

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

<u>Attending:</u>		<u>Excused:</u>	
Barbara Truncellito	Mary Ann Crutchlow		
Rich Brodman	Philip Kahn	Patty Francfort (Committee Member)	
Bill Chernelich	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 February 13, 2021 Trustee Meeting.

II. Reports

- o Membership Report – Rich Brodman

Rich noted that the new membership postcard was sent out to our Newspaper mailing list. The card comes 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. Bill commented that the Trustees should consider whether we should update the number of BLTA members who are Barnegat Light voters.

The March Constant Contact Newsletter was opened by 70% of those receiving it. The 'click through' rate was 16%. The February newsletter, which was primarily about the offshore windfarm paper, was opened by 75%, and 48% of those clicked on the paper.

- o Treasurer's Report – Bill Chernelich

Bill noted that there were no major changes since the prior two meetings. There were some expenses for the dues mailings, and some early receipts for new and renewing members. The March 31 financials will be our first quarter report and will be updated to include all expenses and dues, and posted to the website after the April meeting.

Bill also noted that the 2020 Financials Binder will be ready for the annual review on March 31.



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

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

- 294 Members (*down 1 member*)
- 274 Active Members
- 18 Posts
 - Posts continue to be seen by well over 150 people. Information on the Offshore Windmill Project were the most popular posts with a lot of encouraging comments to keep that information coming.
 - 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.

WEBSITE Data

February 11th to March 12th, 2021

- **1240 Sessions**
- 2131 Pageviews
- Bounce Rate 71.4%

Betsy noted that she has continued to update the site, adding Coyotes and Windfarms to the Environment/Weather page, and making sure it is up to date with all Newsletters, Trustee meetings, and financials. She will also add information on elections. The actual monthly updates are easier now that we are not reprinting the Sandpaper articles each week.

Betsy inquired as to whether she should list all restaurants and businesses in Barnegat Light. The Trustees decided that the website should include only restaurants, since it is difficult to keep the site up to date on all businesses.

○ Borough Council – Barbara Truncellito

The Barnegat Light Borough Council Meeting was held on March 10. Barbara, Betsy, and Kay attended. The primary topics discussed included:

- Coyotes – a pest control company hired to trap coyotes caught 5 of them (mostly within Barnegat Light). However, additional coyotes were spotted around 9th St., and in other parts of LBI.
- Windfarms were discussed. It was noted that the Borough met with the Atlantic Shores fishing industry representative but it was not an informative meeting. It was also noted that Atlantic Shores is being financed in part by Shell, Blackstone, and a French company.
- The BLTA summer meetings at the Pavilion were mentioned and timing of the meetings was discussed and confirmed by the Council. The Council also discussed renting out the Pavilion for weddings.



- Water Meters have started to be activated, with the goal of all being activated by June 15. Property owners can call Borough Hall to see if their meter has been activated.
- The Daymark Pizza restaurant (next to the current Daymark) will go forward as a one-floor building.

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

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

- Windfarms – Another windfarms letter was prepared by members of JCTA. The JCTA discussed whether they should advocate a position at a public meeting with Atlantic Shores Offshore Wind. They are considering using the Barnegat Light Pavilion to hold a public meeting with broad attendance.
- Surf City is planning to join the JCTA and is working on the required filings and organizational structure.

o School Board – Barbara Truncellito

The Ship Bottom school is being put up for sale with a \$12 million asking price. The proceeds from the sale 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.

o Newsletter

The 2021 newsletter will be ready to send out in late March or early April.

o Little Free Library (LFL)

6 people signed up for the Little Free Library (LFL) Committee. The Committee will be responsible for maintaining the LFL boxes at the Post Office and will attend to the libraries on a rotating week schedule.

III. New Business – Items for Discussion

o General Meetings and Speakers for 2021

Rich Brodman led a discussion about potential speakers for the general meetings, which are being planned to be held outside at the Pavilion. Potential speakers and dates include:

- *June (either June 19 or June 12) – Jim Gutowski of the Viking Village Fishery on windmills;*
- *July 24 - Ginny Haines, Freeholder, if available; or another government representative if she is not available.*
- *September 25 – The Barnegat Light Coast Guard, and short presentations by other organizations that the BLTA has contributed to (St. Francis Food Pantry, Southern Ocean Hospital, Rescue Squad, Firehouse).*

Mayor Larson will also speak at each meeting. Weather permitting, the meetings will be held with the speakers on the bandstand and attendees on the lawn, as is done for the concerts. In case of rain, the meetings will need to be held inside the Pavilion as we did for the June 2019 meeting.



IV. Adjournment

The meeting was adjourned at 11:27 a.m. The next Trustees meeting will take place on Friday, April 16 at 4:00 PM via Zoom. Kay McDonnell will send out the invitation.

Recorded and submitted by:

Tom Zesk
Secretary
April 15, 2021