

BARNEGAT LIGHT TAXPAYERS' ASSOCIATION
 Trustees Conference Call Meeting Minutes
 January 12, 2019

<u>Attending:</u>		<u>Excused:</u>	
Barbara Truncellito	Kay McDonnell	Betsy Aras	
Rich Brodman	Patty Robinson	Virginia Simmons	
Bill Chernelich	Jack Byrnes	Patty Francfort (Committee member)	
Tom Zesk			
Mary Ann Crutchlow			
Philip Kahn			

I. President's Opening Comments

Barbara Truncellito called the meeting to order at 10:00 am. The Trustees approved the minutes from the December 8, 2018 Trustees Meeting.

II. Reports

o Treasurer's Report – Bill Chernelich

Bill presented the year end financials (posted on the website) for Calendar 2018. Income from dues and donations were higher than 2017 by \$1,150. However, the Fund Balance decreased from 20,601 to 11,714 as a result of one-time expenses this year for the Pavilion benches (\$5,200) and new sound equipment (\$1,388), and new recurring expenses for technology and insurance. Bill noted that our current recurring expenses exceeded income from dues by approximately \$1,500. Going forward we will need to increase membership or reduce expenses.

The Board discussed a dues increase, and decided to delay the increase until the 2020 year. It is anticipated that we would increase dues to \$25, and would begin communicating the increase early in 2019.

o Membership Report – Rich Brodman and Kay McDonnell

Rich noted that we finished the 2018 year with 550 members, with 119 member households as Barnegat Light residents. It was also noted that based on the tax rolls and voter information, there are 497 voters in Barnegat Light, spread over 306 households. The BLTA membership includes 223 voters, spread over 127 households, which indicates that 44.9% of the voters in Barnegat Light are BLTA members, and 40.5% of our members are voters.

Rich and Kay then presented a proposal for a new technology platform, operated by Wild Apricot. The new platform would handle all communications (emails, mail merge, newsletters), interactive



membership data collection and storage, and allow for payment of dues online. It also could replace the WordPress website hosting currently being done by GoDaddy. The cost would be \$136 per month, but this would result in reductions in website hosting fees, Constant Contact expenses, printing and postage. We believe it would likely be cost neutral over time and would allow for better and more interactive communications with our members. Trustees can test the capabilities of the Wild Apricot platform on their website as part of a 30-day demo period. The Trustees were very interested and a subcommittee was formed to further investigate and do due diligence on Wild Apricot. It was anticipated that we would migrate to the new platform in 2020 after more due diligence. As a result, the 2020 membership process would have interactive questions and a digital online registration and payment process, with an option for a hard copy registration and payment.

Barbara led a discussion of strategies to increase membership for 2019, leading up to a strong push for 2020, via increased regular communications, social media, and additional member-only benefits.

○ JCTA (Joint Committee of Taxpayers Associations) – Phil Kahn

Phil noted that there was no JCTA meeting in January, and there actually will not be another meeting until May.

○ Borough Council Meeting – Barbara Truncellito

Barbara attended the Borough Council meeting. It was a short meeting as the Mayor was traveling and could not attend. The Council discussed the following topics:

- The Town Budget meeting will be held on January 22.
- The Council is seeking input on potential uses for the new Pavilion. They are considering rentals for certain specific events (eg, wedding ceremonies), as well as using it for Town-sponsored events such as meetings and concerts. Barbara provided input from the BLTA Trustees.

○ BLTA Website and Monthly Digital Newsletter– Tom Zesk

Tom updated the group on the website and article updates going forward. Tom and Betsy will share the updating responsibilities regarding postings to the website and Facebook Group, primarily by alternating months. He noted that the Facebook Group currently has 143 members, an increase of 35 over last year.

Tom and Betsy will be looking to add additional features to the website, consistent with our increased communications with members, and will seek input from members and other Trustees. We will also present the latest Google Analytics of website usage at the next meeting.

- Contribution for Hurricane Relief – Barbara Truncellito

The \$1,000 BLTA contribution to the James Taylor Million Meals Challenge for Hurricane Florence relief was acknowledged and was matched by the James Taylor Foundation. Barbara's letter to the Sandpaper describing our contribution was published this week and received great placement.

III. New Business – Items for Discussion

- Spring Newsletter – Mary Ann Crutchlow

Mary Ann summarized the current articles to be included in the Spring Newsletter. Current articles include the President's Letter, an article on monarch butterflies from Bonnie Brodman, cycling rules for LBI, website and social media update, Treasurer's Report, our digital process for 2020, About Town update from Dottie Reynolds, and a summary of our summer speakers. The target date for publication is late February or early March.

- Speakers for Summer 2019 General Meetings – Rich Brodman

Rich summarized the potential speakers and format for the upcoming general meetings next summer. The Board agreed to have less speakers at each meeting and allow more time for discussion and Q&A. The first meeting will be on June 22 at 10:00 AM at the Pavilion and will be followed by a barbecue jointly sponsored by the BLTA and the Town Borough Council to celebrate the official opening of the Pavilion. The July 13 and September 14 meetings will start at 9:30 AM and will be held at the First Aid Squad building on 10th St..

Freeholder Ginny Haines has agreed to speak again at our June 22 meeting. She will become the President of the Board of Freeholders this year. In addition, the Mayor will speak at each of the meetings. Jennifer Lackland, owner of the new Jens Links mini-golf course, will be presenting at the July 13 meeting. Additional speakers include the Captain of the Lifeguards, and Megan Keller of the LBT Police Dept..

III. Adjournment

The meeting was adjourned at 11:45 AM. The next meeting is the BLTA Trustee conference call on February 23, 2019 at 10:00 AM.

Recorded and submitted by:

Tom Zesk
Recording Secretary
February 17, 2019