

The regular meeting of the Board of Trustees was held on Thursday, September 11, 2014 at Village Hall, 196 Central Avenue, Lawrence New York 11559.

Those members present were: Mayor Martin Oliner

Deputy Mayor C. Simon Felder

Trustee Michael A. Fragin

Trustee Alex H. Edelman

Also present were:

Ronald Goldman, Village Administrator

Abraham Farber, Deputy Treasurer

Village Attorney, Peter Bee Esq.

Deputy Inspector Danny Gluck, Aux. Police

Lieutenant Spier, Aux. Police

Alison Cohen, Secretary to the BOT

Absent were:

Trustee Irving Langer

The Board convened in Work Session at 7:40 p.m.

WORK SESSION

No Board Action was taken during the Work Session.

REGULAR MEETING - Mayor Oliner called the regular meeting to order at 8:30 p.m. The Mayor asked Administrator Ronald Goldman to address this somber occasion in our nation's history. His tribute to "9/11" went as follows":

"The Village Acknowledges the fact that this is a very somber day and that a great many of the community were lost in the 9/11 attack and the Village, as an entity, reaffirms its commitment to American freedom and American principals, and we join the rest of the country in mourning the loss of our friends and neighbors as well as the first responders that were quick to the task and we can only appreciate them and the fact that we are all here today, as a democracy, reaffirms the fact that nobody has won except us."

Items are listed in the order they were discussed.

GOOD & WELFARE

1. Arlene Stevens of 260 Ocean Avenue raised the issue of her landscaping stones being removed by the Village's Highway Department. She said that she was given no prior notice of this and questioned the Village's actions in this regard. Mayor Oliner explained that her rocks were, in fact, placed on Village owned property and was therefore subject to removal without notice. The Mayor said that he would take the matter under advisement and she would be contacted within the next 24 hours by the Village.

2. Jacqueline Handel acknowledged the many people working diligently (with her) to make the Wounded Warriors Project at the LY&CC on Sunday, September 21st, a huge success. In addition, she praised Michael Einhorn of Royalton Caterers for doing a wonderful job.
3. Trustee Fragin reminded everyone that Legislators Kopel and Ford were to have been invited to speak at tonight's BOT meeting, however, both declined due to scheduling conflicts due to the many "9/11" ceremonies taking place. They will be re-invited to attend the October 23rd BOT meeting, perhaps at 7:00 p.m., prior to the Regular Session. Administrator Goldman stated that he attended a meeting with Legislators Ford and Kopel a few nights prior to tonight's 9/11/14 BOT meeting regarding hurricane preparedness. Dr. Marc Sicklick, the Village's Liaison to Nassau County's Office of Emergency Management, was in attendance at this meeting as well. The viability of using Broadway, Rockaway Turnpike and Route 878 as evacuation routes was discussed. The Legislators said that options are being reviewed and it is still under advisement; and that no solutions or decisions have been arrived at yet. The paving of Broadway was not discussed at the hurricane preparedness meeting, per the Trustees' inquiries. It was suggested that pictures could be presented showing the condition(s) of Broadway, so desperately in need of repair.

NEW BUSINESS

Approval of minutes:

BOT July 17, 2014
BOT August 5, 2014

Board Action: Mayor Oliner moved the approval of the July 17, 2014 BOT meeting minutes. Trustee Fragin seconded the motion. All in favor.

Board Action: Mayor Oliner moved the approval of the August 5, 2014 BOT meeting minutes. Trustee Edelman seconded the motion. Mayor Oliner requested that a footnote be added to these minutes, to include the approval of Howard Siskind as Chairman of the Park Commission, as an amendment. The Mayor stated that the motion was made by Trustee Edelman and seconded by Trustee Fragin regarding the approval of Howard Siskind as Chairman of the Park Commission, and was unanimously approved. It was noted that Trustees Langer and Deputy Mayor Felder were not present. All in favor.

Item 4 – Approve purchase of new truck for DPW/Highway Dept.

