

BARNEGAT LIGHT TAXPAYERS' ASSOCIATION

Board Meeting Minutes

February 17, 2022

FINAL

Attending:

Barbara Truncellito
Rich Brodman
Bill Chernelich
Kay McDonnell
Mary Ann Crutchlow
Jack Byrnes
Tony Dandola
Wendy Baker

Excused/Absent:

Patty Francfort (Committee Member)
Betsy Aras
Phil Kahn

Barbara Truncellito called the meeting to order at 3:32 PM. Barbara asked the Board whether all had received a copy of the minutes from the Board Meeting on January 21st. All had and such minutes were unanimously approved.

Reports

1. **Membership-** Rich Brodman

Rich informed the Board that for the last 2 newsletters, both digital, we experienced a 77% open rate. They were very well received.

An extensive discussion followed about the best way to reach the Barnegat Light population. The choices included the US Postal Service vs digital transmission, the newsletters, and dues requests. A number of approaches were discussed. The Board chose to send the first dues request and newsletter digitally. One month later we would send by USPS a second dues request to those who did not respond and those who have not provided email. It was noted that there are 433 residents that either do not have email service or have been unwilling to provide an email address. Only 36 of these are members. Our email service will continue to send out reminders throughout the year to those who have not responded. Depending upon response rates, the cost of this solicitation will range from \$1,235 to \$2,100.

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

Bill presented the Treasurer's Report for the year ended 12/31/21 and a draft projection for 2022. The BLTA ended 2021 with a fund balance of approximately \$18,500. The projection for 2022 shows an estimated fund balance of approximately \$20,000 at year end . A copy of the Treasurer's Report is attached.

Bill indicated that we have ended our agreement with Marie. The Treasurer's Report was moved by Rich to accept as presented and seconded by Jack.

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

Our new website is working quite well. It has been rolled out and we have retired the old site. Stripe and Paypal accounts have been closed. Training days will be set for the use of the new website.

The Lighthouse International Film Festival Proposal has been assigned to a Board committee for consideration and to be reported back to the Board.

4. **Borough Council** – Barbara

A recent article in *The Sandpaper* provided an update on water meter rates. Rates are expected to be \$67.50 per quarter for water plus a usage fee for use in excess of 14,000 gallons per quarter. In addition, sewer fees will be set at \$93.75 per quarter.

5. **JCTA Board** – Barbara

The JCTA Board continues forward with its strategic plan which will include 6 initiatives: safety measures, flooding, first responders, taxes, wind farms and beach replenishment. Committees have been formed to further investigate and research each initiative. Rich (safety), Mary Ann (flooding), Betsy (first responders), and Barbara (taxes) have joined committees. Barbara has encouraged additional board members to volunteer.

Surf City has again been encouraged to join the JCTA.

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

The school board litigation remains in court. The sale of the property continues to be debated. Little progress is being made.

7. **Newsletter** – Mary Ann

We plan to distribute the first issue in mid-April. Articles to be included are due by March 15. The principal theme will be First Responders. An article presenting the new features of our website is also under consideration as well as the final water and sewer rates.

The newsletter will provide that we will hold 3 general meetings this year, 2 at the pavilion and The Wine and Cheese at the firehouse. Speakers are being considered.

The next meeting of the BLTA is scheduled for Friday, March 18 at 4:30 PM.

The meeting was adjourned at 4:52 PM.