



**TOWNSHIP COMMITTEE
TOWNSHIP OF MENDHAM
October 13, 2020
IN-PERSON & REMOTE VIA ZOOM
7:30 PM REGULAR MEETING**

ROLL CALL

Mr. Baio	Present
Ms. Duarte	Present
Mr. Monaghan	Present
Mr. Orlins	Present
Mayor Neibart	Present

Also, present:

Bob Casey, Interim, Township Administrator
John Mills, Township Attorney
Maria Coppinger, Township Clerk

STATEMENT OF ADEQUATE NOTICE READ BY MAYOR NEIBART

Adequate Notice of this meeting of the Township Committee of the Township of Mendham was given as required by the Open Public Meetings Act as follows: Notice was given to the Observer Tribune and Daily Record on January 3, 2020. The notice of change in meeting format was given to the Star Ledger and Daily Record on October 7, 2020. Notice was posted on the bulletin board in the township offices and notice was filed with the Township Clerk.

SALUTE TO THE FLAG

PRESENTATION

The Ad Hoc Communication Committee presented a slideshow on the marketing campaign for Mendham Township. Presentation attached.

There were discussions, questions and comments among committee members on how these programs can be implemented.

A suggestion was made from a member of the public to incorporate the history of homes in the marketing campaign.

COVID-19 UPDATE – Mayor Neibart provided a COVID-19 update.

ANNOUNCEMENTS

Mayor Neibart and Ms. Duarte announced upcoming events in Mendham Township.

OPEN TO THE PUBLIC

Mr. Orlins moved. Ms. Duarte seconded the motion to open the meeting to the public.

All members present voted to open the meeting to the public.

Craig Schrader – 1 West Main Street – spoke on the planning efforts for renovations for Town Hall, new Police Station and the library as it relates to the ordinance. Mr. Schrader is not in favor of approving an ordinance to issue bonds before a comprehensive project costs are known.

Stan Hays- 6 Cherry Lane – speaks in support with Mr. Schrader’s comments. He was not fully aware of how quickly the project was evolving which seems a little rush. He’s in favor of doing something for the police department; the condition of the police department is embarrassing. He would like to have seen better communication on the project.

Jack Curtis - 4 Michael Road – suggested the Township Committee send a “fact sheet” to the residents on the proposed construction project. Mr. Curtis spoke on the finance committee and the lack of transparency.

Pat (Trish) Zimmer – 13 East Main Street – spoke on the construction project’s historic integrity. She asked if there was a plan review by a Historic Preservation Architect and Zoning Commission for the complex. She commented on the financial impact of the project and COVID-19 impact.

Warren Gisser – 39 West Main Street – mentioned that this is not a new issue, there have been many meetings on the project to build a police headquarter. There are a large number of people in town who are supportive of the project. He views the bond ordinance as a logical next step.

Kevin Denman – 15 East Main Street – The communication on this project is not good; the communication has to be pushed. The other hurdle seems to be on the shared services and suggested that it be looked into.

Phillip Gaffney – 7 West Main Street – The construction project came to his attention about 10 days ago; he gets the sense that the topic has been fast forwarded in a matter that has not been well explained to the general citizens of Brookside. The details need to be carefully reviewed.

Patricia Zimmerman - 3 West Main Street – she expressed that there is more than one option available for the location of a new police headquarter. She noted that a logical shared service is the police department. She expressed that a new library building will also be a benefit to the community. She asked the Township Committee to consider a second alternative.

Jesse Smith – 2 Woodland Road – We have gone down this road before, looking at a police headquarters and library. The emergency services building took about 10 years and almost double the cost. He urged the committee to look for those records and that would give the committee some good drawings.

Pratip Chattopadhyay – 12 Brookrace Drive - He asked the committee to provide an update on the Department of Public Works; there are signs around town about the DPW – laying off workers, selling equipment. He emphasized how critical the services of the DPW are, to the community. He encouraged the committee on transparency like the other speakers have mentioned. We should be embarrassed by the state of the police, library and the municipal facilities which are literally crumbling from a lack of maintenance. He hopes that this committee and future committees will work to preserve the investment that they are proposing to make in the new facilities. He asked is the committee has thought be given to creating small spaces for pop-up vendors or opportunity to generate interest in commercial revenues.

Jennifer Holzberger – 4 Thackery Lane – spoke on the marketing proposal. She also expressed that she has sent emails to local officials and has not received a response. The email is in reference to an easement.

Mr. Orlins moved. Ms. Duarte seconded the motion to close the meeting to the public.

