

ORDINANCE #33-18

ORDINANCE OF THE BOROUGH OF KEYPORT, COUNTY OF MONMOUTH, NEW JERSEY, AMENDING CHAPTER II, ADMINISTRATION, TO ESTABLISH A MUNICIPAL ALLIANCE COMMITTEE WITHIN THE BOROUGH

WHEREAS, the Borough of Keyport (the "**Borough**") is a public body corporate and politic of the State of New Jersey; and

WHEREAS, pursuant N.J.S.A. 26:2BB-9, the Mayor and Council of the Borough of Keyport (the "**Borough Council**") have the power to appoint a Municipal Alliance Committee within the Borough; and

WHEREAS, the Mayor and Borough Council hereby desire to amend Borough Code Chapter II, "Administration," Section 7, "Boards, Commissions and Committees," to reflect the establishment of such committee (additions are underlined and deletions are in [brackets]):

2-7.9 Municipal Alliance Committee

a. Establishment

The purpose of this section is to establish the Borough of Keyport Municipal Alliance, whose mission is to provide consultation, programs, training, and resources to the Borough of Keyport community with the goal of preventing and reducing the use and abuse of alcohol, tobacco, and other drugs.

For participation in the Alliance Network to Prevent Alcoholism and Drug Abuse, the Mayor and Borough Council must appoint a Municipal Alliance Committee (MAC). This committee shall bring together representatives from government agencies, public and nonpublic schools, health care organizations, law enforcement agencies, business and civic groups, parents, youth and the community at large.

b. Membership.

Membership on a MAC must include broad representation from the local community to make and influence change. It is formed and developed over time and open to growth and change to best reflect the needs and characteristics of the community. The Mayor, with the advice and consent of the Borough Council, shall make the following appointments to the MAC:

1. Police Commissioner (or designee); *Defacto*, term of office;
2. The chief of police (or designee); *Defacto*, term of office;
3. One (1) School District Administrative Staff and/or School Board Member; recommended by the Board of Education, one (1) year;
4. One (1) Student assistance coordinator or other student support services staff member; Recommended by the superintendent of schools, appointed by the Mayor with the advice and consent of the Borough Council, one (1) year;
5. One (1) representative of the Parent-Teacher Association or other home-school association; recommended by the PTA, and appointed by the Mayor with the advice and consent of the Borough Council, one (1) year;

6. Five to eight (5-8) members for the following categories, with no single group representing a majority, and appointed by the Mayor with the advice and consent of the Borough Council, for a term of three (3) years:

- a. Parents and/or Guardians; or
- b. A representative from Youth Servicing Organizations; or
- c. A representative of the Keyport Special Improvement District; or
- d. Representatives of local civic or volunteer groups; or
- e. Representatives of local faith-based organizations; or
- f. Private Citizens with interest or experience in issues concerning alcohol or drug abuse, addiction or juvenile delinquency; or
- g. Youth representatives; or
- h. Older Adult Representative; or
- i. Individuals who have been affected by alcoholism or drug abuse, including individuals who have been directly affected by their own, or family's member's abuse or addictions; or
- j. Health and Human Service Agencies/Professionals; especially health care professionals; or
- k. Representatives of the local communications media; or Public Relations; or
- l. Representatives of public and private organizations involved in the prevention or treatment of alcoholism and drug abuse and/or the Regional Coalition.

c. Purpose.

The purposes of the Municipal Alliance Committee shall include the following:

- 1. To organize and coordinate efforts involving school, law enforcement, business and community groups for purposes of reducing alcoholism and drug abuse.
- 2. To develop, in conjunction with the Keyport School District comprehensive alcoholism and drug abuse education programs for grades K-12.
- 3. To develop, in conjunction with the Keyport School District, procedures for intervention, treatment/referral and discipline of students involved with substance abuse.
- 4. To develop comprehensive alcoholism and drug abuse education, outreach and support efforts for parents.
- 5. To develop a comprehensive alcoholism and drug abuse community awareness program.

d. Functions.

