

BARNEGAT LIGHT TAXPAYERS' ASSOCIATION

Board Meeting Minutes

November 19, 2021

Attending:

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

Excused/Absent:

Patty Francfort (Committee Member)
Mary Ann Crutchlow
Phil Kahn

Barbara Truncellito called the meeting to order at 3:32 PM. She again welcomed Wendy and Tony (new members) and everyone to the meeting and reviewed the agenda. Barbara then asked the Board whether all had received a copy of the minutes from the General Meeting on October 22nd. All had and such minutes were unanimously approved.

Reports

1. **Membership-** Rich Brodman

Rich updated the Board as to our membership number which is excellent. We have 584 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 caution in trying to change things too dramatically during the transition to Wild Apricot. He lobbied to preserve the dues request as a direct (snail) mailing. This helped generate our best year for membership. He also suggested a mailed paper Newsletter for 2022 during the transition. A full mailing to all members and non-members last year cost \$1826 (\$1214 for printing and \$615 for postage). A mailing to only members without email addresses and non-members without email addresses would be about \$714 (39.1% of last year's mailing). The previous cost for our direct mailing or dues was \$1239 (\$624 printing and \$615 postage). The estimated cost for both postal mailings would be \$3065. If we choose to do a postal mailing of the Newsletter to all members and non-members, we would propose that this also would be a onetime event, as one of the prime purposes of our transition to Wild Apricot, is to communicate digitally.

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

Bill reviewed the forecast presented in October for financial results for 2021 and a draft projection for 2022. The numbers are much the same as those presented at the October meeting and are summarized in the October minutes. Bill reminded the Board that Phil reported that the Finance Committee had conducted its review of the 2020 financial records and that it was satisfactorily completed. A written report would be forthcoming (as required by Article IV, Section 2 of our Bylaws).

3. **Social Media Report** – Betsy Aras and Kay McDonnell

Betsy reminded the Board that it had agreed to stop posting on the BLTA Facebook page and that we would insert a notice on the Facebook page directing the reader to our website.

- A Wild Apricot committee of the Board has been proposed. Betsy, Mary Ann, Kay, Bill, Rich and Wendy volunteered
 - Betsy will meet with Kay and Rob to discuss the set-up of the new website in more detail
 - Renewal has been set up—4/1 to 3/31
 - Format for newsletters and set-up for the Web page were discussed
 - A debit card for BLTA Wild Apricot charges has been applied for

A thorough discussion took place among all Board Members regarding whether our upcoming newsletter should be sent digitally to all members or mailed through the USPS. The general consensus was that a hard copy of this newsletter should be mailed to all members.

A copy of the current Social Media report is attached.

4. **JCTA Board** – Barbara

Barbara chaired her first meeting as President of the JCTA. Our Board offered enthusiastic congratulations. The JCTA Board met on November 1st and agreed on the top 6 strategic initiatives for this year. Committees for each have been set up. Barbara encouraged us to consider volunteering for committee work

5. **Borough Council** – Barbara

Barbara, Rich and Wendy attended. Two major topics were discussed:

- Water Meters—Billing is to be determined based on cost. BL also sells water to Loveladies and Harvey Cedars. We have asked for the water company audit.
- Elevation for new buildings and substantial renovation projects. Second reading at the December meeting.

6. **School Board – Sale of LBI School** – Barbara

The School Board is still negotiating with Ship Bottom over the use of the property. Little progress has been made.

7. Little Library – Mary Ann and Betsy

The Little Library Committee continues to function smoothly. A number of Board Members commented on observing a high level of traffic at the Post Office location.

Dorothy is retiring from the Postal Service effective December 31, 2021, after 34 years of service. We will look into a congratulatory dinner with her and a few of us (Barbara, Rich, Betsy and Wendy).

Kay announced that she is retiring from the University in December and, as a result, will no longer be able to use the zoom account at the University. Bill proposed a motion, seconded by Jack, to set up our own account.

The next meeting of the BLTA is scheduled for January 21 at 3:30 PM.

The meeting was adjourned at 4:32 PM.