

BARNEGAT LIGHT TAXPAYERS' ASSOCIATION
Trustees Meeting Minutes
January 13, 2018

<u>Attending:</u>		<u>Excused:</u>	
John Tennyson	MaryAnn Crutchlow	Jim Slyfield	
Ed Ebenbach	Philip Kahn	Andy Moutenot	
Bill Chernelich	Rich Brodman (by phone)	Dottie Reynolds	
Tom Zesk (by phone)		Jeff Jorda	
Barbara Truncellito			

I. President's Opening Comments

- John Tennyson called the meeting to order at 9:05 am. The Trustees approved the minutes from the December 2, 2017 Trustees meeting.

II. Reports

- Treasurer's Report and Review of Expenditures for 2018 – Bill Chernelich
Bill reviewed the financials for 2017. Our year-end fund balance was \$20,601 at December 31, 2017, which was an increase from \$19,062 at December 31, 2016.

Dues revenue has been increasing due to the increase in membership. Recurring expenses are generally down except for printing, and steps are being taken to reduce printing costs going forward. New expense items include insurance, the \$1,000 donation for hurricane victims in Puerto Rico, and \$100 for dues to the LBI JCTA (Joint Committee of Taxpayer's Associations).

The financials were unanimously approved and will be posted on the website and included in our winter Newsletter. In addition, The Board approved the rental of a scanning machine to scan and deposit membership dues and other donations.

- Membership Report – Ed Ebenbach
Ed presented the 2017 final membership report. We have 544 members, including 88 lifetime members. 54 of our members were new members and 40% of our members have been with us for at least 5 years. This is the highest membership total in recent years, and represents a significant increase over last year's 526 members. We currently have over 800 email addresses, which allows us to provide updates and information to our members and interested parties.



Ed's report also shows comparative information for the last 5 years. The report has been posted on the BLTA website. The Board requested that new Board member Jeff Jorda, who has significant experience with trade associations, review our 5-year data analysis and recommend any additional analyses or insights not included in the report. Bill Chnelich will reach out to Jeff and work with him on this project.

The November tax report that Ed received shows a number of new taxpayers in Barnegat Light. The Board agreed to provide BLTA postcards to Brenda at Borough Hall for inclusion in the welcome package/tax bills for new property owners to introduce them to the BLTA.

- Open Space Committee – Barbara Truncellito

Barbara spoke to Mayor Larson about reconvening a meeting of the Town Open Space Committee. The Mayor seemed receptive to that idea.

- BLTA Website – John Tennyson

John presented a recommendation for a vendor who will provide ongoing consultation and maintenance services for our website after Kimberly Patterson's resignation in December. Kimberly did an excellent job in researching and interviewing potential vendors and John also interviewed the two final candidates. After a brief discussion the Board unanimously approved his recommendation to appoint Marie Roeling, owner of MarieKra Communications, a web consulting firm in Westfield NJ. Marie will make recommendations on the website and will post our weekly news articles and Board information to the site. Tom Zesk will act as liaison to Marie with respect to posting news articles and other information, as well as future changes to the website.

- BLTA Newsletter for 2018 – Mary Ann Crutchlow

The Trustees discussed additional potential topics for the annual newsletter, which we intend to send out in February of 2018. In addition to the articles currently written, the newsletter will include updates on Barnegat Light developments from the Borough Council, a discussion of BLTA Trustee officer succession planning, an article on our \$1,000 contribution for hurricane victims in Puerto Rico, and a story on 'hibernating' in Barnegat Light during the winter. The newsletter will have a cover with membership information and our annual survey (see below).

III. New Business – Items for Discussion

- BLTA Annual Survey – John Tennyson

The Trustees discussed the questions and methodology for our annual BLTA member's survey. The questions were formulated by a subcommittee of the Board and approved by the Board. In addition, it was decided that we would use Survey Monkey to tabulate the survey results. A manual survey will be sent to our members with the winter newsletter for completion. If a respondent indicates they would like to do the survey electronically, then we will send them an email with the link to Survey Monkey.

For those who do complete and mail back the manual survey, we will input the answers into Survey Monkey so they can be tabulated online.

- Speakers for summer 2018 BLTA General Meeting- Rich Brodman

Rich updated the Board on progress towards booking our speakers for next summer's general meetings. Rich has lined up presenters to speak on pine beetles, and a history of the Lighthouse and shipwrecks. He has reached out to Congressman LoBiondo's office and the Garden Club as well. Over the next few weeks, Rich and Tom will be reaching out to Freeholder Ginny Haines, the Army Corps of Engineers, a representative of the local fishing industry, and a local brewery for additional presentations. We will also have the Mayor at each meeting.

As a result of recent Federal government activity concerning potential approval of off-shore drilling off the Atlantic coast, Jim Slyfield was asked by the Board to explore potential speakers on clean oceans and off-shore drilling.

- Wine and Cheese Reception – Rich Brodman

Rich gave an update on plans for the BLTA wine and cheese reception for members and potential members. The Fire Station Hall was available and interested, for a proposed fee of \$100, plus a \$25 cleanup fee. Rich asked for a motion to approve the funds, it was seconded and was unanimously approved. We were able to reserve the Hall for the date of June 16, at approximately 5-7pm. The Hall noted that they have hosted weddings and other events, and said their liquor license would cover us for this event. We will provide the food and drinks, and will have soft drinks available.

- New Board Member Jeff Jorda – John Tennyson

The Board voted to unanimously approve Jeff Jorda to be a new member of the BLTA Board of Trustees, effective immediately.

IV. Adjournment

The meeting was adjourned at 11:26 am. The next Trustee meeting is April 7 at 9:00 am at Borough Hall.

Recorded and submitted by:

Tom Zesk
Recording Secretary
January 31, 2018