

**RESOLUTION ANNOUNCING THE INTENT TO ISSUE A NEW HOTEL/MOTEL “36”  
PLENARY RETAIL CONSUMPTION LICENSE PURSUANT TO N.J.S.A. 33:1-12.20**

**WHEREAS**, pursuant to the hotel/motel exception set forth at N.J.S.A. 33:1-12.20, a municipality may issue a new plenary retail consumption liquor license to a person or business entity who operates a hotel or motel containing at least 100 guest sleeping rooms (“hotel/motel license”) notwithstanding Title 33’s population cap limits; and

**WHEREAS**, Serena Enterprises, LLC has applied to the Municipal Clerk for a hotel/motel license to operate a restaurant and bar at the premises located at 3 Centre Plaza, Tinton Falls, NJ; and

**WHEREAS**, pursuant to N.J.S.A. 33:1-19.1 and 19.2, in order to issue a new hotel/motel license, the municipal governing body must first adopt a resolution indicating its intent to do so and setting forth which of two methods will be used, either the “Historical Method” or the “Public Sale Option”; and

**WHEREAS**, under the Historical Method, the municipality must publish a notice of the proposed issuance of a new license and that applications will be accepted by the Municipal Clerk, which notice must specify a date and time after which no additional applications will be considered; the notice must be published not less than twice through two insertions one week apart in a newspaper circulating generally in the municipality, the second or last of which shall be done not less than 30 days prior to the date and time specified in the notice as the date and time after which no additional applications will be accepted; and the notice must indicate that all interested applicants must submit complete applications and pay all required fees; and

**WHEREAS**, the governing body then evaluates the application(s) at a public hearing and awards the license to the applicant whose proposal would be in the best public interest, provided that the governing body is not required to issue a license if there are no applicants or if it determines that issuance to those who applied would not be in the public interest, and provided further that the license will not be issued until all necessary investigations are complete and satisfactory to the governing body.

**NOW THEREFORE, BE IT RESOLVED** by the Borough Council of Tinton Falls as follows:

1. The preamble to this resolution is incorporated herein as if fully restated.
2. The public and prospective applicants are hereby advised that the Borough of Tinton Falls intends to issue a new hotel/motel plenary retail consumption liquor license pursuant to N.J.S.A. 33:1-12.20 utilizing the Historical Method described in the “Alcoholic Beverage Control Handbook for Municipal Issuing Authorities” prepared by the Office of the

Attorney General Division of Alcoholic Beverage Control (“the Handbook”). The license shall be issued only to the owner or operator of a hotel containing at least 100 or more sleeping rooms, and shall contain a Special Condition stating that the license is issued as a hotel exception license for a facility containing 100 or more sleeping rooms and may only be used in connection with such a facility.

3. Applicants must be qualified to have an interest in a retail license under the standards set forth in the Alcoholic Beverage Control Act, N.J.S.A. 33:1-1, et seq., and the regulations thereunder, N.J.A.C. 13:2-1.1 et seq.

4. The Borough Clerk is directed to provide public notice that the Borough will be accepting applications for a new plenary retail consumption liquor license pursuant to the hotel/motel exception for a facility containing 100 or more sleeping rooms and which may only be used in connection with a hotel or motel. The Clerk shall cause said notice to be published in a newspaper generally circulating in the Borough by two insertions one week apart, the last of which shall be published not less than 30 days prior to the date by which applications must be submitted.

5. This resolution shall take effect immediately.

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Risa Clay, Council President

**BOROUGH OF TINTON FALLS COUNCIL**

<b>Council Member</b>	<b>Moved</b>	<b>Second</b>	<b>Ayes</b>	<b>Nays</b>	<b>Absent</b>	<b>Abstain</b>
Ms. Buckley						
Dr. Dobrin						
Mr. Manginelli						
Mr. Nesci						
Mrs. Clay						

**CERTIFICATION**

I, Michelle Hutchinson, Borough Clerk of the Borough of Tinton Falls, hereby certify the foregoing to be a true copy of a resolution adopted by the Tinton Falls Borough Council at their meeting held October 15, 2024.

WITNESS, my hand and the seal of the Borough of Tinton Falls this 15<sup>th</sup> day of October 2024.

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Michelle Hutchinson  
Borough Clerk