



## ECONOMIC BUSINESS COUNCIL NEWSLETTER

### Message from the EBC Chairman

The entire Aberdeen Economic Business Council is excited to bring in 2022 filled with success and prosperity, with the ability to move forward and beyond our COVID related issues.

As Chairman of the EBC since its inception in 2012, I am extremely proud to be a part of this prestigious committee. Our committee members are all very well-known business owners within our town. All have exceptional knowledge, experience and a great desire to work as a team for the common good of Aberdeen. I am extremely proud of our greatest accomplishment: bringing the business community together with township government as one working entity within Aberdeen.

Our success is truly attributed to the great support of our Mayor, Town Manager and Town Council. The accomplishments of the EBC have been quite extensive.

To mention a few: improved signage ordinances, outdoor dining, the first business database, Town- Wide Aberdeen Day, and Grand Openings to welcome in new businesses. You can find information on many more of our accomplishments, including our ongoing efforts to promote business education with Matawan Regional High School students, on the EBC website, which is linked to the Township website, [www.aberdeennj.org](http://www.aberdeennj.org).

We will continue to issue this semi-annual newsletter to all businesses in our community to update them on our ongoing work within the town, as well as important information on ordinances and/or other issues that affect the business community.

In this issue, we are privileged to highlight DeMarco's Catering & Gourmet Deli, successfully serving our community for

over 47 years. We also congratulate ProFysio physical therapy on its new location in the Aberdeen Townsquare Shopping Center.

It is important for all business owners to know that they can contact me or any of our other committee members to discuss any issues that they may be experiencing with the Township, so we may serve as intermediaries to rectify the situation as quickly as possible. I can be reached in my office at 732-290-0033.

Thank you for your continued support of the EBC; we look forward to working with all of the wonderful businesses in Aberdeen Township.

Best wishes,  
Carmine Visone, Chairman



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### EBC Members

**Carmine Visone, Chairman,**  
Home Away From Home Academy  
**Eugene DeMarco,**  
DeMarco's Catering & Gourmet Deli  
**Dr. Leonard J. Somarriba,**  
ProFysio Physical Therapy  
**Jim Dolan,**  
Aberdeen Townsquare  
**Scott Novick,**  
Alternate Ending Brewery

**David Shah,**  
Dunkin Donuts  
**Jason Patel,**  
Aberdeen Car Wash

The business community members are supported by a team comprised of **Maxine Rescorl**, Administrative Assistant; **Bryan Russell**, Town Manager; **Fred Tagliarini**, Mayor; **Lt. Craig Hausmann**, Aberdeen Police Department.



## A NOTE FROM THE MAYOR

Dear Business Owners,

I want to commend all of you for surviving the great Pandemic. All of you were tested to the limits to use all your professional business skills to remain open and reinvent yourselves. The residents of Aberdeen greatly appreciated that you kept your doors open to provide the goods and services we all desperately need.

I also want you to know that we are gearing up our Aberdeen Day 2022 plans. This year's town-wide event will be held on Saturday, September 24. We will soon get sponsorship ideas to you, offering a variety of ways for your business to participate. I hope you will join us and support this always popular celebration of our town.

Best Regards,  
Fred Tagliarini  
Mayor, Aberdeen Township  
732.275.7612

## Aberdeen Welcomes Scott Novick to EBC

The Aberdeen Economic Business Council (EBC), Town Council and Administration are pleased to welcome Scott Novick, owner of Alternate Ending Beer Co., as the newest EBC member.

Novick is joining the council after opening his family-owned brewery in October 2020 at the spot of the former Strathmore/Bow Tie movie theater on Rt. 34--the first place Novick and his sister Alexis went to the movies as children.

The brewpub offers a variety of signature craft beer brewed on location with a state-of-the-art brewhouse, along with specialty beers like IPAs, traditional lagers and oatmeal stouts. Alternate Ending has also partnered with Talula's of Asbury Park to provide a casual menu centered around sourdough pizza and has a completely renovated screening room to keep the building's history alive.

"I am so pleased that Scott Novick has accepted an appointment to the EBC. Since the opening of Alternate Ending, Scott has been so supportive of Aberdeen," said Mayor Fred Tagliarini. "For example, he has donated the use of his marquee for township public service announcements, everything from COVID Information to Aberdeen Day events. We all look forward to working with Scott on the EBC."

Born and raised in Morganville, Novick graduated from Tulane University in New Orleans and worked in on-air marketing for Viacom for 12 years before embarking on his dream journey of opening a family-owned brewery. He left Viacom and completed the Craftbrewer's Apprenticeship Program at the American Brewers Guild in Vermont before opening Alternate Ending.



*Scott Novick*

## DeMarco's Still Serving Up Delicious Food With a Side Order of Friendly Service

Eugene DeMarco was recently visiting a small ski resort at the base of the Rocky Mountains when he stopped to pick up a prescription.

"DeMarco? New Jersey? Are you the deli people?" the pharmacist asked, scanning his driver's license.

