

**COUNCIL OF THE BOROUGH OF ENGLEWOOD CLIFFS
BERGEN COUNTY, NEW JERSEY**

**RESOLUTION
RESOLUTION NO. 2026-104**

TITLE: RESOLUTION ADOPTING AN AFFIRMATIVE MARKETING PROCESS FOR THE ADMINISTRATION OF MARKETING AFFORDABLE HOUSING UNITS

WHEREAS, municipalities are required to adopt and maintain an Affirmative Marketing Plan in accordance with the Uniform Housing Affordability Controls regulations set forth at N.J.A.C. 5:80-26.1, 5:80-26.15, and 5:80-26.16, and the Affirmative Fair Housing Marketing requirements of N.J.A.C. 5:80-22, as may be amended; and

WHEREAS, the purpose of the Affirmative Marketing Plan is to establish a regional marketing strategy designed to attract prospective buyers and renters of all majority and minority groups, regardless of race, creed, color, national origin, ancestry, marital or familial status, gender, affectional or sexual orientation, disability, age, or number of children, to affordable housing units created within the Borough; and

WHEREAS, the Affirmative Marketing Plan applies to all developments within the Borough that contain affordable housing units for very low-, low-, and moderate-income households and is intended to ensure that such units are marketed throughout the applicable housing region during the entire period of affordability controls; and

WHEREAS, the Borough has engaged Triad Associates as the Administrative Agent to prepare and administer the Affirmative Marketing Plan consistent with the Borough’s Housing Element and Fair Share Plan;

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the Borough of Englewood Cliffs, County of Bergen, State of New Jersey, that the Affirmative Marketing Plan prepared by Triad Associates, attached hereto and made a part hereof, is hereby adopted for the marketing and administration of affordable housing units within the Borough.

CERTIFICATION

I hereby certify that this resolution, consisting of 1 page(s), was adopted at the Regular Meeting of the Borough Council of the Borough of Englewood Cliffs, held on this 11th day of March 2026.

| | Moved | Second | Ayes | Nays | Abstain | Absent |
|------------|-------|--------|------|------|---------|--------|
| Biegacz | | | | | | |
| Liang | | | | | | |
| Patel | | | | | | |
| Kapsaskis | | | | | | |
| Lee | | | | | | |
| Koutroubas | | | | | | |
| Mayor Park | | | | | | |

Mark Park
Mayor

Beauty Nadim, RMC/CMR
Municipal Clerk