APPROVAL OF MINUTES

- Executive Session Meeting Minutes of June 23, 2020

TOWNSHIP COMMITTEE	MOTION	SECOND	MOTION TO CALL THE QUESTION	SECOND	ROLL CALL		
					YES	NO	ABSTAIN
Mr. Baio					X		
Ms. Duarte	X		X		X		
Mr. Monaghan					X		
Mr. Orlins		X		X	X		
Mayor Neibart					X		

- Special and Executive Session Meeting Minutes of June 23, 2020

TOWNSHIP COMMITTEE	MOTION	SECOND	MOTION TO CALL THE QUESTION	SECOND	ROLL CALL		
					YES	NO	ABSTAIN
Mr. Baio					X		
Ms. Duarte	X		X		X		
Mr. Monaghan					X		
Mr. Orlins		X		X	X		
Mayor Neibart					X		

- Special and Executive Session Meeting Minutes of July 13, 2020

TOWNSHIP COMMITTEE	MOTION	SECOND	MOTION TO CALL THE QUESTION	SECOND	ROLL CALL		
					YES	NO	ABSTAIN
Mr. Baio					X		
Ms. Duarte	X		X		X		
Mr. Monaghan					X		
Mr. Orlins		X		X	X		
Mayor Neibart					X		

CONSENT AGENDA – RESOLUTIONS

- 2020-187 Resolution of the Township Committee of the Township of Mendham Authorizing Cancellation of Federal and State Grant Receivables and Reserves
- 2020-188 Resolution of the Township Committee of the Township of Mendham Authorizing Cancellation of Federal and State Grant Receivables to Fund Balance for Green Communities Grant
- 2020-189 Resolution of the Township Committee of the Township of Mendham Amending Resolution 2020-068 Titled Authorizing the Retention of Robert Casey to act as Interim Administrator

Consent Agenda for resolutions 2020-187 thru 2020-189

TOWNSHIP COMMITTEE	MOTION	SECOND	MOTION TO CALL THE QUESTION	SECOND	ROLL CALL		
					YES	NO	ABSTAIN
Mr. Baio					X		
Ms. Duarte	X		X		X		
Mr. Monaghan					X		
Mr. Orlins		X		X	X		
Mayor Neibart					X		

REGULAR AGENDA - RESOLUTIONS

2020-190 Resolution of the Township Committee of the Township of Mendham Providing for a Meeting not Open to the Public in Accordance with the Provisions of the New Jersey Open Public Meetings Act, N.J.S.A. 10:4-12

TOWNSHIP COMMITTEE	MOTION	SECOND	MOTION TO CALL THE QUESTION	SECOND	ROLL CALL		
					YES	NO	ABSTAIN
Mr. Baio					X		
Ms. Duarte	X		X		X		
Mr. Monaghan					X		
Mr. Orlins		X		X	X		
Mayor Neibart					X		

2020-191 Resolution of the Township Committee of the Township of Mendham Authorizing the Payment of Bills

TOWNSHIP COMMITTEE	MOTION	SECOND	MOTION TO CALL THE QUESTION	SECOND	ROLL CALL		
					YES	NO	ABSTAIN
Mr. Baio		X		X	X		
Ms. Duarte	X		X		X		
Mr. Monaghan					X		
Mr. Orlins					X		
Mayor Neibart					X		

2020-192 Resolution of the Township Committee of the Township of Mendham Appointing Student Representatives to the Historic Preservation Committee

TOWNSHIP COMMITTEE	MOTION	SECOND	MOTION TO CALL THE QUESTION	SECOND	ROLL CALL		
					YES	NO	ABSTAIN
Mr. Baio				X	X		
Ms. Duarte	X		X		X		
Mr. Monaghan					X		
Mr. Orlins		X			X		
Mayor Neibart					X		

2020-193 Resolution of the Township Committee of the Township of Mendham Authorizing the Adoption of the 2020 Morris County, New Jersey Hazard Mitigation Plan Update

TOWNSHIP COMMITTEE	MOTION	SECOND	MOTION TO CALL THE QUESTION	SECOND	ROLL CALL		
					YES	NO	ABSTAIN
Mr. Baio		X			X		
Ms. Duarte	X		X		X		
Mr. Monaghan					X		
Mr. Orlins				X	X		
Mayor Neibart							X

2020-194 Resolution of the Township Committee of the Township of Mendham Amend the 2020 Capital Budget