It seems the DeMarco's Catering and Gourmet Deli name and its reputation for great food and friendly service has spread from Aberdeen to Colorado and beyond, over 47 years. Generations of customers have stopped in for a sandwich, loaf of homemade bread, a platter or just a chat since Louis DeMarco opened the deli on Dec. 9, 1975 in a freestanding building at the Route 34 center now anchored by Stop & Shop.

Brothers Eugene and Robert ultimately joined their dad in the business, which relocated to an inline space near Bed, Bath & Beyond about 14 years ago. The in-store offerings and catering menu have expanded, and the staff's ranks have swelled to include 18 employees.

What hasn't changed is the warm, welcoming greeting that awaits customers, whether they are stopping in to order a personal pizza, some blueberry muffins, some prosciutto, a jumbo shrimp tray, fresh steaks, or some broccoli and cavatelli.

"We still operate with that same small-business mentality," said Eugene. "It may sound like a cliché, but I like the involvement with the community. I like when you run into people and they say, 'Oh, my God, you're DeMarco's Deli? I love your place.'"

As an original member of the Aberdeen EBC, Eugene takes that community involvement very seriously. "DeMarco's regularly donates food to EBC-sponsored

events around town, and their parking lot tent has become a mainstay on Aberdeen Day, drawing huge crowds to sample free hot and cold delicacies," said EBC Chairman Carmine Visone. "Beyond that, Eugene has been a tremendous asset to our committee; he's always willing to share vital information that can help other businesses in town."

Meanwhile, DeMarco's menu has continued to evolve and expand as people's tastes change. While customers have stopped asking for tripe, they are looking for, say, guacamole or bacon-wrapped anything. They are asking for gluten-free foods and alternative foods in response to the ever-growing list of food allergies. It's no wonder DeMarco's menu has gone from a two-page pamphlet to a 24-page glossy booklet.

"You have to be accommodating to everybody, or at least give it a try," Eugene said. "We're very up with the times. I usually attend catering conventions every

year. I go to International Dairy Deli Bakery Association seminars to continue to learn new ways to best serve our customers."

The COVID-19 pandemic affected businesses in Aberdeen and beyond, but while offering customers a robust curbside pickup program, the DeMarcos also used the time to remodel the interior and replace older equipment. Gone is the terracotta and burgundy motif, replaced by modern, natural wood surfaces and new signage. There are new, energy-efficient refrigerated and freezer cases with sleeker doors.

Otherwise, little has changed in this family-run deli. Louis, now 81, oversees the bakery end of the business with Robert, while Eugene directs the deli, butcher shop and catering sides.

And customers still stop them on the street and rave about their food and their friendly service.

"It's a great feeling when you go somewhere and people stop you and say, 'I have been going there for years and I love you guys,'" Eugene said. "We've been doing this so long that we're now doing christening parties for second generations of local families."



*L. to R. Robert, Louis and Eugene DeMarco inside their recently renovated store*

## ProFysio P/T Relocates Aberdeen Flagship Office

ProFysio Physical Therapy is celebrating the relocation of its flagship Route 34 office to a more visible and efficient space adjoining Livoti's at the Aberdeen Town Square shopping center.

The practice was established in Aberdeen in 2013 by Dr. Leonard J. Somarriba and Dr. John P. Scafidi, who leased a space in the rear section of the Aberdeen Pavilion center, just south of Lloyd Road. ProFysio remained in that location until the recent move to Aberdeen Town Square, filling the space previously occupied by The Print Shoppe. In the intervening years, ProFysio also expanded its practice beyond Aberdeen, adding three additional locations in Old Bridge, East Brunswick and Edison.

"We are thrilled to have moved our flagship clinic to this highly visible location," said Dr. Somarriba, a long-time member of the Aberdeen Economic Business Council. "From the outset, our original space proved to be an excellent location for servicing our patients in Aberdeen and surrounding towns. However, as our practice grew, we began looking for a space offering direct exposure to Route 34 and a layout more conducive to our special needs. The Town Square spot fit the bill."

Both Dr. Lenny and Dr. John, as they are affectionately known by staff and patients alike, began their clinical practice in 2006 after graduating from the University of Connecticut. As young practicing clinicians, they found that the current state of outpatient physical therapy practice was flawed. As associates at other companies, they found that there was a significant emphasis on treating a large volume of patients primarily to combat declining insurance reimbursements.

In striking out on their own, the doctors sought to stray from the profession's

business model. "Despite declining reimbursement and the trend of shifting more costs to patients by insurance carriers, we believed it was possible to provide phenomenal care, excellent clinical outcomes, individualized attention and still run a profitable practice," explained Dr. Scafidi.

To that end, at ProFysio, every patient receives direct one-on-one care from a Doctor of Physical Therapy or Physical Therapy Assistant. The practice schedules just one patient every 30 minutes to ensure sufficient one-on-one care. ProFysio also offers complimentary transportation,

convenient hours, ample parking, and priority scheduling.

Featured treatment services include sports physical therapy, spine rehabilitation, vestibular and balance therapy, concussion rehabilitation, cupping, graston technique, and arthritis physical therapy.

