

MEETING MINUTES

TOWNSHIP OF OCEAN
Economic Development Commission
JANUARY 12, 2022
10:00 AM

1. CALL TO ORDER

• ROLL CALL

Lee Eagles	_____X_____
Mitch Bernstein	_____X_____
Michael DeCicco	_____X_____
Bob Lange	_____X_____
William Laudien	_____X_____
Anthony Scurzo	_____X_____
Ken Boulderstone	_____X_____

FLAG SALUTE

OPEN PUBLIC MEETING ACT – PURSUANT TO THE PROVISIONS OF THE NEW JERSEY OPEN PUBLIC MEETING ACT, ADEQUATE NOTICE OF THIS MEETING WAS PROPERLY PROVIDED BY SENDING COPIES OF THE NOTICE OF MEETING TO TWO NEWSPAPERS, THE ASBURY PARK PRESS AND THE PRESS OF ATLANTIC CITY. THE NOTICE WAS POSTED AT THE OFFICE OF THE TOWNSHIP CLERK AND ON THE BULLETIN BOARD OF THE ADMINISTRATION BUILDING.

REGULAR MEETING

NOMINATION FOR CHAIRPERSON for the year 2022:

Lee Eagles was nominated as Chairperson for the year 2022 by Mitch Bernstein, seconded by Bill Laudien.

• ROLL CALL

Lee Eagles	_____X_____
Mitch Bernstein	_____X_____
Michael DeCicco	_____X_____
Bob Lange	_____X_____
William Laudien	_____X_____
Anthony Scurzo	_____X_____
Ken Boulderstone	_____X_____

Meeting was officially turned over to Chairperson Eagles.

NOMINATION FOR VICE CHAIRPERSON for the year 2022:

Mitch Bernstein was nominated as Vice Chairperson for the year 2022 by Lee Eagles, seconded by Bill Laudien.

• ROLL CALL

Lee Eagles	_____X_____
Mitch Bernstein	_____X_____
Michael DeCicco	_____X_____
Bob Lange	_____X_____
William Laudien	_____X_____
Anthony Scurzo	_____X_____
Ken Boulderstone	_____X_____

1. Chairman's Opening Remarks

Chairman Eagles welcomed everyone back.

2. Special Guest – Sandra Lazzaro – Ocean County Tourism

Chairman Eagles stated that he spoke to Sandra Lazzaro who apologized for cancelling. However, she would like to attend our next meeting.

3. Open Discussion among Member for the Good of the Committee

Chairman Eagles discussed the historical preservation areas of Point Pleasant Beach, and suggested the members visit the area to see what he has accomplished in the next few weeks.

Chairman Eagles distributed the condensed list of available properties, drafted by Vice Chairperson Bernstein, to the rest of the committee.

Chairman Eagles discussed what should be a central focus for the committee, and more specifically, what makes us different from other towns and what will attract people here. Chairman Eagles does not believe we are doing this efficiently right now. Chairman Eagles discussed one of the biggest attractions being our proximity to Barnegat Bay, our marinas, and how they differ from the marinas around us. Most of our marinas are in deep lagoons. Chairman Eagles also discussed how when a person goes out of any of our marinas, they immediately enter the intercoastal waterway channel. One of the main goals for the committee is to bring people in from out of town.

In continuance of the discussion related to bringing new people into Waretown, Bob Lange discussed the number of Waretown boat slips that belong to Waretown residents. In Long Key Marina, where there are 160 boat slips, less than 20% of the slips belong to Waretown residents; in Holiday Harbor Marina, where there are 200 boat slips, only 31 of those slips belong to Waretown residents. And further, Bob Lange discussed how in Key Harbor Marina, out of 200 slips, only 20 slips belong to Waretown residents. Most of the outside owners of the boat slips

are from north jersey and out west. The behavior of most of the out-of-town boat slip owners is to stay here but spend elsewhere. Bob Lange discussed going out to dinner in Atlantic City, and spending the day at Tices Shoal, as examples. Bob Lange couldn't discuss the beach club memberships because he did not have those numbers. However, Bob mentioned that he believed most of those belonged to Holiday Beach Club, and were required to be, Waretown residents.