TOWNSHIP COMMITTEE	MOTION	SECOND	MOTION TO CALL THE QUESTION	SECOND	ROLL CALL		
					YES	NO	ABSTAIN
Mr. Baio	X			X	X		
Ms. Duarte							X
Mr. Monaghan		X			X		
Mr. Orlins			X		X		
Mayor Neibart					X		

Ms. Duarte made the following comments:

“There’s a consensus on the Township Committee about what needs to be done: fixing town hall; upgrading space for the police and address their working conditions; and ensuring the library is maintained. When I think of the three pieces of the puzzle, the library is more important in terms of providing a benefit to the overall community. If we built a standalone library, the town could also obtain more grant money and donations from residents. We changed from a plan to build a library that was proposed at the end of August to six weeks later, proposing a new police station. So, I am supportive of the proposal that was discussed in August and will vote ‘no’ on this ordinance.”

ORDINANCE FOR INTRODUCTION / FIRST READING

12-2020 Bond Ordinance Providing for Capital Improvements In and By the Township of Mendham, in the County of Morris, New Jersey, Appropriating \$5,000,000 Therefor and Authorizing the Issuance of \$4,750,000 Bonds or Notes of the Township to Finance Part of the Cost Thereof.

Mayor Neibart announced the public hearing is scheduled for October 27, 2021.

TOWNSHIP COMMITTEE	MOTION	SECOND	MOTION TO CALL THE QUESTION	SECOND	ROLL CALL		
					YES	NO	ABSTAIN
Mr. Baio	X			X	X		
Ms. Duarte						X	
Mr. Monaghan					X		
Mr. Orlins		X	X		X		
Mayor Neibart					X		

ORDINANCE FOR SECOND READING / PUBLIC HEARING

11-2020 Ordinance of the Township of Mendham Authorizing the Acceptance of a Deed of Dedication for the Acquisition of Real Property Designated as a Portion of Lot 137 in Block 127, on the Official Tax Map of the Township of Mendham more Commonly Known as A Portion of Hamilton Drive. – Introduced on September 22, 2020

Motion to open public hearing made by Ms. Duarte and second by Mr. Monaghan.

There were no comments from the public.

Motion to close public hearing made by Ms. Duarte, seconded by Mr. Baio.

TOWNSHIP COMMITTEE	MOTION	SECOND	MOTION TO CALL THE QUESTION	SECOND	ROLL CALL		
					YES	NO	ABSTAIN
Mr. Baio							
Ms. Duarte	X		X				
Mr. Monaghan		X					
Mr. Orlins				X			
Mayor Neibart							

OPEN TO THE PUBLIC

Ms. Duarte made a motion to open the meeting to the public, motion seconded by Mr. Monaghan.

Jack Curtis - 4 Michael Road – expressed that if a resident came to the planning board with the proposal as loosely organized as the committee has with the bond ordinance, they would be turned away. He asked why the committee is not held to the same standards when residents have a proposal including the notice requirement to residents within 200 ft.

Brian Jendryka - 20 Knollwood Trail West – He thanked the committee for their efforts. The topics about transparency and shared services seem easy but it’s complicated.

Craig Schrader – West Main Street – he made a recommendation that we need to make sure that we understand how the project is being funded and what is the impact. He expressed that the committee does not have a story, something written, there is no plan on the impacts, tax increases. There are discrepancies, there is discussion. He encouraged the committee to get it right.

Diane Tolley - 15 Woodland Road – commented on Mr. Monaghan’s comments that all the folks were consulted, however her take away is that the one missing element is the people that its directly impacting - neighbors across the street. There was more resident input on the Pitney Park (walking trails) than there was for this project (police facility).

Patricia Zimmerman – West Main Street – she is pleased that someone on the committee will stand up and challenge the popular thought. She was appalled with the way Ms. Duarte was treated – there should be greater understanding of a descent of opinion.

Mr. Baio made a motion to close the meeting to the public, seconded by Mr. Monaghan.

DISCUSSION

The liaison reports were tabled until the next meeting, motioned made by Mr. Baio and seconded by Mr. Monaghan.

The Township Committee held a discussion on the creation of a committee to review and provide suggestions on the exterior designs of the new construction within the municipal complex. It was recommended that the committee should have a consensus of the immediate neighbors, cross representation and representation from the stakeholders.

A discussion was held on the creation of a policy & procedures for Township Advisory Committees; formalizing the requirement to post agendas, notes and meeting minutes.

EXECUTIVE SESSION

Mr. Orlins made a motion to go into closed session, seconded by Mr. Baio at 11:13PM.

ADJOURN

Motion made by Ms. Duarte and second by Mr. Baio.

