

**TOWN COUNCIL WORK SESSION MINUTES**  
**Teleconference via GoToMeeting**  
**Wednesday, February 28, 2024**  
**3:31pm**

Mayor Paulin, Vice Mayor Sitoula and Councilwoman Grumbine met in work session via teleconference on Wednesday, February 28, 2024. Also, in attendance Town Manager Ryan Hicks, and Town Clerk Andrea Brady. Donald Ely also joined the meeting to discuss branding and logo design.

Branding & Logo Design – Mr. Ely spoke about his recent discussions with Vice Mayor Sitoula and Mayor Paulin on the Council's interest in a new town seal and logo. Mayor Paulin is hoping to get pricing on different packages to include the new seal, social media banners etc. that the Council can review during their budget sessions.

Mr. Ely feels a seal and a logo that compliments that seal would be ideal. Mr. Ely asked if it would be worthwhile to get the community involved with something like a poll to get their thoughts on what they would like to see. Council agreed it would be ideal to have community involvement.

Mr. Ely asked why the Council is looking for a new seal. Mayor Paulin explained that the current seal is not historically accurate. After discussions with local tribe members the Council would like to have something more accurate and historically appropriate. The Council would like the Piscataway Tribe represented on the seal. Mr. Ely would like to speak with the Piscataway Tribe as well as getting the community feedback before starting any design.

Mr. Ely asked in what ways branding is currently being used. Mayor Paulin discussed the ways the seal is used, on all government documents and social media. Vice Mayor Sitoula also discussed the promotional materials that the seal is used on. Mr. Ely and the Council discussed the possibility of informational documents beyond the newsletter. Mr. Ely also mentioned the possibility of Town banners. Town Manager Hicks is interested in banners to put on the light poles.

Mayor Paulin explained that as part of the Council's long term vision strategy, attracting people to the Town is a big way they would like to utilize branding and the visual elements of a logo and new seal.

Mr. Ely asked for the Council's timeline. The Council does not have a timeline in mind at this time. The Council would need to receive a quote before the budget is completed which should be done by the beginning of April. Actual action on the quote would be any time during the next fiscal year which would be July 1, 2024, through June 30, 2025. Mr. Ely asked if Council had a budget in mind for the project. Vice Mayor Sitoula explained that we are a small town with a very small budget. He asked Mr. Ely if he could provide a range of options that would allow Council to review the options to better decide what they are able to put towards this project. Mr. Ely will provide the Council with a couple of different quotes by the end of next week.

Mayor Paulin will be sending out Mr. Ely's website and other work for them to see what he has done with other organizations. The Council will review Mr. Ely's work while considering his quotes.

Council Vision Plan – Mayor Paulin brought the vision plan before the Council at a previous work session. He asked if it is something the Council wants to get formally approved and make it the strategy moving forward. Vice Mayor Sitoula agreed the document needs to be formalized so it can be released as the vision moving forward. Mayor Paulin will resend the document and asked everyone to send any edits within the next month or so with the hopes of getting final approval at the next work session to add to the April Town meeting agenda. Town Manager Hicks will review the document and provide feedback with some projects that may be changing. Council agreed with the proposed timeline.

Boardwalk Cameras – Town Manager Hicks spoke with Verizon Fios about running fiber to the Boardwalk. Verizon is still working on the request internally, and he has not received a call back. Town Manager Hicks plans to follow up at the end of the week. He feels if the Wi-Fi is set there it will allow the callboxes to be on Wi-Fi and he feels it would cut down on the cost of cameras. The Council would still need to decide on location, and number of cameras. The Council will discuss this topic further once they receive further information from Verizon Fios. The quotes received for cameras at this point range from \$20,000 for 2 cameras to approximately \$70,000 for 6 to 8 cameras.

4<sup>th</sup> of July Wristbands – Due to an increase in cost for the event, the Council is considering an increase in cost on the wristbands. Town Manager Hicks suggested 2 wristbands, one for the regular rides, and one for the pony rides, or possibly sell separate tickets for the pony rides. The Council agreed to have a wristband for the rides and a separate ticket for the pony rides. The pony ride tickets will cost \$5, and wristbands will remain at \$5.

March Town Meeting Agenda – No changes or additions.

Roundtable:

Mayor – None.

Vice Mayor – Vice Mayor Sitoula was able to submit two checks to the Town for Boardwalk benches.


Councilwoman – None.

Town Manager – The bid opening for the picnic pavilion on the Village Green was held and the price came in at \$700,000. The Town has a grant of \$300,000 for the project. Town Manager Hicks asked if the Council wants to seek additional funding or return the money since the project came in so far over budget. During the bid opening SE Davis came in with the lowest bid. Council agreed with requesting additional funding. Mayor Paulin asked if there was the possibility of changing the scope of the project. Town Manager Hicks did not believe that was

possible at this point in the funding process. The Council will wait to make a final decision on the project until they receive the decision on the funding request.

Town Clerk – None.

Mayor Paulin adjourned the meeting at 4:08pm



Andrea Brady, Town Clerk