Chairman Eagles discussed how the season is a minimum of six months out of the year from April to November.

William Laudien inquired, to Bob Lange, as to whether he felt that it is 50/50 fisherman versus pleasure boating.

Bob Lange discussed how he felt as though it was 20% fishing due to all the rules, and restrictions, related to fishing. Most of the slip holders are pleasure boaters.

Chairman Eagles suggested that things to consider, which might bring more business to the area, are businesses which have to do with the waterfront due to the audience that exists here in Waretown.

Chairman Eagles also discussed what else we have in Waretown that could be capitalized on. Chairman Eagles said he would leave it wide open for anything else that anyone suggests which may be able to be promoted and bring more people into Waretown.

Vice Chairman Bernstein discussed how the point of all of this is to take our maritime business and make it a focal point to expand our economy upon. Vice Chairman Bernstein used the Lunchbox on 9 as a great example of a business using Waretown's maritime connections successfully.

Mike DeCicco inquired on what criteria, someone who owns a business, might look for when investing and how to prepare the local communities around us.

Chairman Eagles answered Mike DeCicco's inquiry through an explanation of town demographics. However, Chairman Eagles discussed that low population town demographics is not the story we're telling anymore.

Vice Chairman Bernstein discussed that it is no longer about demographics. Rather, now it is about business model, and using the marine businesses as a foundation. Vice Chairman Bernstein discussed that it becomes more of a real estate, and marketing plan.

Deputy Mayor Baulderstone discussed how only a small percentage of the marina population was even in our demographics to begin with and said this is another way above that.

Bob Lange discussed that if we don't want to solely focus on the maritime business, then what brings people to Waretown is the fact that it is a resort community.

Mike DeCicco inquired of Deputy Mayor Baulderstone on what he thinks the main advantage is that Barnegat, and Lacey have over Waretown.

Deputy Mayor Baulderstone discussed that the main difference is population because both towns have about 28,000 people.

Chairman Eagles discussed that a main issue when people come in to look at our real estate is that the Township does not meet the formula to make it past an initial look at our vacant property.

Anthony Scuorzo inquired as to what that formula is.

The committee seemed to agree that it is a demographic algorithm that investors use, and the first thing that is usually considered is population when determining where to invest.

Deputy Mayor Baulderstone discussed that somewhere between at least 55% to maybe even 60% of the township cannot be developed on, and this could be one of the highest percentages for a coastal town in New Jersey.

Chairman Eagles discussed what the committee sent over to Sandra Lazzaro to be included in the Ocean County Tourism brochure. The committee was able to send over two things related to Waretown tourism to see if they could be included: Albert Music Hall, and our marinas.

Township Administrator/Clerk Ambrosio discussed a windsurfing company that they met with in the hopes of opening a site in town. Township Administrator/Clerk Ambrosio said the original location they discussed couldn't work due to the powerlines.

Chairman Eagles suggested it could be worth meeting with the company.

Bob Lange suggested that maybe a new restaurant, or a new motel, could be beneficial on one of these vacant properties.

Chairman Eagles discussed that they are going to work on putting a business plan together to consolidate what was done at the meeting, and to pinpoint the specific things that can start getting worked on.

- Discussion of Meeting Dates - 2022

The committee collectively discussed dates for the remaining year, up to October, including when and where to meet. Meetings are held in the public room on the following dates:

Wednesday March 16th,
Wednesday May 18th,
Wednesday July 20th,
Wednesday September 21st.

Motion to Open for Public Comment:

Mitch Bernstein made a motion to open meeting to the public. Seconded by Bob Lange.

All in Favor: _____X_____ Opposed ____NONE____

Motion to Close Public Comment:

Mitch Bernstein made a motion to close to the public. Seconded by Bob Lange.

All in Favor: _____X_____ Opposed ____NONE____

Motion to Adjourn

Mitch Bernstein made a motion to Adjourn. Seconded by Bob Lange.

All in Favor: _____X_____ Opposed ____NONE____

Signed and Submitted:

Diane B. Ambrosio, Municipal Clerk

Date