All members present voted in favor.

Respectfully submitted,

Distributed: 04/15/2021
Approved: 04/26/2021

Maria F. Coppinger
Township Clerk

Hello.

Mendham Township
Founded 1749

Ad Hoc Marketing
Committee Report

October 13, 2020

Agenda.

1. Our Focus.
2. Discovery.
3. Survey Results.
4. Theme.
5. Next Steps.
6. Touchpoints.

Who We Are

Committee comprised of a representative cross-section of residents



Amalia Duarte

21-year resident
Township Committee
Public Affairs Director for ECLC
a non-profit serving individuals with
disabilities in Chatham, NJ
18 and 23-year old children



Tracy Budnik

4-year resident
Owner of Bridge Analytics
Boutique Market Research Firm
Girl Scout Troop Leader
Certified Pet Therapy Team
4th grader + 7th grader



Hal Friedman

17-year resident
Senior Vice President, Group Creative Director,
J. Walter Thompson
Author, Human Writes LLC
Grandfather of 2 Mendham Students
Pre-K and Kindergarten



Ellen Gordon

5th generation Brookside (1700's)
Coldwell Banker Real Estate Agent
President of PEO Chapter, Advisory
Board Beyond the Walls and Family
Promise of Morris County
21, 25 and 27-year old children



Diane Tolley

28-year resident
Coldwell Banker Real Estate Agent
President of Brookside Engine Co
Ladies Auxiliary, MT Recreation
Committee Member, CASA volunteer
Raised 5 children in Mendham Twp



Brian Jendryka

16-year resident
Category Innovation Lead, Bayer
Former Board of Education Member
Rec Sports and Scouting Volunteer
8th and 12th grader

The Problem

Mendham Township does not have a well-established brand image – and, at inception of committee, property values had declined 11%

Opportunity exists

to capitalize on the market momentum and influx of prospects considering moving to Mendham Township

1

Our Focus.

Our focus.

Define motivating characteristics about Mendham Township
and establish how we communicate them