Board Action: Mayor Oliner moved the purchase of a 2015 Chevrolet Silverado truck with plow, for the DPW, in the amount of \$36,789.45 (BOCES bid price) from Cars Unlimited of Suffolk LLC. Trustee Edelman seconded the motion. All in favor.

Item 7 – Reaffirm Village Policies for 2014 – 2015

- **Procurement Policy**
- **Vehicle Use Policy**
- **Electronic Communication Systems Policy**
- **Workplace Violence Policy**
- **Investment Policy**

Village Treasurer Abraham Farber explained the Village's current Procurement Policy general guidelines. Discussion ensued. Mayor Oliner requested that the Procurement Policy be changed to include that in all instances, for purchases over \$1,000.00, proposals/quotes must be in writing; thus eliminating all verbal quotes for purchases of more than \$1,000.00. Mayor Oliner added that even below the \$1,000.00 threshold, vendors be requested to memorialize their quotes in writing.

Administrator Goldman went on to explain the Vehicle Use Policy at Mayor Oliner's request. In summarizing, he stated the key element is that the vehicle(s) only be used in work related instances. Discussion ensued in this regard. Mayor Oliner expressed the need to review which Village officials/employees are assigned to driving village vehicles on a full-time basis.

With regard to the Electronic Communication Systems Policy, Mayor Oliner inquired the extent to which Village employees have access to use Village computers to access their personal e-mails. Administrator Goldman explained that the Policy states that "although personal use of the internet is discouraged, incidental, occasional and brief personal use may be permitted, with the consent of the department head". The Mayor expressed concern regarding internet security, hacking and/or data breaches. Mayor Oliner stated that the Policy needs to be changed and voted upon at a later date and he would perhaps like to see the use of one dedicated computer, set aside for e-mail/internet usage, for all to use instead of their work stations. Discussion ensued in this regard. Administrator Goldman stated that he would discuss this issue with Chairman of Information and Technology Systems, Jeffrey Hirth to get his thoughts on the matter.

Administrator Goldman reviewed the Workplace Violence Policy, stating the key objectives, wherein the Village is committed to making it a safe working environment for everyone and toward that end it applies to part-time and full-time employees; it is posted, and in addition, it is reiterated to the employees on an annual basis.

Village Treasurer Abraham Farber reviewed the Village's Investment Policy.

Board Action: Mayor Oliner moved the reaffirmation of all of the above listed Village Policies with the notations as per the above. Trustee Fragin seconded the motion. All in favor.

Item 8 – Approve Emergency Communications Network/CodeRed as the Village of Lawrence’s emergency notification provider

Prior to considering switching from the current emergency provider, Swift Reach, at an annual cost of \$4,200.00 per year, Mayor Oliner requested Administrator Goldman to find out what contractual or continuing obligations the Village is currently under, if any, with Swift Reach; and to make sure that Emergency Communications Network (ECN)/CodeRed is vetted properly to make sure that they are a worthwhile vendor. In addition, the Mayor requested that Village Attorney Peter Bee review the contract and provide an alternate with the provision that the Village has the option to terminate/withdraw after six (6) months if we are not happy with the services they provide.

Board Action: Mayor Oliner moved, subject to the above conditions and notations, to approve the authorization for the Mayor to execute a three-year service agreement with Emergency Communications Network (ECN)/CodeRed, in the amount of \$3,862.50 per year or \$11,587.50 for the three (3) year period, subject to the approval of Counsel, as to form; replacing current service provider, Swift Reach. Trustee Edelman seconded the motion. All in favor.

Item 5 – Approve Cass Communication’s maintenance contract

Board Action: Mayor Oliner moved the approval of Cass Communication’s maintenance contract in the amount of \$150.00 a month, subject to the approval of Counsel as to form. Trustee Edelman seconded the motion. All in favor.

Item 3 – Public Hearing to consider the adoption of a Local Law establishing a new Chapter of the Village Code entitled “Removal of Double Utility Poles”

Board Action: Mayor Oliner moved to open the Public Hearing to consider the adoption of a Local Law establishing a new Chapter of the Village Code entitled “Removal of Double Utility Poles”. Trustee Edelman seconded the motion. All in favor.

