

BARNEGAT LIGHT TAXPAYERS' ASSOCIATION
 Trustees Meeting Minutes
 February 13, 2021

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

I. President's Opening Comments

o Approval of Minutes – Barbara Truncellito

Barbara Truncellito called the Trustee Zoom Conference Call meeting to order at 10:03 a.m.

The Trustees approved the minutes from the January 9, 2021 Trustee Meeting. Reports

o Membership Report – Rich Brodman

Rich Discussed the new membership forms that will be used for new and renewing members. The forms are designed to make it easier for renewing members to update their information and renew their membership. The Renewal form will only require members to add updates to their current information. The form for New Members will require the normal member information.

The membership solicitation with the forms will be sent separately from the Spring Newsletter. The March Constant Contact monthly digital newsletter will reference the new membership forms and will include a link to the forms on the website. The forms will then be sent separately with a tear-off that can be sent back if the individual does not want to use the website. Payment can be made by check or online via credit card or Paypal on the BLTA website.

It is expected that next year we will use Wild Apricot for the membership process.

o Treasurer's Report – Bill Chmelich

Bill noted that there was no update since the January meeting.

- BLTA Website and Social Media Report – Betsy Aras and Kay McDonnell

FACEBOOK Data (November 9, 2020 to January 7, 2021)

295 Members (*up 4 members*)

289 Active Members

24 Posts

Posts continue to be seen by well over 150 people. Pictures posts continue to draw the most activity. Comments are 99% positive, when made.

People asking to post items continue to be monitored and are often denied as their post question is something that the BL Borough or another entity needs to answer – an email is sent to them offering a suggestion for how they can get their question answered. This way we don't turn the Facebook page into a running comment page.

WEBSITE Data

January 12th to February 10th, 2021

1122 Sessions

1545 Pageviews

Betsy found evidence that our site had been hacked and Marie confirmed that our site was hacked by someone in China or Japan. GoDaddy was informed and Marie made a number of fixes to get the site back to normal. We also changed passwords and all is good at this point.

Betsy also noted that she has been updating the site by expanding many of the pages, specifically the Recreation/Attractions page with new listings of things to do, and the Environment/Weather page. The actual monthly updates are easier now that we are not reprinting the Sandpaper articles each week. However, we did renew our subscription to the Sandpaper (\$10) so that a BLTA Trustee can access the archived articles linked to the Sandpaper site.

- Borough Council – Barbara Truncellito

The Barnegat Light Borough Council Meeting was held on February 10. The primary topics discussed included:

Coyotes – a pest control company was hired to trap coyotes in the dunes as this was becoming an issue for the Borough. Dogs need to be kept on leashes in order to be sure to avoid the Coyote traps.

Windfarms were discussed. See the discussion below in the JCTA section.

The next Planning Board meeting is February 17. At the last meeting, there was a significant discussion of the new restaurant/bar being proposed for the lot next to Daymark. This will likely come up again at the February 17 meeting.

A preliminary budget was approved. There will be fine tuning at the next Council meeting.

Water Meters will be activated by June 15.

Playground equipment is being updated.

○ Joint Committee of Taxpayer Associations (JCTA)– Barbara Truncellito

Barbara reported on the meeting of the Board of the JCTA. The following topics were discussed:

The COVID-19 Fund: the JCTA has continued to disperse funds, with an additional \$1,500 being contributed to the St. Francis pantry and the hospital. There will be an article about the Fund in the Sandpaper. A 'big check' was made up in order to do a photo op for the paper to publicize the fund and the contributions of the local Taxpayer Associations and their members.

Windfarms - The JCTA produced a 23-page information paper with questions and answers from Atlantic Shores Offshore Wind. This will be discussed at the next JCTA meeting on Tuesday February 16. This paper was subsequently posted to our BLTA website on the Environment/Weather page once it was discussed and released by the JCTA.

The BLTA Board then had a general discussion on windfarms and its potential impact on tourism and the fishing industry. It was noted that there would not be any stations or servicing buildings on LBI. The Trustees considered having a meeting at the Pavilion.

○ School Board – Barbara Truncellito

The sale of the Ship Bottom school is going forward. The proceeds from the sale (expected to be \$10 million) and an additional \$5 million of available funds will be used to finance the renovations to the EJ school. Since the renovations are fully funded, there is no need for a new referendum.

○ Newsletter

The 2021 newsletter is being targeted for early April.

The topics to be included are Social Media, Treasury, Membership, Borough Council Report, and Wildlife in Barnegat Light.

We will remind the Borough representatives that their information for our newsletter is limited to one page.

We will separate the newsletter mailing and the membership renewal form Discussion of separating the newsletter and the renewal membership form. We will keep the same number of pages for our newsletter.

Board members writing their articles should send the write up to MaryAnn, copying Barbara and Rich. Articles are due the first week in March 2021

As noted in Membership above, the Membership Renewal campaign in 2021 will have several approaches as we continue our push to go digital:

- A QR code will be added to the newsletter which takes them to membership renewal page on website.
- A separate email will be sent to members through Constant Contact asking for their renewal and following up with those who do not respond.

- A snail mail membership renewal will be sent to all those who don't provide email addresses.

A Constant Contact email will be sent in February explaining the separation of the newsletter and the membership renewal ahead of time.

II. New Business – Items for Discussion

- General Meetings and Speakers for 2021

Rich Brodman led a discussion about potential speakers for the general meetings, which at this point the Board believes can be held outside at the Pavilion. Potential speakers include:

Ginny Haines, Freeholder; a speaker on Coyotes, A speaker for the Barnegat Light Fishing Industry; Windmills; and the LBI Garden Club.

III. Adjournment

The meeting was adjourned at 11:47 a.m. The next Trustees meeting will take place on Saturday, March 13, 2021 at 10:00 AM via Zoom. Kay McDonnell will send out the invitation.

Recorded and submitted by:

Tom Zesk
Secretary
March 11, 2021