

**BARNEGAT LIGHT TAXPAYERS' ASSOCIATION**  
 Trustees Conference Call Meeting Minutes  
 March 23, 2019

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

I. President's Opening Comments

Barbara Truncellito called the meeting to order at 10:00 am. Barbara commended Mary Ann Crutchlow and the Board on our BLTA Winter newsletter, and noted that we have received excellent comments on it.

The Trustees approved the minutes from the February 23, 2019 Trustees Meeting.

II. Reports

o Treasurer's Report – Bill Chnelich

Bill noted that the next financial report will be issued for the quarter ending March 31 and will be presented at the April 27 Trustee meeting. He also informed the Board that the Form 990 for the BLTA has been filed and accepted by the IRS.

In accordance with our by-laws, the 2018 financial statements and records must be submitted for review. Bill will present the financials to the review committee, which consists of Phil Kahn and Jack Byrnes, on April 25.

2019 membership dues have been coming in. We have 307 paid members at this point. Revenues from dues and contributions are \$6,415, which includes \$425 of additional contributions above the \$20 minimum. Expenses year to date totalled \$2,827. The main expenses related to the winter newsletter, the bicycle flyers, and technology, and all expenses are on track with expectations. The ending fund balance was \$15,292.

Bill commented that he would like to get involved in the Borough budget process, and Barbara agreed to discuss this with the Mayor for next year.



o Membership Report – Rich Brodman

Rich noted that as of last week, we had 385 members for 2019, consisting of 298 paid members, and 87 lifetime members. 7 additional paid members joined since last week per Bill's Finance report, giving us 305 paid members and 392 total. That includes 25 new members so far this year.

Rich also noted that we are on track to move to our new software platform for membership next year.

o BLTA Website and Monthly Digital Newsletter– Tom Zesk and Betsy Aras

Tom updated the group on the website usage as recorded by Google Analytics. We had over 500 users in February, with an average session time in excess of 1 minute. This is a good result since February is generally a slow month. Tom and Betsy have been sharing the updating responsibilities regarding postings to the website, primarily by alternating based on their schedules.

Betsy has been managing the Facebook Group, and she noted that she generally posts an article or information piece every 3-4 days. Each post is typically seen by over 100 members. The Facebook Group has grown tremendously this year, and currently has 173 members, an increase of 65 over last year, with 30 new members joining since January.

Tom and Betsy noted that we are looking to change the header pictures on the website to reflect the change in seasons from Winter to Spring.

III. New Business – Items for Discussion

o Digital Newsletter – Barbara Truncellito

Our first digital newsletter went out on March 6, and was a great success. Barbara noted that 68% of email recipients opened the newsletter, and 13% went from there to the website or Facebook Group. The newsletters are brief (typically one page) and impart timely information to our members. The next newsletter is going out next week, and will include brief bios of each Trustee.

o Other Items – Barbara Truncellito

Barbara lead a discussion of a number of additional items:

- We agreed to post a letter from the JCTA (Joint Committee of Taxpayer Associations) regarding the Army Corps of Engineers Back Bays Coastal Storm Risk Management Study. The letter expressed dissatisfaction with the transparency of the process. The letter was posted on our Facebook Group page.
- The June 22 BLTA general meeting at the Pavilion will be shorter than our typical meeting since it will be followed by the Town Barbecue. Our speakers will include Freeholder Ginny Haines and Mayor Larson. Barbara will discuss with Mayor Larson whether we can get someone to speak and hold a brief Q&A on recycling rules.



- Rich Brodman noted that the bicycle flyers have been completed and are being held by Megan Keller of the LBT Police Dept.. The flyers are smaller than the originals and are suitable for refrigerator doors. 2,000 flyers were printed and will be handed out at the beach badge kiosk, and we may have some available for our general meetings.
- The Wine and Cheese flyer and invites are being developed and will be sent out soon.

III. Adjournment

The meeting was adjourned at 11:30 AM. The next meeting is the BLTA Trustee meeting at Tom Zesk's house on April 27, 2019 at 10:00 AM.

Recorded and submitted by:

**Tom Zesk**  
**Recording Secretary**  
**April 24, 2019**