"We are pleased to see this thriving physical therapy practice continue its commitment to the town where 'it all started' by making the move to its new quarters," said Mayor Fred Tagliarini. "ProFysio's commitment to Aberdeen has also been underscored by its sponsorship of numerous township events and Dr. Lenny's longstanding appointment to the EBC, where he quickly emerged as an integral member of the committee."



*Dr. John P. Scafidi (L) and Dr. Leonard J. Somarriba (R) in front of their new Aberdeen Town Square location*

## Statewide Shopping Bag Ban Now Being Enforced

Those pesky plastic shopping bags that often end up stuck in landscaping or floating in our waters are becoming a thing of the past in New Jersey.

Considered the most progressive act of its type in the nation, the state law put into effect May 4 bans single-use plastic bags at grocery stores, restaurants, and other retail outlets, as well as paper bags at grocery stores bigger than 2,500 square feet. It also bans polystyrene foam foodservice containers and makes plastic straws at restaurants available only upon request.

“As we all know, plastic is devastating to our waterways and wildlife,” said

Aberdeen Code Enforcement Officer Ken Marr, Jr. “This law, which pre-empts local ordinances, is designed to prevent litter by compelling the use of reusable bags.”

Aberdeen EBC Chairman Carmine Visone noted that in addition to small grocery stores, retailers that can still offer paper bags include merchants like Bed, Bath & Beyond whose food offerings are limited to dry, unrefrigerated grocery items. Drugstores, green markets and outdoor food markets can also continue to use paper bags. Additionally, restaurants can use paper bags for takeout and leftovers, but are advised to encourage patrons to bring reusable containers for

what they bring home.

“Businesses with inventories of leftover plastic bags or Styrofoam takeout containers can donate them to shelters or soup kitchens,” Visone added.

Penalties for businesses violating the law include a warning for a first offense, up to \$1,000 for a second offense, and up to \$5,000 for a third or subsequent offense. All fines will be deposited in the state’s Clean Communities Program Fund, with municipalities retaining 30% of any penalties they collect.

Business owners seeking further information about compliance, acceptable alternatives and more can visit: <https://business.nj.gov/bags/plastic-ban-law>.

For further information, contact Adriana Panetta at 732-583-4200, ext. 401 or Ken Marr at ext. 196.

## Boxes Provide Immediate Access for First Responders

The township’s new ordinance requiring certain commercial and residential buildings to install a popular entry system aims to provide first responders with immediate access in the event of an emergency.

Security boxes made by Phoenix-based Knox help prevent costly forced entry damage and allow undamaged doors to be re-secured after the emergency. By expediting entry, these so-called “Knox Boxes” can also help protect property, inventory, equipment and supplies. In turn, they can help shield first responders from possible injuries.

According to the ordinance passed by the Aberdeen Township Council in November 2021, Knox Boxes are required for all new commercial buildings; all existing commercial buildings constructing improvements

that require Planning Board approval; all existing commercial buildings equipped with an automatic fire detection and/or suppression system; and all multi-family residential structures that have restricted access through locked doors and have a common corridor for access to the living units.

Installation guidelines provided by Aberdeen Fire Inspector Robert DeBold advise that the boxes should be installed at the front entrance of the building no higher than 6 feet above the finished grade. On structures with vehicular access to the rear of the structure, a box should be installed adjacent to the rear entry and centrally located if there are multiple doors to the single tenant space.

All boxes must contain labeled keys, easily identified in the field to provide access into the property and/or building

and to any locked areas within the building.

The boxes are available at [www.knoxbox.com](http://www.knoxbox.com) by clicking on the red “buy” button and selecting state and local fire department (New Jersey/Aberdeen Fire District #1).

Once the box is installed, you will need to contact your local fire station to have the keys locked in the box. Fire District 1 can be contacted at (732) 566-3704, while Fire District 2 (which covers the Cliffwood and Cliffwood Beach sections) can be reached at (732) 566-9448.

Separately, at April’s EBC meeting, DeBold advised the committee that the fire department is always available to come into a business to conduct training for employees on what to do if an alarm goes off and how to safely exit the building. To arrange training or get further information on the Knox Box program, contact Robert DeBold at (732) 566-3704.

## New Ordinance Requires Permits for Construction Dumpsters

As part of a comprehensive new township ordinance governing the use of dumpsters in Aberdeen, businesses doing renovations of their premises are now required to obtain a permit for dumpsters used for construction debris.

Adopted by the Township Council in February, the ordinance (No. 1-2022) states that permits for construction dumpsters or roll-offs must be obtained

from Aberdeen's Zoning Officer. Application forms available from the Zoning office require the applicant to specify the exact proposed location of the dumpster, its size and capacity, the length of time it will be needed, and the contemplated use.

Valid for a period of 30 days, the permit costs \$25.00 and can be renewed for an additional 10 days for a supplementary

charge of \$15.00. Construction dumpsters cannot be placed in any area for more than 48 hours prior to commencement of the project and must be removed with 48 hours following project completion.

Permits will not be issued if the Township Police Department determines that the dumpster would present a danger to public safety or unwarranted interference with the efficient movement of vehicular or pedestrian traffic.

For additional information on the requirements, contact Aberdeen Code Enforcement Officer Ken Marr, Jr., (732) 583-4200, ext. 196.