Mayor Oliner asked the public for any comments. The Mayor stated that he believes the double poles are outrageous and should be removed. The last utility using the pole is responsible for its removal. Enforcing this, however, becomes quite involved and is no easy task, as utilities are regulated by the State. This piece of legislation is the first step in the process. Discussion ensued in this regard.

Board Action: Mayor Oliner moved to close the Public Hearing to consider the adoption of a Local Law establishing a new Chapter of the Village Code entitled “Removal of Double Utility Poles”. Trustee Fragin seconded the motion. All in favor.

Board Action: Mayor Oliner moved the approval of the adoption of Local Law #3 of 2014 establishing a new Chapter (#152) of the Village Code entitled “Removal of Double Utility Poles”. Trustee Fragin seconded the motion. All in favor.

Item 10 – Approve Public Hearing to amend the Village Code regarding the Board of Zoning Appeals for the next BOT meeting on October 23, 2014

Mayor Oliner stated his intention to have a Public Hearing for Local Law No. 4 of 2014 (attached hereto as Exhibit “B”), to amend the Village Code regarding the Board of Zoning Appeals for the next BOT meeting on October 23, 2014. Trustee Fragin inquired as to the rationale behind this and why there had been no discussion in this regard prior to introducing this new legislation. Trustee Fragin felt the introduction was premature without doing the proper research and contacting the Board of Zoning Appeals first. Mayor Oliner responded that there would be time for plenty of discussion and felt that moving this forward would accomplish that. He also stated that it was complicated to discuss; given the fact that terms for all the Board members for that office are up this year.

Board Action: Mayor Oliner moved to approve the Public Hearing for Local Law No. 4 of 2014 (attached hereto as Exhibit “B”), to amend the Village Code regarding the Board of Zoning Appeals for the next BOT meeting on October 23, 2014. Trustee Edelman seconded the motion. The vote was as follows:

Mayor Oliner - Aye

Deputy Mayor Felder – Aye

Trustee Fragin – Nay

Trustee Edelman – Aye

The vote carried.

Item 1 – Approve Abstracts #'s

General Fund	#721
Recreation Fund	#146, 147
Sewer Fund	#81
Payroll	#2375, 2376, 2377

Board Action: Mayor Oliner moved the approval of General Fund Abstract #721. Trustee Edelman seconded the motion. All in favor.

Board Action: Mayor Oliner moved the approval of Recreation Fund Abstracts #146 and #147. Deputy Mayor Felder seconded the motion. Discussion ensued with regard to outfitting Village employees/part-timers/seasonal employees with Village shirts. Chairman of the Park Commission Howard Siskind offered to obtain shirts for the Village at a better rate since was his business. All in favor.

Board Action: Mayor Oliner moved the approval of Sewer Fund Abstract #81. Trustee Fragin seconded the motion. All in favor. .

Board Action: Mayor Oliner moved the approval of Payroll Abstracts #2375, #2376 and #2377. Trustee Edelman seconded the motion. All in favor.

Item 6 – Consider Stable Lane stop sign

This item was tabled.

Item 9 – Park Commission Recommendations

- a) **Marina Advertising** – Chairman of the Park Commission Howard Siskind explained that Commissioner of the Yacht Basin Jeffrey Lederman requested \$5,514 to be approved as soon as possible to advertise in L.I. Fisherman magazine, which has 18,000 subscribers, for the season.

Chairman Siskind expressed his appreciation for the Mayor and Board's vote of confidence and trust per his appointment as Chairman of the Park Commission and notified the Mayor and Board of changes being made to improve how they operate. In addition, he proposed having the Village's DPW take a look at repaving and leveling the pathways around the Tennis area, which are cracked and constantly under water whenever it rains since Super Storm Sandy.

Board Action: Mayor Oliner moved the approval of the Park Commission's recommendation for a budget of \$5,514 for marketing in the L.I. Fisherman magazine, in the form as proposed to the Board (Exhibit "C" attached hereto). Deputy Mayor Felder seconded the motion. All in favor.

