

BARNEGAT LIGHT TAXPAYERS' ASSOCIATION
 Trustees Meeting Minutes
 October 12, 2019

<u>Attending:</u>		<u>Excused:</u>	
Barbara Truncellito	Virginia Fitzsimons	Betsy Aras	
Rich Brodman	Jack Byrnes	Patty Francfort	
Bill Chernelich	Philip Kahn (by phone)	Kay McDonnell	
Tom Zesk			
Mary Ann Crutchlow			

I. President's Opening Comments

Barbara Truncellito called the meeting to order at 10:00 am. The Trustees approved the minutes from the September 14, 2019 General Meeting.

II. Reports

o Treasurer's Report – Bill Chernelich

Bill updated the Board on activity since the General Meeting on September 14, and presented the third quarter financials as of September 30. We collected \$140 in additional dues at the September meeting, and our fund balance shows an increase of \$2,619 as of September 30. However, we still have some year-end expenses yet to be incurred and Bill projects that we will finish the year with a decrease of approximately \$600 in the fund balance from last year end, with the ending balance at approximately \$11,100.

Bill pointed out that in the prior two years our increased costs for IT (website, and member communications), insurance, and other expenses were not being completely offset by membership dues. The Board then discussed raising the dues to \$25 per household. Most other LBI Taxpayer Associations charge dues rates of \$25 or more, and apply them per person. The additional dues income would allow us to offset our additional expenses and build a reserve for unexpected expenses.

The Board voted to continue to apply our dues on a per household basis, but approved an increase effective in 2020 from \$20 per household to \$25 per household. This would be communicated to our members in the next digital monthly newsletter from Barbara, and in our annual Spring newsletter.

- Membership Report – Rich Brodman

Rich noted that we have 559 members for 2019, including 57 new members. This is an increase of 10 members over 2018. We also have 930 emails in our distribution network (including 235 nonmembers), and have been communicating with our members each month via a digital newsletter.

Trustees have heard from members that some people do not renew because it is not easy to sign up and pay. The Board discussed adding a Paypal option to pay membership dues in order to make it easier to join the BLTA and pay dues online. This will be further investigated and discussed at the December meeting.

The Board reiterated our commitment to implementing a new online membership and database system, which will also make signing up and paying much easier.

- JCTA Meeting and LBI School School Consolidation – Barbara Truncellito

Barbara attended the JCTA (Joint Committee of Taxpayer Associations) and updated the Trustees on discussions related to the LBI School Board and school consolidation. Barbara gave some background on the school consolidation issue, and discussed a letter to the Sandpaper that she and Bob Danna of the Harvey Cedars Taxpayer Association wrote which presented a list of critical information that voters would need in advance of the referendum. This letter was formally sent to the LBI School Board also, although it has not been read yet.

The JCTA is preparing a comparison spreadsheet to provide independent information on the LBI Grade School and the Ethel Jacobsen school properties, which will be shared with the respective memberships and also sent to the Sandpaper once completed. It is intended that this comparison will be unbiased and will not advocate a position on the referendum.

Barbara also noted that Bill Hutson, the JCTA President, is the Treasurer of the campaign of Bonnie Picaro, a candidate for the LBI School Board who advocated a clear position on the referendum. The BLTA is not advocating any position on the referendum, and the Trustees were concerned that the JCTA may be advocating a position. The Board agreed to send a letter on behalf of the BLTA requesting that the JCTA remain independent and not advocate a position on the referendum.

- Borough Council Report – Barbara Truncellito

Barbara and Rich attended the Borough Council meeting, and updated the Board on the major items of discussion. The primary issue was the installation of water meters. The Council has agreed that the Borough would provide water meters, but each property owner would be responsible for hiring their own contractor to install them. There will not be one contractor engaged by the Borough. It was not clear how the cost of the meters would be passed on to taxpayers. It was also decided that the meters could go inside the house if the outside meter pit was not accessible.

o BLTA Website and Facebook Group – Tom Zesk

Tom updated the group on the website usage as recorded by Google Analytics. We had over 1,100 user hits in September, with an average session time in excess of 1 minute. Most users access the website using a mobile device.

o Spring Newsletter and Survey – Mary Ann Crutchlow

Mary Ann briefly discussed the timing of the newsletter, and the Board discussed potential questions for a member survey if we decided to have one. Some key potential questions include ideas for additions to the website and potential speakers for our general meetings.

III. New Business – Items for Discussion

o Task List for FY 2020 – Barbara Truncellito

The Board went over the list of tasks for the Trustees and agreed on the following assignments:

- Membership – Dr. Rich Brodman, Chair; plus Phil Kahn, Kay McDonnell, Ed Ebenbach (Ex-Officio)
- Treasurer/Finance – Bill Chernelich, Chair; plus Phil Kahn, Jack Byrnes
- Secretary and Meeting Notes – Tom Zesk
- Website, Social Media, Digital Monthly Newsletters – Betsy Aras, Chair; plus Kay McDonnell
- Annual Spring Newsletter and meeting flyers – Mary Ann Crutchlow, Chair; plus Betsy Aras
- Posting of signage for meetings and events – Tom Zesk
- JCTA Liaison – Barbara Truncellito, Chair; Open for backup
- Open Space Committee liaison – Barbara Truncellito
- Nominating Committee and By Laws – Dr. Virginia Fitzsimons, Chair
- Wine and Cheese event – Dr. Rich Brodman, Chair; plus Tom Zesk, Patti Francfort
- Food for General Meetings – Jack Byrnes
- Facility Coordinator for General Meetings – Mary Ann Crutchlow
- Publicity – Barbara Truncellito
- Borough Council Liaison – Barbara Truncellito and Dr. Rich Brodman
- Speakers for General Meetings – Dr. Rich Brodman, Chair; plus Jack Byrnes
- Liaison to Borough Council Beaches Committee – Dr. Rich Brodman
- Liaison to LBI Board of Education – Dr. Virginia Fitzsimons
- Little Free Library – Mary Ann Crutchlow



- Speakers for 2020 Summer General Meetings – Rich Brodman

The Board discussed some potential topics for next summer's general meetings. Potential topics include a speaker or presentation on wind farms, a speaker from the Barnegat Light Fire Department and/or First Aid Squad, and a history presentation on the museum lens. It was expected that Freeholder Ginny Haines would return for the June meeting, and that the Mayor would attend all the meetings.

IV. Adjournment

The meeting was adjourned at 12:40 PM. The next meeting is the Trustee Meeting on November 16 at 10:00 AM, hosted by Mary Ann.

Recorded and submitted by:

Tom Zesk
Recording Secretary
November 13, 2019