The functions of the Municipal Alliance Committee shall be:

- 1. To create a network of community leaders, private citizens and representatives for public and private human service agencies who are dedicated to promote and support drug and alcohol prevention and education programs.
- 2. To conduct an assessment of community-wide needs pertaining to drug abuse and alcohol issues.

3. To identify existing efforts and services acting to reduce alcoholism and drug abuse.

4. To assist in the development of programs at the municipal level that accomplishes the mission of the Alliance effort.

5. To assist the municipality in acquiring funds for Alliance programs via grants and fundraising.

6. To cooperate with the Governor's Council on Alcoholism and Drug Abuse (the "GCADA"), as well as the County Alliance Committee, to provide data, reports or other information that may be needed to assist in the Alliance effort.

7. To conduct a needs assessment, set priorities, develop plans and implement evidence based substance abuse prevention programs and initiatives that meet the needs of the Borough of Keyport.

e. Position created.

There is hereby created the position of Municipal Alliance Coordinator for the Borough of Keyport.

f. Hours of work; appointment; term of office.

1. The position of Municipal Alliance Coordinator shall be a part-time position.

2. The Municipal Alliance Coordinator shall be appointed by the governing body and shall serve for a term of one year, commencing on January 1 of the year of appointment and ending on December 31 of that year or until a successor has been appointed and qualified.

g. Qualifications.

To be appointed to the position of Municipal Alliance Coordinator for the Borough of Keyport, an individual must possess the following qualifications:

1. Preferred, but not required, graduation from a four year course at an accredited college or university.

2. Experience or training in the ATOD (Alcohol, Tobacco and Other Drugs Council) field.

3. Experience in coordinating and managing programs in a related field, fundraising, grant writing, volunteer recruitment and community engagement.

4. Ability to read, write, speak, understand and communicate in the English language sufficiently to perform the duties of the position.

5. The ability to work collaboratively with other municipal entities and departments and establish and maintain effective working relationships with participants, associates and the public.

6. Experienced in marketing, promoting and advertising events.

7. Must stay current and informed of latest trends and addiction threats to the community.

h. Duties.

The Municipal Alliance Coordinator shall be responsible for the planning, promotion, development and supervision of the Municipal Alliance Program as follows:

1. Prepare and administer all grant applications related to alcohol, tobacco and other drug (ATOD) alliance prevention/education programs and activities in the Borough of Keyport as outlined in the approved grant.
2. Prepare an annual alliance plan outlining ATOD programs and activities
3. Ensure current data and community trends are collected, analyzed, and utilized for coalition efforts, including the creation of and updating of the logic model and action plans.
4. Monitor all C.A.S.A. expenditures and programmatic activities for compliance with the municipal plan and contract and state and county guidelines.
5. Ensure that all requirements of the GCADA grant are met.
6. Work with the Borough of Keyport Finance Office to ensure proper use and reporting of funds, including documentation of the required Municipal match.
7. Maintain proper records to ensure efficient organization.
8. Gather information for the community needs assessment and making recommendations for future grant applications based on that information.
9. Draft and submit the grant proposal to the GCADA.
10. Schedule and facilitate two Municipal Drug Alliance meetings per month that meet the standards of the Sunshine Law, one in the afternoon and one in the evening to provide the community the opportunity to participate in the future of Alliance programming.
11. Adhere to Borough guidelines as set forth in local ordinances, employee guidelines, standard operating procedures and business practices.
12. Coordinating and managing Alliance volunteers by scheduling meetings, providing information and training, overseeing committees and maintaining pertinent records.
13. Increase public awareness of the need to prevent alcohol, tobacco and drug abuse by developing materials and working to publicize environmental strategy by developing materials and working to publicize environmental strategy efforts via a monthly newsletter, updated social medial, press and other media releases.
14. Organizing fund-raising activities that will provide additional funds.
15. Identify and apply for additional grant funding increasing grant award amount from year to year.
16. Attend all GCADA's quarterly meetings.