Item 2 – Appointments for 2014 – 2015

This item was tabled.

OLD BUSINESS

1. **Muni-Meter update** – Mayor Oliner stated that the Muni-meters are coming and should arrive within the next 10 – 12 weeks for installation in the Village.
2. **Pest Control update** – Mayor Oliner concluded that the weather due to the weather getting colder, there was no necessity for spraying at this time.
3. **Proposed street signage with lights on top update** – Mayor Oliner stated that this project is expensive and hard to get to. It will continue to be researched.
4. **Roadway improvement update** – Mayor Oliner stated that the roads in the previously approved roadway improvement project have been milled and are

being completed. The next roadway improvement project with new streets will be presented to the Mayor and Board in the near future.

Deputy Mayor Felder raised the issue of a short stretch of roadway in horrible condition, occurring on Central Avenue between Doughty Blvd. and the NYC/Queens line; falling within the Village of Lawrence. Broadway is in bad shape in that area as well. Central Avenue is the Village's responsibility, whereas Broadway is not. Administrator Goldman said that he would address this with Highway Superintendent Robert Daniels tomorrow morning.

5. **Computer update** – Mayor Oliner explained that the current company has been given two weeks to sort out/address all of the problems occurring in the Village, per their request. Mayor Oliner requested the authority to send a termination letter, if appropriate, after the two week trial period, should it become necessary; subject to the approval of Counsel, as to form.

Board Action: Mayor Oliner moved the approval of being authorized to send a termination letter, if appropriate, to All Covered (the Village's computer maintenance company), after the two week trial period, should it become necessary; subject to the approval of Counsel, as to form. Trustee Edelman seconded the motion. All in favor.

4. **Harborview water mitigation** – Trustee Edelman explained that after receiving several estimates to repair the Harborview water situation, a final solution has been agreed upon. Cameron Engineering was brought in per the Mayor and Board's request. Trustee Edelman spoke to the last plumbing contractor, who has done similar work in other locations, and quoted the lowest price. Trustee Edelman proposed moving forward with the project which has been an issue (causing a stench in the summer and ice in the winter) for the last 7 to 8 years. As discussed at the last Board meeting on August 5th, the homeowner would be responsible for a payment of approximately \$200 to bring the piping from their property to the street, to then be connected to the street piping (for all the houses to be connected to) and onward to the sewer system line at Lawrence Avenue. The approximate cost to the Village for this project is \$30,000.00, per the lowest quote received from plumbing contractors to date. Administrator Goldman suggested that the Village's Highway Department undertake this endeavor, starting with the Village purchasing the necessary materials/piping. Discussion ensued in this regard and no final decision was made. Further discussion would take place in Executive Session.

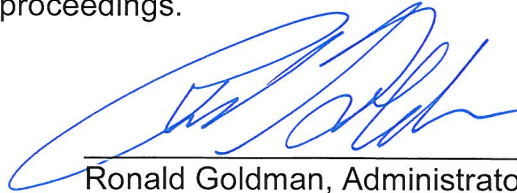
On motion by Mayor Oliner, seconded by Deputy Mayor Felder and unanimously approved, the Board convened in Executive Session at 10:05 p.m. to discuss matters of personnel, litigation and advice of counsel.

On motion by Mayor Oliner, seconded by Trustee Edelman and unanimously approved, the Board returned to public session at 11:05 pm.

Board Action: Mayor Oliner moved to approve the Village Highway Department's undertaking of the Harborview Water Mitigation Project with the Village to procure the necessary materials as per the Procurement Policy. Trustee Edelman seconded the motion. All in favor.

There being no further business, the meeting was adjourned at 11:15 p.m.

This is to certify that I, Ronald Goldman, read the preceding minutes, and they are in all respects a full and correct record of such proceedings.



Ronald Goldman, Administrator,
Clerk/Treasurer

EXHIBIT A

**VILLAGE OF LAWRENCE
LOCAL LAW NO. 3 OF 2014**

**A LOCAL LAW ESTABLISHING CHAPTER 152 OF THE VILLAGE CODE ENTITLED
“REMOVAL OF DOUBLE UTILITY POLES”**

BE IT ENACTED by the Village of Lawrence Board of Trustees, as follows:

Section 1. Legislative Intent.

