emergency Responder ID’s – would like to see a unified ID card. Gene Vinci to check into it.
- February 12th meeting add Pool Concession bid to agenda.
- Setting up for events, such as town picnic – other towns road departments help set up. Councilmember Ciannella agreed.
- Recreation Committee would like to see the tree lighting moved to Saturday, December 6th instead of Sunday.
- Workforce Study – In preparation for the study, with my HR experience and councilmember Wells experience in Paramus we would like to offer our services to the Borough in doing an efficiency study, it would also save the Borough money. Discussion on setting goals and would need to discuss further with the Mayor and Council how to assess.

BOROUGH CLERK REPORT

85 Fairview Avenue – the builder would like to demo the barn/shed. We still need to check the contents. Gene Vinci to ask Bill Beattie to go.

Committees – Asked the council members to please check that their committee lists are accurate. If changes need to be made, please let me know so that we have a fresh start for next year.

Housing Ordinance – COAH

The Borough needs to adopt an ordinance creating the position of Municipal Housing Liaison and prepare a resolution appointing the liaison. John D’Anton to prepare Ordinance for Introduction at the February 12th meeting. Gene Vinci to be appointed liaison.

ADMINISTRATOR REPORT

- **NJ Transit** – Letter sent requesting lease amendment; right of way improvements, new platform and vendor business. John D’Anton sent a letter to T & M Engineering asking them if they would be interested in the title of Special Grant Engineer. They will proceed with this first project. John D’Anton to prepare resolution for 2/12 meeting appointing T & M and Special Grant Engineer.
- Gene Vinci to notify Brooker Engineering to stop whatever steps they may have taken in applying for a Grant for the NJ Transit project.
- **Downtown Parking** – Vision Plan Committee meets next week.
- Borough received an email from resident asking why the Perryland Parking Lot was not being used.
- Councilmember Wells to ask the Chamber of Commerce for their input on parking.
- Perryland Parking Lot is striped
 - 6 spots need to be designated for the condos. Gene Vinci to coordinate with developer.
 - John D’Anton to prepare ordinance for 6 parking spaces for condos.
 - Signage needs to be decided upon and the lot needs to be opened asap. Should post on the website.
- Broadway Parking – designate spaces for shoppers. Replace meters.

BUDGET

- Schedule Finance Committee meetings with department heads – Saturdays.
- Ann Kilmartin, CFO stated the department heads will not be ready until February. Budget deadlines have been extended to introduction by March 11th and municipal adoption by April 21st.

DEPARTMENT HEADS

- Each Public Meeting a Department Head should be available to give a 15 minute report.
- Police will give their report at the 2/12 meeting.

BUILDING HEIGHT ORDINANCE

- Councilmember Wells discussed the issue of “steep slope” properties and changing the building height ordinance. Would like to see this ordinance on the 2/12 agenda for

introduction. Planning Board approved the change in June 2007. John D'Anton to prepare ordinance.

FIRE HOUSE EXTERIOR RENOVATION

- Gene Vinci met with Architect Perry Petrillo today. Councilmember Brouwer to meet with Fire Chief. \$60,000 in multipurpose ordinance for lighting and exterior. Gene Vinci asked Mr. Petrillo to prepare a cost estimate with remediation included. The Plans are available.

BOROUGH ATTORNEY REPORT

None.

Public Work Session adjourned to closed session at 9:40 pm.