so that we can

Drive awareness & consideration among prospective residents

15+ meetings

Since April 30th, 2020

Bi-Weekly Schedule

w/ Concentrated Sprints

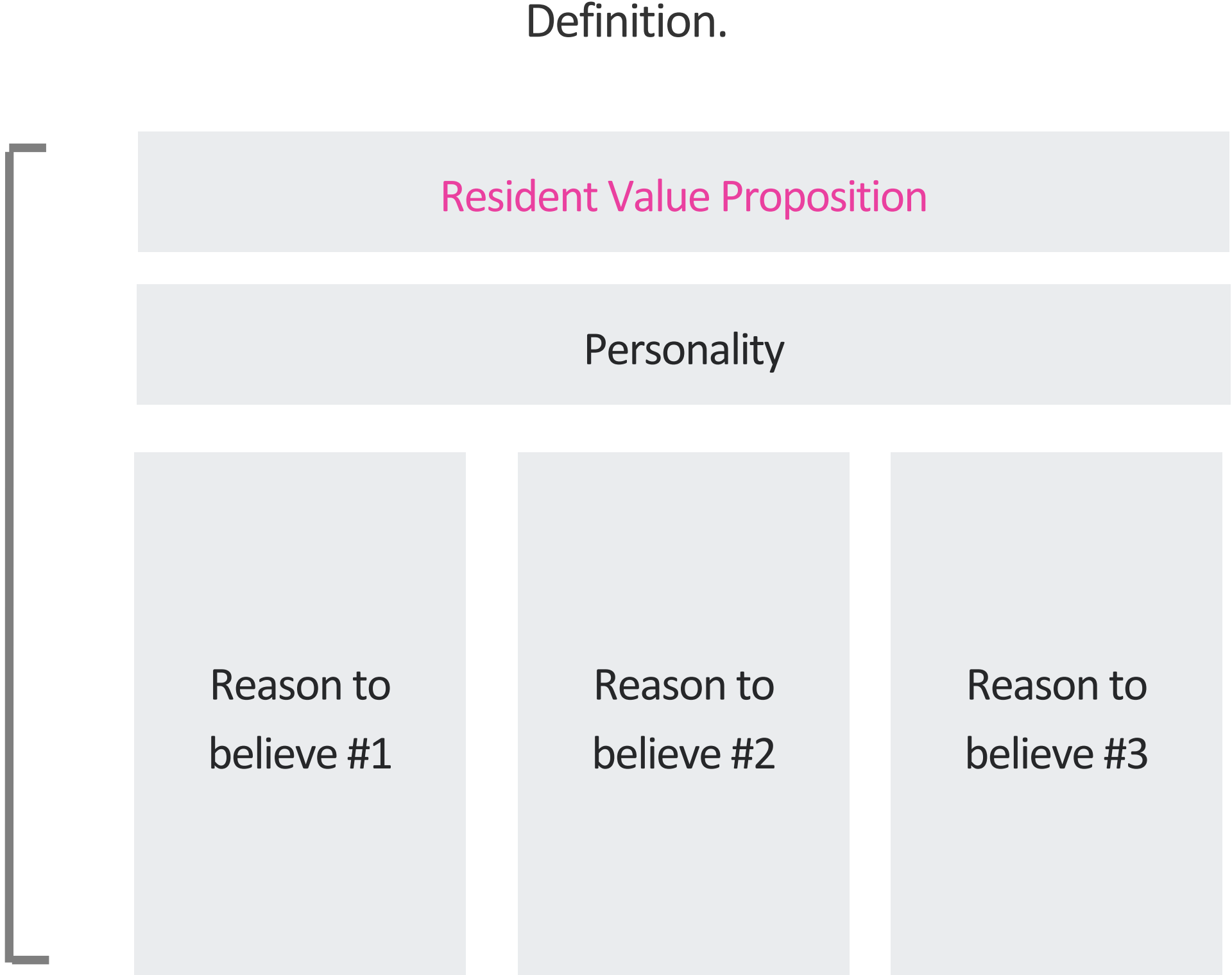
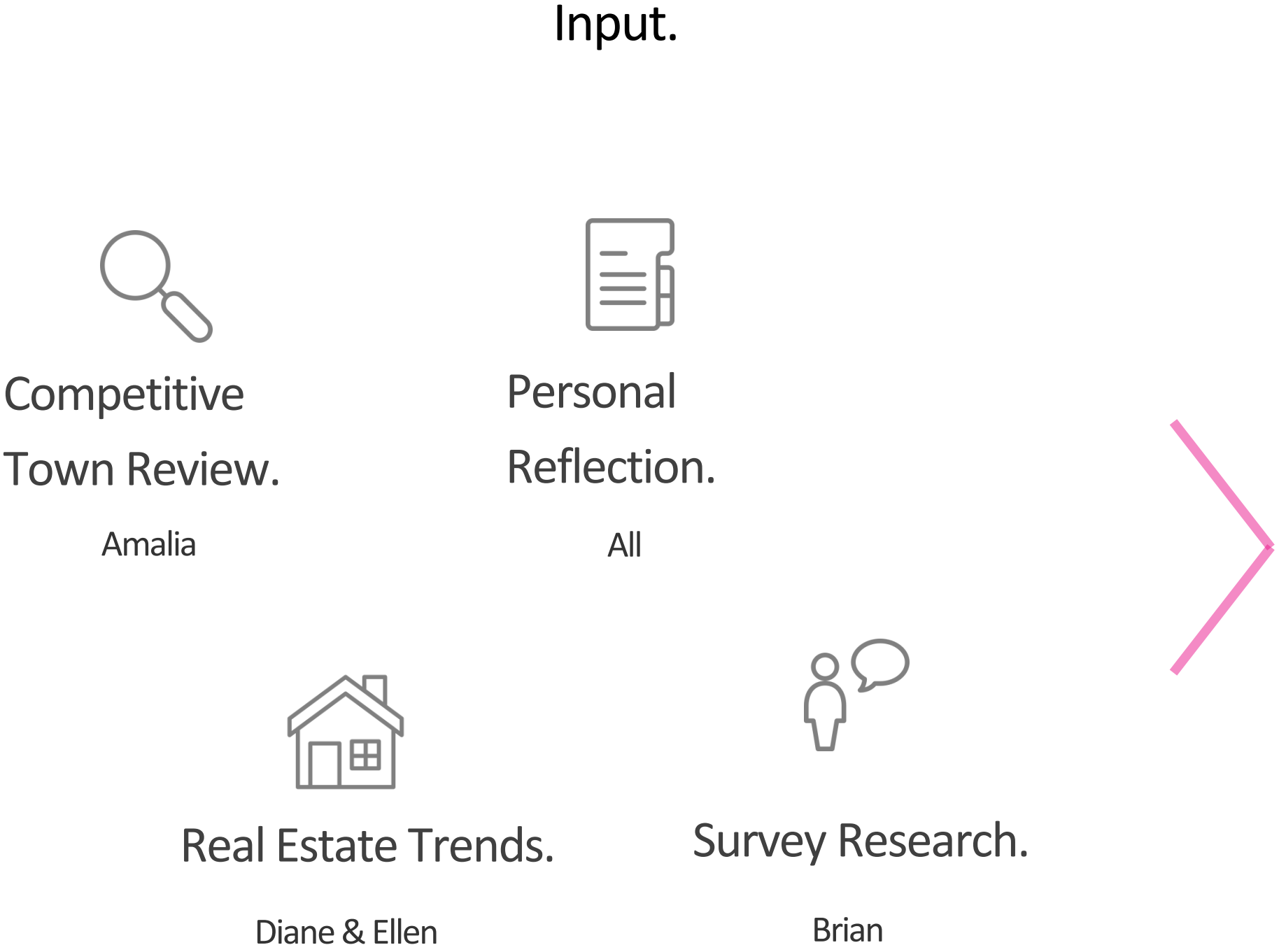
200+ hours