The Board finds that it is in the best interest of the Village of Lawrence to establish Chapter 152 of the Village Code entitled “Removal of Double Utility Poles” in order to require the removal of double utility poles from Village road right-of-ways.

Section 2.

Chapter 152, entitled “Removal of Double Utility Poles”, of the Village Code is hereby established as follows:

§ 152. Removal of Double Utility Poles

§ 152-1. Findings; legislative intent.

A. This Village Board of Trustees hereby finds and determines that public utility companies place poles on Village of Lawrence roads and rights-of-way to facilitate the delivery of electric, telephone, cable television, and other telecommunications services to the residents of the Village of Lawrence.

B. This Village Board of Trustees also finds that utility poles are frequently damaged by traffic accidents and adverse weather conditions.

C. This Village Board of Trustees determines that public safety can be compromised when utility lines and equipment remain affixed to weathered/damaged/old poles for unreasonably long periods of time.

D. This Village Board of Trustees further determines that a utility's delay in removing lines and equipment also delays the removal of the pole itself, which causes a proliferation of aesthetically unpleasant double woods/double poles along roadways, as well as obstructing the paths of pedestrians and travelers on sidewalks.

E. This Village Board of Trustees also finds and determines that local governments have the authority to regulate their roads and rights-of-way to protect the public.

F. Therefore, the purpose of this chapter is to require utilities that use Village roads and rights-of-way to promptly remove their plants, cables, lines, equipment, and terminals from old and damaged poles and to further require the prompt removal of double poles once all plants, cables, lines, terminals, and other fixtures have been removed.

§ 152-2. Definitions.

As used in this chapter, the following terms shall have the meanings indicated:

DANGEROUS/DAMAGED POLE -- Any utility pole that is structurally compromised due to weather, a traffic incident, and/or age and poses a potential threat to public safety.

DOUBLE POLE/DOUBLE WOOD -- Any old utility pole from which the plant has been removed, in whole or in part, which is attached or in close proximity to a new utility pole.

PLANT -- The cables, terminals, conductors and other fixtures necessary for transmitting electric, telephone, cable television or other telecommunications service.

PUBLIC UTILITY -- Any corporation, authority, or other entity that provides electric, telephone, cable television, or other service including telecommunication service, to the residents of the Village of Lawrence.

SUPERINTENDENT OF HIGHWAYS -- The Village of Lawrence Superintendent of Highways or his/her designee.

WRITTEN NOTIFICATION -- A writing directed to a representative of a public utility, who may be designated by the utility, by regular mail, facsimile transmission, or electronic mail.

§ 152-3. Permit requirements.

A. No person, firm or corporation shall place or erect any pole for any purpose in or upon any Village highway, street, road or right-of-way of said Village, or alter or change the location of any existing pole in any Village highway, street, road or right-of-way of said Village without first having obtained a permit from the Superintendent of Highways.

B. Application for a permit under this section shall be made upon a form to be provided by the Superintendent of Highways and upon payment of a permit fee to be set by resolution of the Village Board of Trustees.

C. The Superintendent of Highways shall include in all permits for the installation of utility poles on Village highways, streets, roads, or rights-of-way the following provision:

(1) The permit applicant shall have 60 days to remove a double pole following the installation of a new pole. Failure to do so may result in penalties as provided for in penalties as provided for in § 152-6 of the Village Code.

§ 152-4. Department notification; time frame for removal.

A. When the Superintendent of Highways issues a permit for the installation of a utility pole which is directly next to or in close proximity to another utility pole in a Village highway or right-of-way, the applicant shall have 60 days to remove the damaged or double pole following the installation of the new pole. Failure to do so may result in penalties as provided for in § 152-6 of this chapter.

