

## BARNEGAT LIGHT TAXPAYERS' ASSOCIATION

### Trustees Meeting Minutes

April 27, 2019

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

#### I. President's Opening Comments

Barbara Truncellito called the meeting to order at 10:10 am. The Trustees approved the minutes from the March 23, 2019 Trustees Meeting.

#### II. Reports

##### o Treasurer's Report – Bill Chnelich

Bill presented the financials as of March 31, 2019. During the first quarter, our fund balance increased from \$11,714 to \$16,517 as we collected \$7,735 in dues and additional contributions, less expenses (printing, postage, bicycle safety flyers, IT) of \$2,932.

Our fund balance has decreased from March 2018, when it was \$25,406. This was intentional, and is primarily a result of our expenditures on behalf of the Town for benches for the new Pavilion, and some additional investments in technology to enhance communications and provide additional information to our members. Bill said that he would prepare a financial projection through year-end and would present that at the May 18 Trustee meeting.

In accordance with our by-laws, the 2018 financial statements and records must be submitted for review. Bill presented the financials to the review committee, which consists of Phil Kahn and Jack Byrnes, on April 25. The Committee reported that the financials were very complete and well documented and they were very comfortable with the status and documentation of the financials.

##### o Membership Report – Rich Brodman

Rich noted that we currently have 493 members for 2019, which is a slight increase over last year at this time, when we were at 489. We ended 2018 with 549 members and are on track to repeat that or increase it for 2019. Our Winter Newsletter and Digital Monthly Newsletters resulted in 25 new



members. The Wine and Cheese event and summer general meetings also typically result in significant new and renewal members.

Rich also noted that the open rate on our two digital newsletters were 69% and 71% respectively, both very high percentages. 13% of those who opened the newsletters went on to our website or Facebook Group page.

The \$7,735 of dues collected so far in 2019 included \$484 of contributions in excess of the \$20 annual dues amount. We will be sending a Thank You note to all those members who donated amounts in excess of the \$20. It was noted that all contributions, including the annual dues, are deductible for Federal tax purposes for those who itemize deductions. We will remind our members of this in a newsletter before year-end.

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

- BLTA Website and Facebook Group – Tom Zesk

Tom updated the group on the website usage as recorded by Google Analytics. We had over 700 users in March, with an average session time in excess of 1 minute. This is a good result since March has generally been a slow month.

Betsy Aras has been managing the Facebook Group, and 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 179 members, an increase of 72 over last year, with 36 new members joining since January.

Tom noted that we have changed the header pictures on the website to reflect the change in seasons, and are looking at adding a Calendar of Events to provide information on events coming up over the next few months.

### III. New Business – Items for Discussion

- Wine and Cheese Event – Rich Brodman

Rich went over the timing of the communications and setup for the May 26 Wine and Cheese Event. The Flyer will be sent out digitally around May 3, and posted on Facebook and the website. A hard copy will be posted at retail establishments and Borough Hall in mid-May.

On the day of the Event, Trustees should arrive by 3:30 to help with the setup. All attendees will wear name tags, and Trustees will tend bar. Phil will work on having background music for the Event.

o Speakers for Summer General Meetings – Rich Brodman

The speakers are set for the general meetings.

- The June 22 meeting will be held at the Pavilion and will feature Freeholder Ginny Haines and the Mayor. It will be followed by a barbeque sponsored by the Borough Council. We will do a dry run of the sound system in advance to determine the best way to set up the microphones and speaker system.
- The July 13 meeting will feature Jen Lackland of Jen's Links, to discuss the mini-golf course. She will have additional colleagues also. Barbara will meet with Jen in advance of the meeting to discuss the format of the presentation.
- The September 14 meeting will feature Megan Keller of the Long Beach Township Police Dept., and the Barnegat Light chief lifeguard.

o Borough Council Meeting – Barbara Truncellito

Barbara will attend the May 8 Borough Council meeting. The main topics will be the final approval of the Borough budget, and the Borough contribution to the LBI Shuttle.

Barbara also intends to discuss the bike racks, which are still needed on 8 beach streets.

III. Adjournment

The meeting was adjourned at 11:55 AM. The next meeting is the BLTA Trustee meeting at Rich Brodman's house on May 18, 2019 at 10:00 AM.

Recorded and submitted by:

**Tom Zesk**  
**Recording Secretary**  
**May 15, 2019**