17. Attend trainings and conferences in education/prevention to keep abreast of the emerging trends and to disseminate information to the community.
18. Preparing the annual grant application which shall require attendance at Monmouth County grant-related meetings/training and the compilation of statistical and financial information.
19. Provide technical assistance with capacity building and sustainability of education or prevention programs within the Borough of Keyport and network//collaborate on programming with other township organizations to maximize program outcomes.
20. Ensure current data and community trends are collected, analyzed, and utilized for coalition efforts, including the creation of and updating of the logic model and action plans.
21. Coordinating activities with other municipal agencies and organizations, including the Board of Education, the Keyport Police Department (ie: PBA sponsored events, LEAD, and National Night Out), the Keyport Recreation Advisory Committee (ie: Summer Camp Program and events throughout the year) and the Keyport Special Improvement District (events TBA).
22. Design job descriptions for consultants retained under Alliance employ for Council approval.
23. Plan sober/healthy events for the community-at-large promoting healthy recreational opportunities throughout the year.
24. Maintaining and filing all records in a central office. Such records shall include, but not be limited to, minutes of monthly meetings, financial records, the annual grant and related documents, program descriptions and evaluations, copies of the newsletter, media releases, and a video pamphlet library, correspondence with the County of Monmouth and training and time records for Alliance volunteers.
25. Provide monthly reports to the Police Commissioner including pertinent data to measure the success of the program such as financial expenditures, pertinent activity data such as satisfaction survey results, attendance, audience and overview of the program.

i. Compensation.

The salary for the part-time position of Municipal Alliance Coordinator shall fixed by the mayor and Borough Council in accordance with the terms and provisions of the annual Salary Ordinance of the Borough of Keyport. Said position may also be funded, if possible, through grants from the GCADA.

... [NOTE to Codifier. Existing text not appearing herein has been deleted solely for brevity. NO CHANGE] ...

NOW, THEREFORE, BE IT ORDAINED by the Mayor and Council of the Borough of Keyport as follows:

Section 1. The aforementioned recitals are incorporated herein as though fully set forth at length.

Section 2. Chapter II of the Borough Code shall be amended as follows:

2-7.9 Municipal Alliance Committee

a. *Establishment*

The purpose of this section is to establish the Borough of Keyport Municipal Alliance, whose mission is to provide consultation, programs, training, and resources to the Borough of Keyport community with the goal of preventing and reducing the use and abuse of alcohol, tobacco, and other drugs.

For participation in the Alliance Network to Prevent Alcoholism and Drug Abuse, the Mayor and Borough Council must appoint a Municipal Alliance Committee (MAC). This committee shall bring together representatives from government agencies, public and nonpublic schools, health care organizations, law enforcement agencies, business and civic groups, parents, youth and the community at large.

b. *Membership.*

Membership on a MAC must include broad representation from the local community to make and influence change. It is formed and developed over time and open to growth and change to best reflect the needs and characteristics of the community. The Mayor, with the advice and consent of the Borough Council, shall make the following appointments to the MAC:

1. Police Commissioner (or designee); Defacto, term of office;
2. The chief of police (or designee); Defacto, term of office;
3. One (1) School District Administrative Staff and/or School Board Member; recommended by the Board of Education, one (1) year;
4. One (1) Student assistance coordinator or other student support services staff member; Recommended by the superintendent of schools, appointed by the Mayor with the advice and consent of the Borough Council, one (1) year;
5. One (1) representative of the Parent-Teacher Association or other home-school association; recommended by the PTA, and appointed by the Mayor with the advice and consent of the Borough Council, one (1) year;
6. Five to eight (5-8) members for the following categories, with no single group representing a majority, and appointed by the Mayor with the advice and consent of the Borough Council, for a term of three (3) years:
 - a. Parents and/or Guardians; or
 - b. A representative from Youth Servicing Organizations; or
 - c. A representative of the Keyport Special Improvement District; or
 - d. Representatives of local civic or volunteer groups; or
 - e. Representatives of local faith-based organizations; or
 - f. Private Citizens with interest or experience in issues concerning alcohol or drug abuse, addiction or juvenile delinquency; or
 - g. Youth representatives; or
 - h. Older Adult Representative; or
 - i. Individuals who have been affected by alcoholism or drug abuse, including individuals who have been directly affected by their own, or family's member's abuse or addictions; or
 - j. Health and Human Service Agencies/Professionals; especially health care professionals; or

- k. Representatives of the local communications media; or Public Relations; or
- l. Representatives of public and private organizations involved in the prevention or treatment of alcoholism and drug abuse and/or the Regional Coalition.

c. Purpose.