B. When the Superintendent of Highways determines that a utility pole in a Village road or right-of-way is damaged and poses a potential threat to public safety, the Superintendent of Highways shall notify any public utility with a plant on the damaged pole that it must remove its plant from the pole and immediately replace the damaged pole or be subject to a penalty as provided for in § 152-6 of this chapter. A public utility must replace the damaged pole, replace its plant from the damaged pole and replace any other plants affixed to the damaged pole within 15 days of receiving such notification from the Superintendent of Highways.

C. When the Superintendent of Highways determines that a double pole is in a Village road or right-of-way, the Superintendent of Highways will notify the public utility which has its plant on the double pole that such plant must be removed within 30 days or be subject to penalty pursuant to § 152-6 of this chapter. Upon removal, each subsequent public utility with its plant on a double pole will have 30 days to remove such plant from the date it receives notification from the Superintendent of Highways.

D. After all plants have been removed from the double pole, the public utility which owns the double pole shall remove said pole within 30 days after receiving notification from the Superintendent of Highways or be subject to penalty pursuant to § 152-6 of this chapter. This provision shall not nullify or limit any private agreement between and among public utilities that assign responsibility for pole removal.

§ 152-5. Indemnity or performance bond.

The Superintendent of Highways shall not give a permit authorizing any act or acts as set forth in § 152-3 that shall be performed unless there shall have been furnished by the applicant sufficient indemnity or performance bond as determined by the Superintendent of Highways as a condition precedent to the issuance of the permit and the commencement of work. Said bond or indemnity shall be for a reasonable amount and may cover one or more than one of the acts specified in § 152-3 of this chapter, and said bond or indemnity may cover any period of time necessary to include the accomplishment of one or more of the aforesaid acts, all as shall be determined by the Superintendent of Highways. The approval of the Superintendent of Highways as to amount, form, manner of execution and sufficiency of surety or sureties shall be entered on said bond before it shall be filed in the Village Clerk's office, and said bond shall be so filed before said permit shall be effective.

§ 152-6. Penalties for offenses.

A. Any person, firm, corporation or public utility convicted of a violation of the provisions

this chapter shall be guilty of a violation, for a first conviction, punishable by a fine not exceeding \$500 or by imprisonment not exceeding 15 days, or both; for a second or subsequent conviction, punishable by a fine not exceeding \$1000 or by imprisonment not exceeding 15 days, or both. Every day that the violation continues shall be deemed a separate violation.

B. Any person, firm or corporation or public utility that violates this chapter and fails to remove its damaged and/or double pole or plant from a damaged pole within the timeframe provided in § 152-4 after receiving notification shall be subject to a civil penalty not to exceed \$250 for each such violation.

C. If a person, firm or corporation or public utility violates the provisions of this chapter and fails to remove its damaged and/or double pole or plant from a damaged pole in accordance with the provisions of this chapter, the Village Attorney may commence an action in the name of the Village of Lawrence in a court of competent jurisdiction for necessary relief, which may include imposition of civil penalties as authorized by this chapter, in order to remove the double pole or plant from a damaged utility pole and/or to remove the damaged pole, the recovery of costs of the action and such other remedies as may be necessary to prevent or enjoin a dangerous condition from existing on a Village highway, street, road, or right-of-way.

§ 152-7. Applicability.

This chapter shall apply to all utility poles located on Village roads or rights-of-way on or after the effective date of this chapter.

§ 152-8. When effective.

This local law shall take effect immediately upon filing with the Secretary of State.

Section 3.

This Local Law shall take effect immediately upon filing with the Secretary of State.

EXHIBIT B

**VILLAGE OF LAWRENCE
LOCAL LAW NO. 4 OF 2014**

**A LOCAL LAW AMENDING CHAPTER 6 OF THE VILLAGE CODE ENTITLED
“APPEALS, BOARD OF”**

BE IT AMENDED and ENACTED by the Village of Lawrence Board of Trustees, as follows:

A:

6.1 Supersession

Pursuant to Municipal Home Rule Law § 10(l)(ii)(e)(3) and other provisions of State law vesting in the Village Board of Trustees, the following sections of the Village Law are hereby amended and superseded with respect to the Village of Lawrence, to read as follows:

§ 7-712, Subdivision 2. Appointment of members. The existing five-member Board of Appeals of the Village of Lawrence is continued expanded to a seven-member Board. All **existing** members of such Board **of Appeals** may continue to serve on such board for the remainder of the terms for which they were duly appointed. **The Mayor, subject to the approval of the Board of Trustees, shall immediately, upon adoption of this local law amendment, appoint two (2) new members of the Board of Appeals with terms that expire on June 30, 2017.** The **Mayor, subject to the approval of the Board of** Trustees, shall appoint the members of the Board of Appeals and the chairperson and vice-chairperson, **if any,** thereof. In the absence of the chairperson and vice-chairperson, the Board of Appeals may designate a member to serve as acting chairperson. The Board of Trustees may appoint and provide for compensation to be paid to experts, clerks and a secretary and provide for such other expenses as may be necessary and proper, not exceeding the appropriation made by the Board of Trustees for such purpose.

§ 7-712, Subdivision 4. Terms of members.

- (a) Each member of the Board of Appeals in office at the effective date of this law may continue to hold office for the balance of the term for which each such member was appointed. Upon the expiration of each such term, the successor to each such member shall be appointed for a term of three official years.
- (b) The appointment of the two (2) new members to the Board of

EXHIBIT C

The following recommendation was voted on at September 4, 2014 Park Commission Meeting.

*The vote was 4 in favor (H. Siskind, J. Lederman, F. Sicklick, J Handel) and 0 opposed.
(I. Langer, M. Young, M. Levi, B. Mayer were absent)*

Recommendation for advertising for the Marina:

- ***Fall (weekly LI Fisherman Magazine)***
 - *In the months of October, November and December there will be 3" ads in LI Fisherman running every other week.*
- ***Winter (Monthly LI Fisherman Magazine & National Magazine)***
 - *In the months of January and February there will be a 1/3 page in LI Fisherman to be inserted in Monthly National Magazine. This Magazine will be handed out at Boat Shows and Trade Shows in the Metropolitan New York area and Long Island.*
 - *In the month of March there will be a 1/4 page in LI Fisherman to be inserted in Monthly National Magazine. This Magazine will be handed out at Boat Shows and Trade Shows in the Metropolitan New York area and Long Island.*
- ***Spring (LI Fisherman)***
 - *In the month of April there will be a full page cover ad in the first week of April in the LI Fisherman Magazine.*
 - *In the months of May & June there will be a 1/4 page in first week of May & June editions. LI fisherman gives May edition to all its advertising partners.*
- ***Summer (LI Fisherman)***
 - *In the months of July, August and September there will be 3" ads in the LI Fisherman running every other week.*
- ***Year Round Extras***
 - *Throughout the entire year the LI Fisherman will run Web Banner ads sent every Tuesday via Constant Contact email to all email addresses in LI Fisherman data base.*
 - *Throughout the entire year LI Fisherman will post ads on their Facebook page promoting LY&CC.*

- *Throughout the entire year LI Fisherman will have a link to on their website to LY&CC Website.*
- *Throughout the entire year LI Fisherman will report on LY&CC Fishing activity in their weekly magazine.*
- ***LI Fisherman has 18,000 subscribers***
- **Cost: \$5,514**
- ***Marina Information:***
 - *Out of 135 slips 117 are usable.*
 - *Out of 117 slips we have 76 marina memberships using slips.*
 - *We have 41 vacant usable slips*
 - *We have a total of 59 vacant usable and unusable slips.*
 - *We will probably lose 10 more slips in next year or two.*
 - *YTD we have taken in \$271,000 in revenue compared to \$294,000 in 2013*
 - *YTD we have spent \$39,000 on payroll compared to \$41,000 in 2013.*
 - *YTD we have no record of any other marina expenses.*
 - *We average \$3,600 per slip.*

Sincerely

Leo McMahon

General Manager

Lawrence Yacht & Country Club

101 Causeway

Lawrence, New York 11559

Member-Professional Golfers Association of America

Member-Club Managers Association of America

Office Phone 516-239-1685 extension 2112.

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