Combined spent in virtual + in-person meetings, planning, analyzing, creating, discussing (and, debating!)

2

Discovery.

What We Did



Areas of discovery.

What.

Particulars-led



Unique town features that combine to create a distinct proposition.

(i.e., town parks, open space, shops/restaurants)

How.

Process-led



Signature methods that create a relevant and differentiated resident experience.

(i.e., recreation, school, distance learning, parades, carnival, services)

Who.

People-led



Distinct assembly of neighbors and officials that are able to deliver unmatched benefits.

(i.e., committees, volunteer ops, organizations, government)

Why.

Purpose-led



Expression of emotional benefits that excite and motivate

(i.e., sense of community, town initiatives, giving back)

Tangible.

Intangible.

3

Survey Results.

Surveys mailed to 245 new residents who moved to Mendham from Jan '18 to May '20

Included:

Cover Letter / Survey

10 survey questions, mix of closed-ended and open-ended

Anonymous, no contact info requested

N=62 completed surveys

25% completion rate

60% paper surveys returned / 40% online entries

Length of survey (online) ~5 minutes

Respondents have lived here long enough to provide reliable, experienced-based feedback; represent a mix of parents and other adults

38% moved in 2018

48% moved in 2019

14% moved in 2020

70% with Children in Household

30% with No Children (or Adult children living elsewhere)

93%

Satisfied with experience in
Mendham Township so far

64% very satisfied

29% satisfied

95%

Willing to recommend moving
to Mendham Township to others

52% definitely yes

43% probably yes

Schools

Mentions include:

- *Quality of schools*
- *Schools, IB program*
- *School system*
- *Schools / special services*

Space

Mentions include:

- *Acreage*
- *Open space, trees and parks*
- *More open space*
- *Space, no neighbors right on top of us*