The purposes of the Municipal Alliance Committee shall include the following:

1. To organize and coordinate efforts involving school, law enforcement, business and community groups for purposes of reducing alcoholism and drug abuse.
2. To develop, in conjunction with the Keyport School District comprehensive alcoholism and drug abuse education programs for grades K-12.
3. To develop, in conjunction with the Keyport School District, procedures for intervention, treatment/referral and discipline of students involved with substance abuse.
4. To develop comprehensive alcoholism and drug abuse education, outreach and support efforts for parents.
5. To develop a comprehensive alcoholism and drug abuse community awareness program.

d. Functions.

The functions of the Municipal Alliance Committee shall be:

1. To create a network of community leaders, private citizens and representatives for public and private human service agencies who are dedicated to promote and support drug and alcohol prevention and education programs.
2. To conduct an assessment of community-wide needs pertaining to drug abuse and alcohol issues.
3. To identify existing efforts and services acting to reduce alcoholism and drug abuse.
4. To assist in the development of programs at the municipal level that accomplishes the mission of the Alliance effort.
5. To assist the municipality in acquiring funds for Alliance programs via grants and fundraising.
6. To cooperate with the Governor's Council on Alcoholism and Drug Abuse (the "GCADA"), as well as the County Alliance Committee, to provide data, reports or other information that may be needed to assist in the Alliance effort.
7. To conduct a needs assessment, set priorities, develop plans and implement evidence based substance abuse prevention programs and initiatives that meet the needs of the Borough of Keyport.

e. Position created.

There is hereby created the position of Municipal Alliance Coordinator for the Borough of Keyport.

f. *Hours of work; appointment; term of office.*

1. The position of Municipal Alliance Coordinator shall be a part-time position.

2. The Municipal Alliance Coordinator shall be appointed by the governing body and shall serve for a term of one year, commencing on January 1 of the year of appointment and ending on December 31 of that year or until a successor has been appointed and qualified.

g. *Qualifications.*

To be appointed to the position of Municipal Alliance Coordinator for the Borough of Keyport, an individual must possess the following qualifications:

1. Preferred, but not required, graduation from a four year course at an accredited college or university.

2. Experience or training in the ATOD (Alcohol, Tobacco and Other Drugs Council) field.

3. Experience in coordinating and managing programs in a related field, fundraising, grant writing, volunteer recruitment and community engagement.

4. Ability to read, write, speak, understand and communicate in the English language sufficiently to perform the duties of the position.

5. The ability to work collaboratively with other municipal entities and departments and establish and maintain effective working relationships with participants, associates and the public.

6. Experienced in marketing, promoting and advertising events.

7. Must stay current and informed of latest trends and addiction threats to the community.

h. *Duties.*

The Municipal Alliance Coordinator shall be responsible for the planning, promotion, development and supervision of the Municipal Alliance Program as follows:

1. Prepare and administer all grant applications related to alcohol, tobacco and other drug (ATOD) alliance prevention/education programs and activities in the Borough of Keyport as outlined in the approved grant.

2. Prepare an annual alliance plan outlining ATOD programs and activities

3. Ensure current data and community trends are collected, analyzed, and utilized for coalition efforts, including the creation of and updating of the logic model and action plans.

4. Monitor all C.A.S.A. expenditures and programmatic activities for compliance with the municipal plan and contract and state and county guidelines.

5. Ensure that all requirements of the GCADA grant are met.

6. Work with the Borough of Keyport Finance Office to ensure proper use and reporting of funds, including documentation of the required Municipal match.

