

BARNEGAT LIGHT TAXPAYERS' ASSOCIATION

Board Meeting Minutes

October 22, 2021

Attending:

Barbara Truncellito
Rich Brodman
Bill Chnelich
Philip Kahn
Betsy Aras
Kay McDonnell
Jack Byrnes
Tony Dandola
Wendy Baker

Excused/Absent:

Patty Francfort (Committee Member)
Mary Ann Crutchlow

Barbara Truncellito called the meeting to order at 4:05 PM. Barbara welcomed Wendy and Tony (new members) and everyone to the meeting and reviewed the agenda. A Board member mentioned that Barbara had been elected President of the JCTA. Barbara reminded the Board that with Tom's retirement, the Board did not have a secretary. She proposed the election of Jack Byrnes to fill that role and Jack was unanimously elected. Both were enthusiastically congratulated by the Board. Barbara then asked the Board whether all had received a copy of the minutes from the General Meeting on September 25th. All had and such minutes were unanimously approved.

Reports

1. **Membership-** Rich Brodman

Rich indicated that there are approximately 1200 resident households in Barnegat Light. A small number are businesses. We have 583 member households versus 539 last year. Of these, we have approximately 750 email listings (94 lifetime members and 656 paid members). There are 36 members who have not provided us with an email address.

We have 600 non-member households. Of these, 252 have provided email addresses (for 203 households). There are 397 households for which we have no email addresses.

Rich suggested that although we are moving toward a fully digitized communication system, that he feels strongly that a direct mailing for dues for 2022 should continue as we did in 2021. The total cost for printing and postage would approximate \$!,239 for all households. A thorough discussion followed with a number of members supporting Rich's proposal. The Board decided to table a further discussion until the November Board Meeting.

Rich also provided a task list by member of the board for 2022, assuming 3 general meetings and a wine and cheese meeting. For the 2 new members, Wendy agreed to work on the newsletter and Tony on the bylaws and the wine and cheese meeting.

2. **Treasurer's Report** – Bill Chernelich

Bill provided a forecast for financial results for 2021 and a draft projection of financial results for 2022. Both include a \$5,000 authorization towards the cost of installing Wild Apricot.

(a) Attached are the abovementioned forecast and analysis results for 2021 and 2022 and an investment analysis for the acquisition of the Wild Apricot system. The financial forecast shows a healthy fund balance of approximately \$16,500 for 2021 and \$20,000 for 2022. Both years' results assume the addition of Wild Apricot installation fees but do not include the cost of postage and printing for paper mailings to all 1200 households. The analysis of Wild Apricot forecasts the recoupment of our investment through cost savings in approximately 27 months.

(b) Bill reminded the Board of the following section of our bylaws:

Article IV Section 2. "The President shall appoint a Finance Committee from the Board of Trustees, which shall have the following responsibilities: a) Establish controls over the Association's financial activities to mitigate the risk of embezzlement and/or encumbrance of the Association's assets, (Exhibit 1 of these Bylaws); and b) Conduct such procedures as it deems necessary to obtain reasonable assurance that such controls were operating as of each calendar year-end, and report to the Board of Trustees on the results of such procedures." Phil reported that the Finance Committee had conducted its review of the 2020 financial records and that it was satisfactorily completed, and that a written report would be forthcoming.

(c) Bill also reported that the required annual NJ Non-profit filing has been submitted to the state.

3. **Social Media/Website** – Betsy Aras and Kay McDonnell

Betsy provided a social media report for the Board, a copy of which is attached. The principal discussion of our social media activities revolved around Facebook. Betsy indicated that there was no real benefit to the BLTA of Facebook and it requires a lot of work to keep up. Of the 11 TA's on LBI, we are the only one that uses Facebook. We use Constant Contact to communicate with our members. Facebook is run for informational purposes only, and we do not allow back-and-forth discussion between members. It acts mainly as a glorified reminder calendar that must be updated once or twice a week. When Wild Apricot is up and running, our website and Constant Contact would handle 100% of our communication with members. A thorough discussion of Facebook followed with the Board agreeing to stop posting on the BLTA page and insert a notice on the Facebook page directing the reader to our website.

Kay presented the Wild Apricot proposal which is a website and not an App. It provides for communication through an available directory, event management, and a possible photo album. There are "lots off bells and whistles." We are considering hiring Rob Norton to put Wild Apricot in place for us and bring over all information from our present website. Kay has worked with Rob in

the past and highly recommends him. To begin work, we need to negotiate a contract with Rob (Bill and Kay) and create a committee to work with Kay (Kay, Bill, Wendy and Betsy). A motion was made to authorize \$5,000 for the authorization and the hiring of Rob Norton (\$35 per hour) to provide assistance. The motion carried unanimously.

The website continues to be accessed by members. In the prior 30 days, there were 173 sessions, 373 page reviews and bounce rate of 65.9%.

The Little Free Library through its volunteer committee continues to run well.

Last week Barbara attended the Borough Council Meeting which was quite lively. The two principal issues discussed were higher elevation levels for homes west of the Boulevard due to flooding and water meters. The water meter discussion did not include mention of rates. It appears that summer residents may be disproportionately benefiting full year residents. Bill suggested securing a copy of the audit of the water department and Barbara agreed to ask for one.

Barbara attended the JCTA meeting where the principal topic of discussion was coming up with 5 island-wide strategic initiatives. Barbara provided the JCTA's proposed list of 24. Many were suggestions that were beyond the control of the JCTA membership. The Board agreed to consider the list and come up with initiatives that are appropriate for us (such as bike safety, biting insects, etc.).

The next meeting of the BLTA is scheduled for November 19th at 3:30 PM.

Barbara ended the meeting by thanking everyone for their support over the last year and wished everyone a happy holiday season.

The meeting was adjourned at 5:38 PM.