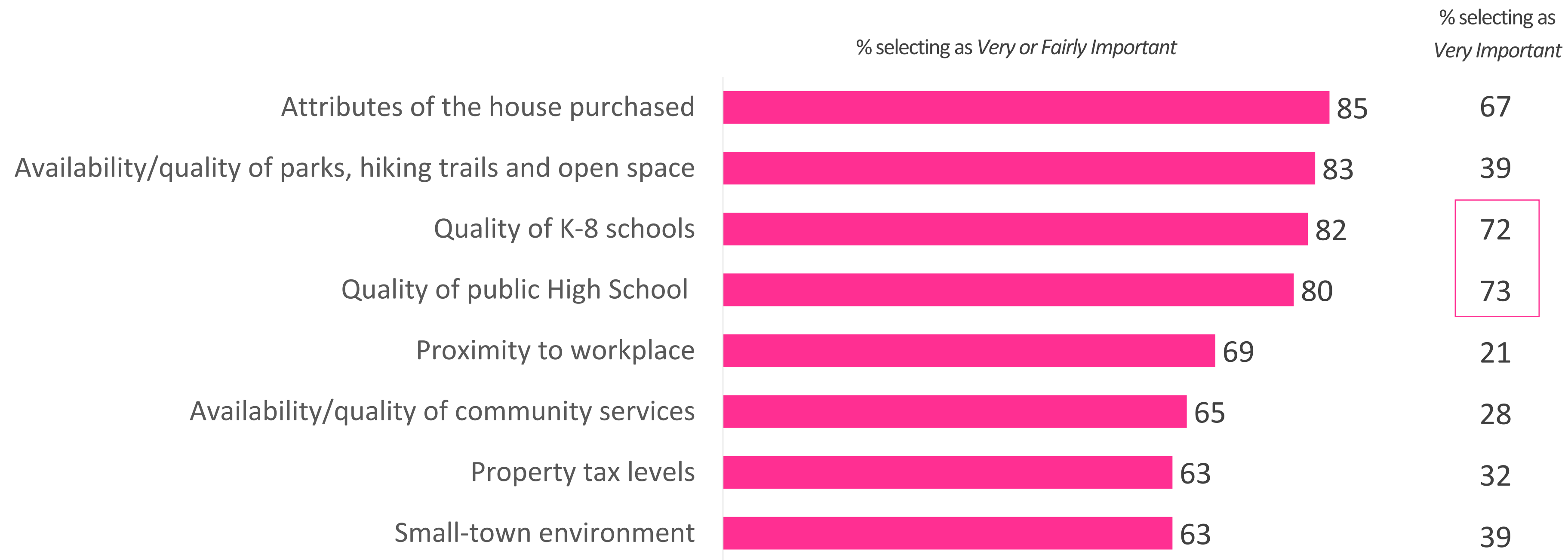
Small Town

Mentions include:

- *Quaint small town*
- *Neighborhood culture*
- *Small town charm*
- *Peacefulness of a small town*

Most Important Factors (Aided List)

Schools and open-space are the most important factors in the decision to move to Mendham Township.



So...

We searched for a way translate these insights into a
Mendham Township theme

so that we can

Communicate about our town in a meaningful
and compelling way

4

Theme.

Mendham Township Theme

1. Capture our essence in a few words
2. Serve to focus fuzzy image of Mendham Township
3. Appeal to current residents and prospects

Everything!

We need a general theme that covers all attributes –
as no single attribute tells the whole story.

How To Say It

Intelligent.

Aspirational.

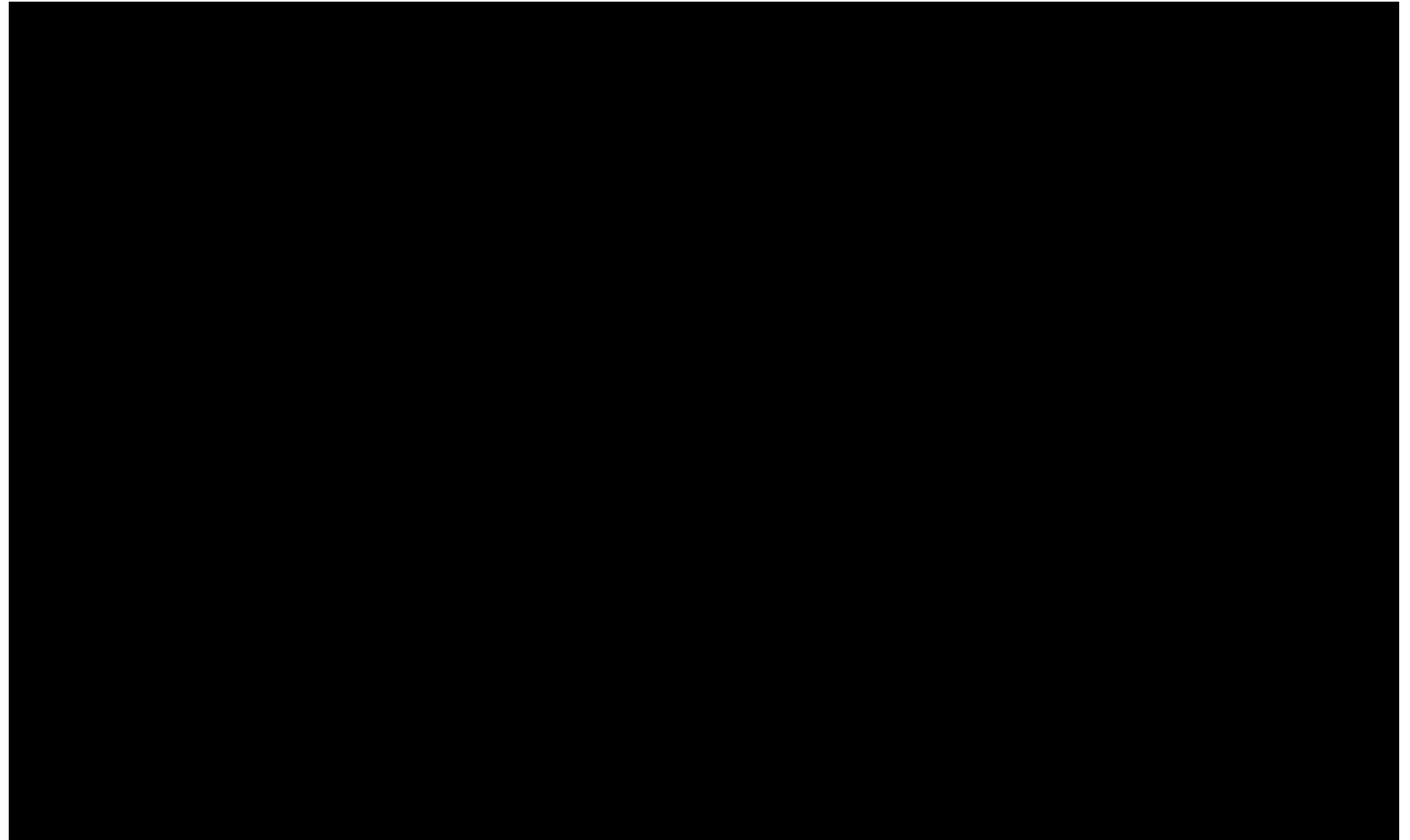
Memorable.

