



CITY OF NORTH WILDWOOD

901 Atlantic Avenue

North Wildwood, NJ 08260-5778

(609) 522-2030

PPI (Program for Public Information) Committee Meeting 03/12/14, 3:00pm

Attendees

Sal DeSimone → SD
Ronald Simone → RS
Robert Matteucci → RM
William F. Green → BG
Joseph Meola → JM

Sal DeSimone addressed the Committee, introduced himself and called for the meeting to begin.

SD: Explained the procedures to receive a Certified Floodplain Managers Certificate, and stated that it was the most difficult certificate he has ever had to obtain.

- Also stated that he is the Floodplain Manager for Avalon, NJ and that the Borough of Avalon saves on average: \$1,200,000 per year in flood insurance policies.
- Also stated that he was called on by Mayor Bill Henfey to elevate the City to the “next step” in reducing communal flood insurance for homeowners and businesses.
- Currently helping to rewrite Floodplain Management Plan complying with the most recent statutory changes.
- Also had a lot of history on the island, used to own a house on 8th Ave.

RM: Stated that he retired as NWPD Chief of Police in 2013, has served 8 years as OEM Coordinator with his Deputy Coordinator now being Bill Henfey, and has helped City Engineer, Ralph Petrella in the continued effort to reduce the flood insurance for homeowners in the City of North Wildwood.

- The proprietor of the public notification system for flood, storm, and evacuation awareness for the City of North Wildwood OEM. The public notification system is HUGE, and works in conjunction with the City’s Radio Station 1640AM in order to notify the public of any potential emergency for residents. OEM has made a series of changes to benefit resident, through learning experiences from past storms such as Sandy.
- Office of OEM also has 8 appointed volunteers that help out regularly.

JM: Stated that he has been working in commercial and public entities within the Greater Wildwoods for years.

- Instrumental in the first establishment of the JIF.
- Worked 23 years with JIF, 8 years with J. Byrne Insurance.
- Has worked with schools and public entities all his life.

BG: Stated that he is a professor at the University of Medicine and Dentistry for New Jersey, President of the American Association of State Counseling Boards, a member of the Anglesea Volunteer Fire Co. and also a member of the planning board for the City of North Wildwood.

- Stated that he is not just here to help the City with CRS points, he believes that this committee should be a major component in releasing important information to the public.

RS: Stated that he has been working as an Administrative Assistant in the Mayor's office since May, 20, 2013 and previously lifeguarded for North Wildwood Beach Patrol for 6 years.

- Serves as a member of Anglesea Volunteer Fire Co., Member of the Beach Patrol Pension Commission, and the Coordinator for the Greater Wildwoods Municipal Alliance.
- Attended multiple seminars with regard to Floodplain Management, and has been working with Sal DeSimone on the North Wildwood's Community Rating System points.

RM: Brought up seminars and how 7 years ago they tried to reach out to the community in order to produce some sort of homeowner public information seminar, where the residents would be made aware of duties as homeowners.

SD: Stated that the most important thing for towns today will be – elevation certificates.

- Looking to pursue some sort of bond per block where a block of homes would receive a discount from surveyors to produce elevation certificates for a number of homes.

JM: Main concern was the distinction between primary and secondary homes, and what the best way to reach these people with secondary homes would be.

JM/SD: Discussion broke out between Joe and Sal regarding pre-firm (pre 1943).

RM: Questioned how hands on the committee will be and how the City of North Wildwood works together as a team to achieve common goals. His concern was that we might step on Department Heads toes.

- Looking to grasp an understanding of our direction. Steering committee?

BG: Questioned the full responsibilities of the Committee.

BG: Brings up the Self-Assessment Survey and questions, "how would we go about assessing the community's public information needs.

SD: Claims that a lot of the self-assessment will be based off of what we do with OEM.

RM: Labeled the many notification systems we currently use for NWOEM:

- Notification for flood
- Notification for snow emergency
- City wide messaging system
- Flood pattern for sirens
- Editing booklet: 3page tri-fold
- 2nd siren on 20th and Delaware (2 patterns)
 - Warble for 5 min – evacuation
 - Solid siren – tornado warning, thunderstorm warning, etc.
 - Upon conclusion of the siren 1640AM would project a standard message regarding the warning. (1640AM is limited by # of watts, but has the ability to go live at any time; Joe Q handles the radio w/ OEM)

RM: 1640 AM has had success through beach patrol messages in the morning regarding ocean conditions of the day; Joe Quattrone has been doing a wonderful job with the codes needed for the radio system.

JM: Stated that the committee should all have a copy of the assessment before the next meeting.

BG: Showed where we might find the self-assessment tool online.

SD: Stated that he will try to obtain some PPI documents for distribution to committee members, in order to firmly grasp what we shall be accomplishing.

BG: We should receive 3 things before our next held meeting:

1. Self-Assessment
2. PPI Committee info, compliments of Sal DeSimone
3. CRS Manual 2013

RM: Stated that May might be the best date to perform an outreach program, due to the maximized population of secondary homeowners.

JM: Thinks that we should pursue something around Hurricane season.

JM: Stated that 3/5 of North Wildwood is secondary home and he wants to make sure that the committee capitalizes on this group.

RM: Specified that we should pursue ALL landowners in the City.

SD: Sections 3:30 – 3:40; we need to make up for lost points in these sections from the past ISO Assessment.

SD: Specified that he has a contact with FEMA (Amanda Gowan), who can help us with any problems that may surface.

RM: Asked if the committee has a Chairman?

JM/RS/BG/RM: All nominate Sal DeSimone as the Chairman of the Committee, I, I, I, and I.

JM/SD/BG/RM: All nominate Ronald Simone as the Secretary of the Committee, I, I,I, and I.

RM: We should work on getting tables and presenters for a proposed Public Information day where we would promote important public information for residents from: FEMA reps, Insurance reps, etc.

JM: Identified that we should also utilize the radio in getting the word out for continued public information.

RM: Asked for a motion to adjourn the meeting.

BG: I

SD: I

JM: I

RS: I

Meeting adjourned