

**BARNEGAT LIGHT TAXPAYERS' ASSOCIATION**  
 Trustees Meeting Minutes  
 February 15, 2020

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

I. President's Opening Comments

Barbara Truncellito called the Trustee Conference Call meeting to order at 10:00 am. The Trustees approved the minutes from the January 18, 2020 Trustee Meeting.

II. Reports

o Membership Report – Rich Brodman

Rich noted that we ended up with 562 members for 2019, including 59 new members. This is an increase of 13 members over 2018. We also have 931 emails in our distribution network (including 234 nonmembers), and have been communicating with our members each month via a digital newsletter.

We are updating the database for 2020 with the assistance of Ed Ebenbach. The 2019 membership database and Constant Contact distribution list will rollover and new members will be added. The newsletter will include a 2020 membership and dues renewal section, and we will provide membership signups at the Wine and Cheese Reception and at the General Meetings. Any 2019 members who have not renewed after the June meeting will be considered nonmembers for 2020 until they renew.

o Treasurer's Report – Bill Chernelich

Bill reviewed the highpoints of the December 31, 2019 year end financial statements. Income for the year was \$10,585 and expenses were \$10,056, for a net increase in our fund balance of \$519. This was \$1,100 better than forecasted, primarily due to expenses being \$1,000 less than expected. Income is expected to be higher next year as a result of the dues increase to \$25.

Bill gave a brief summary of 2020 costs to date, which is primarily the IT expenses for January and February (approximately \$500). The newsletter printing and mailing costs will come in in February and March.

○ BLTA Website and Social Media – Betsy Aras

Betsy gave an update on the website and Social Media. Betsy and Kay McDonnell will be splitting up the weekly updates and other website activities. Betsy updated the group on website usage for January. Our Google Analytics report showed that our website had 537 user sessions, which was down from December, but up from last January. January and February are the lightest months of the year for website traffic. Betsy and Kay will populate the calendar over the winter and spring months and continue to tag older archived articles so they can be searched by our readers.

The Facebook Group now has 213 members, most of whom are active and read our posts. There were 97 posts, comments and reactions in the last 28 days. Betsy will typically post 1-2 times a week during the winter.

Barbara noted that she had a discussion with Curt Travers, publisher of the Sandpaper regarding our posting of Sandpaper articles. A subsequent discussion was also held with Curt, and included Barbara, Rich, Betsy and Tom Zesk. We agreed that going forward we would not reproduce the content of each article from the Sandpaper, but would link featured articles directly to the Sandpaper site. We also would use our own photos rather than the photos in the Sandpaper, unless they posted the photos on their Facebook page.

○ School Board Referendum– Barbara Truncellito and Virginia Fitzsimons

Barbara and Virginia discussed the LBI School Board strategy meeting held on January 21. School Board President Colette Southwick announced the formation of a Strategic Plan Task Force, a 45-person plus group consisting of faculty, administrators, parents, and interested residents of LBI to provide input on planning for the School Board to develop plans and priorities for the School District. There is an external State of the Community Committee, and an internal State of the Schools Committee. Virginia will serve on the State of the Schools Committee focusing on curriculum and standards. This group will meet every two weeks with the goal of issuing a final report by the end of May. An Action Plan Committee will then begin meetings to implement recommendations by each of the committees. The next meeting of the full School board is February 25.

The School Board is going to hire an independent engineer to do an assessment of the existing schools so that updated and independent information is available to the Board for future decision making regarding the school buildings and potential consolidation. They are currently going out for bids.

Teacher salary and benefit negotiations are also currently being conducted by the School Board.

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

Barbara noted that the next meeting of the JCTA is May 4. In preparation for that meeting, Barbara submitted to the JCTA our comments from our last BLTA Trustee meeting regarding critical issues facing LBI, including flooding on the Island, and sand dunes for certain beaches.

Barbara noted that all the LBI town Taxpayer Associations are members of the JCTA except for Surf City and Ship Bottom.

### III. New Business – Items for Discussion

#### o 2020 Events and General Meetings – Rich Brodman

Rich gave an update on the meeting and event schedule for 2020. The Wine and Cheese Reception will be held on Sunday May 24, from 4:30-6:30, right before the Memorial Day Parade. It will be at the Firehouse again. The meeting dates for the general meetings are June 20, July 11, and September 12. The anticipated speakers are:

- June 20 at the Pavilion - Freeholder Ginny Haines and Mayor Kirk Larson.
- July 11 at the First Aid Squad Building - Sean MacCotter on Flooding, and Mayor Kirk Larson.
- September 12 at the First Aid Squad Building - Megan Keller of the LBT Police Dept., and Mayor Kirk Larson. We are also considering additional presentations from the Fire Department and/or First Aid Squad.

#### o Annual Newsletter – Mary Ann Crutchlow

Mary Ann gave an update on the newsletter. The articles have mostly been submitted, although there are a few open items remaining. 1200 copies will be printed. Barbara will lead with the President's Report. Mary Ann and Kay wrote an article on the Museum Lens with assistance from Karen Larson, and Rich wrote an article on the 25<sup>th</sup> St. bay beach. Rich submitted the membership report; Bill submitted the Treasury Report; Betsy submitted an article on our website and social media; and Dottie Reynolds wrote an article for the About Town segment. The newsletter will also have a paragraph on the Little Free Library by the Post Office and in Borough Hall, and reminders about our Wine and Cheese reception and summer general meetings.

The newsletter will include a wrapper with the membership renewal form for each recipient. Ed Ebenbach will assist us in including the appropriate membership data for members.

### IV. Adjournment

The meeting was adjourned at 11:00 AM. The next meeting is the Trustee Conference Call on March 14 at 10:00 AM.

Recorded and submitted by:

**Tom Zesk**  
**Recording Secretary**  
**March 11, 2020**