Resonate.

Emotional. *decision to choose a community is highly emotional*

Conceptual Video

1. Speaks to key strengths
2. A template for any attributes



Theme #1

Inviting
Inclusive



Welcome to the Heart of Mendham Township



Heart of Your World
Emotional

Rich,
Rewarding
Active Life



Live Here, Love it Here



Satisfaction
Happiness
Security

Theme #3



Leadership
Forward Thinking
Momentum



Ahead of its Time Since 1749



Historic
Preservation
Longevity

5

Next Steps.

Next Steps

1. Continue developing and refining the themes
2. Ultimately, select one and roll-out across variety of touchpoints

6

Touchpoints.

For Consideration

Issue	Solution	Cost	Benefit
<p>Prospective residents search online and find only a Mendham Boro feature video (2015 – Turpin) and Our Town Mendham (2014 – Coldwell Banker)</p>	<p>Concept Video</p> <ol style="list-style-type: none"> 1. Fully produce it 2. Deploy on website 3. YouTube 	<p>\$1800 ballpark <i>to develop, shoot and video/sound editing</i></p>	<p>Gives prospects and opportunity to connected with the “heart” of who we are as a community</p>
<p>Prospects (and, even some residents!) do not realize all that Mendham Township has to offer</p>	<p>Key Locations / Things to Do Map</p> <ol style="list-style-type: none"> 1. Distributed via Real Estate Offices 2. Downloadable on website 	<p>\$40/hr Freelancer \$0/hr Volunteer <i>for graphic designer to create a 1-pager</i></p>	<p>Provides a useful “take away” and map for prospective residents a resource telling them where they can hike, find the library, a playground or historic area</p>
<p>Snapshot about important town characteristics not easy to find</p>	<p>Infographics</p> <ol style="list-style-type: none"> 1. Deploy on website 2. Social Media 	<p>\$0 – <i>free graphic creators available on the web</i></p>	<p>Creates a modern appearance, communicates meaningful stats in a visually appealing way</p>

For Consideration

Issue	Solution	Cost	Benefit
Mendham Township may not be top of mind to those actively searching for a home	Targeted Facebook / Instagram sponsored posts <ol style="list-style-type: none">1. Based on Search Terms2. Based on Geolocation	\$500/week <i>in Feb/Mar, capture spring home sales trends</i>	Reach prospects where they are, while they are actively searching for a new home
Create a sense of “place” – difficult to identify where Mendham Township begins, currently blends with Boro very easily	Signage <ol style="list-style-type: none">1. at each end of town Rt 242. Continuation of signs at historic, open-spaces	\$1000 per sign	Creates resident pride, establishes a difference between Mendham Township and Mendham Boro

For Consideration

Issue	Solution	Cost	Benefit
Current website not very user friendly for prospects to learn more about our town's character and offerings – heavy on operational info, less on charm	Website Redesign 1. Vendor: Civic Plus	\$4,000 per year (2021-2023) \$2,500 maintenance (2024+)	#1 provider of Gov't Websites Serves residents more effectively Custom design w/ Calendar, social media integration, and 24/7 support, less expensive annual maintenance (\$3425 currently)
Photos of our community activities are only shared on personal resident pages or on Rec Dept page	Online Photo Gallery 1. Embedded on website 2. Deploy on multiple platforms	<i>Hosting incl. in website \$0 content created by residents</i>	Helps to creates an aspirational brand image and supports expectations of prospects

Thank You.