



State of New Jersey

OFFICE OF THE GOVERNOR

PO Box 001

TRENTON, NJ 08625-0001

CHRIS CHRISTIE
Governor

March 28, 2011

Peter B. Lijoi, Executive Director
Urban Enterprise Zone Authority
101 South Broad Street
PO Box 822
Trenton, New Jersey 08625

RE: Minutes of the Urban Enterprise Zone Authority
Meeting of March 9, 2011

Dear Director Lijoi:

I have reviewed the Minutes of the March 9, 2011 meeting of the Urban Enterprise Zone Authority ("UEZ"). In accordance with the authorization contained in N.J.S.A. 52:27H-63(d), I hereby return the Minutes with a veto of the action approved at the March 9, 2011 Board Meeting with respect to the Long Branch UEZ Marketing and Business Development Project 2011 (the "Long Branch Project").

Long Branch has requested the use of \$135,800 from UEZ funds to support concerts, special events and various marketing initiatives. While much of the Long Branch Project fulfills laudable goals of attracting and promoting businesses within the Urban Enterprise Zone, the Long Branch Project's budget contains \$45,700 in unnecessary financial expenditures in a time that demands fiscal restraint.

In particular, the UEZ Board approved the following unnecessary financial expenditures:

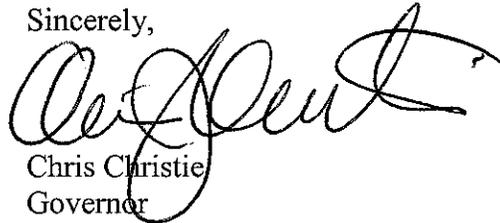
1. \$14,000 for promotional items at "conventions, expositions and conferences," including "pads, pens, notebooks, flashlights, planners, calendars, key chains, tee shirts, caps, office materials, markers, letter openers, discs, CD's, sanitizer, first-aid kits, cups, plastic water bottles, bags, Frisbees, candles, pencils, pins, blinker buttons and other promotional items";

2. \$15,750 for "Videography Services" for videotaping "major car shows, cruise nights and concerts";
3. \$15,000 for the "layout, production, printing, mailing and postage" of a "UEZ City Calendar";
4. \$700 for "refreshments such as donuts and coffee" at unspecified meetings and conferences; and
5. \$250 committed to "Travel," for unspecified individuals, to include "tolls, parking and gas."

Such expenditures contradict my stated goals of fiscal prudence and are not critical to furthering the goals of the Long Branch Project. For these reasons I am compelled to veto the action which approved the Long Branch UEZ Marketing and Business Development Project 2011.

No veto power is exercised as to any other action taken by the Authority at its meeting of March 9, 2011.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Christie", written over the printed name and title.

Chris Christie
Governor

- c. Caren S. Franzini, Chairperson
Deborah L. Gramiccioni, Director, Governor's Authorities Unit