7. Maintain proper records to ensure efficient organization.

8. Gather information for the community needs assessment and making recommendations for future grant applications based on that information.
9. Draft and submit the grant proposal to the GCADA.
10. Schedule and facilitate two Municipal Drug Alliance meetings per month that meet the standards of the Sunshine Law, one in the afternoon and one in the evening to provide the community the opportunity to participate in the future of Alliance programming.
11. Adhere to Borough guidelines as set forth in local ordinances, employee guidelines, standard operating procedures and business practices.
12. Coordinating and managing Alliance volunteers by scheduling meetings, providing information and training, overseeing committees and maintaining pertinent records.
13. Increase public awareness of the need to prevent alcohol, tobacco and drug abuse by developing materials and working to publicize environmental strategy by developing materials and working to publicize environmental strategy efforts via a monthly newsletter, updated social media, press and other media releases.
14. Organizing fund-raising activities that will provide additional funds.
15. Identify and apply for additional grant funding increasing grant award amount from year to year.
16. Attend all GCADA's quarterly meetings.
17. Attend trainings and conferences in education/prevention to keep abreast of the emerging trends and to disseminate information to the community.
18. Preparing the annual grant application which shall require attendance at Monmouth County grant-related meetings/training and the compilation of statistical and financial information.
19. Provide technical assistance with capacity building and sustainability of education or prevention programs within the Borough of Keyport and network//collaborate on programming with other township organizations to maximize program outcomes.
20. Ensure current data and community trends are collected, analyzed, and utilized for coalition efforts, including the creation of and updating of the logic model and action plans.
21. Coordinating activities with other municipal agencies and organizations, including the Board of Education, the Keyport Police Department (ie: PBA sponsored events, LEAD, and National Night Out), the Keyport Recreation Advisory Committee (ie: Summer Camp Program and events throughout the year) and the Keyport Special Improvement District (events TBA).
22. Design job descriptions for consultants retained under Alliance employ for Council approval.
23. Plan sober/healthy events for the community-at-large promoting healthy recreational opportunities throughout the year.

24. Maintaining and filing all records in a central office. Such records shall include, but not be limited to, minutes of monthly meetings, financial records, the annual grant and related documents, program descriptions and evaluations, copies of the newsletter, media releases, and a video pamphlet library, correspondence with the County of Monmouth and training and time records for Alliance volunteers.

25. Provide monthly reports to the Police Commissioner including pertinent data to measure the success of the program such as financial expenditures, pertinent activity data such as satisfaction survey results, attendance, audience and overview of the program.

i. Compensation.

The salary for the part-time position of Municipal Alliance Coordinator shall fixed by the mayor and Borough Council in accordance with the terms and provisions of the annual Salary Ordinance of the Borough of Keyport. Said position may also be funded, if possible, through grants from the GCADA.

... [NOTE to Codifier. Existing text not appearing herein has been deleted solely for brevity. NO CHANGE] ...


Section 3. All ordinances or parts thereof inconsistent with the provisions of this ordinance are hereby repealed.

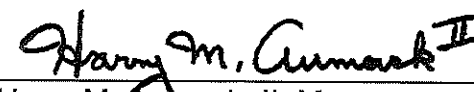
Section 4. Each section, subsection, sentence, clause and phrase of this ordinance is declared to be an independent section, subsection, sentence, clause and phrase and the finding or holding of any such portion of this ordinance to be unconstitutional, void, or ineffective for any cause, or reason, shall not affect any other portion of this ordinance.

Section 5. The Borough Clerk is hereby directed, upon adoption of the ordinance after public hearing thereon, to publish notice of the passage thereof.

Section 6. This ordinance shall be in full force and effect from and after its adoption and publication as required by law.

Introduced: December 4, 2018
Public Hearing: December 18, 2018
Adopted: December 18, 2018


Valerie T. Heilweil, RMC, CMR
Borough Clerk
Borough of Keyport


Harry M. Gurnack, II, Mayor
Borough of Keyport