

# Brant Beach Taxpayers Association (BBTA)

## Board Meeting

### September 28, 2023

**Meeting Held at** - Town Hall Meeting Room

**Called to Order** – 1:30 pm

**Attending:** John Fiore, Pete Potochney, David Herron, Ben Tonti, Russ Johnson, Steve Havelka, Anne Johnson, Georgia Glasser and Mike Fahner.

- Approval of Board Minutes
  - Minutes from the July 20, 2023 meeting - motion to accept by David, second by Anne and unanimous approval.
- President's Report - John/Pete
  - Fall Membership Meeting - consensus is that it was a good meeting. Most of the Mayor Q&A session concerned the Wind Turbines. One member raised the parking issue at 68<sup>th</sup> street. The mayor responded that this is the best location for hosting public events.
  - Pete noted that the board offered to follow-up on the following 4 issues that members raised during the general Q&A session - summarized below. Pete will draft our responses for the bulletin.
    - Lids for Trash receptacles - Why no flaps or lids on beach trash cans to prevent seagulls from pulling trash onto the beach? Pete suggested we contact Ali for explanation. Mike noted that the trash cans at 68<sup>th</sup> street are often overflowing. More frequent trash pickup could resolve the issue. Donn mentioned no trash cans at 72<sup>nd</sup> Street and there was a tractor parked there all summer.
    - Why were trash cans removed from some beaches? Mike advised two of the adopt-a-beach volunteers also approached him over the summer with this question. He found out that the trash cans had to be removed because the State of NJ identified endangered plants on some entrances.
    - One member mentioned it was hard to read the street signs on Ocean Blvd at night. After some discussion, it was decided to be an isolated issue, but the Board will keep it on the radar.
    - The Stay in New Jersey Program - Passed this summer and scheduled to take effect in 2026. This program will reduce property tax bills by 50% up to \$6,500 for NJ residents age 65 and up with incomes less than \$500,000. However, the program's implementation depends on the uncertain likelihood of future budgets fully funding things like NJ's pension plans and a budget surplus.
- **Beautification**
  - Landscaping at the two Brant Beach Welcome Signs.
    - Brief history - Steve and John got approval from Duck Cove Marina to put up the welcome sign at 31<sup>st</sup> Street. Celestino constructed it for no charge. Subsequently, John asked them to do the sign at 74<sup>th</sup> Street. They charged us \$700, very reasonable for the work and supplies.
    - Celestino provided estimates for annual cleanup and maintenance, \$1,283 per sign.
      - Fall Cleanup \$900.00 - covers labor, fall plants, brown mulch and fix up river rock.
      - Spring Cleanup \$223.00 - covers labor, brown mulch and fertilizer.
      - Summer Cleanup and trimming - \$160.

- John is waiting for two other estimates. The Board is inclined to go ahead with the project after reviewing all the estimates.
- Anne pointed out that watering will be the challenge.
- 31<sup>st</sup> Sign - John suggested getting a quote to run the wire under the concrete slab to the spot light fixture. Georgia will follow-up with Dave's Electric.
- Pete suggested the Board Members look at the signs for Loveladies and North Beach. A nice feature at the North Beach sign is the other side is welcome to Surf City.
- John suggested considering an electronic sign at 67<sup>th</sup> Street.
- Holiday Decorations - David asked if the Board wants to purchase more snow flakes. John advised it is too late, would have to ordered in the summer and they cost about \$500.
- Secretary's Report - Russ
  - Filed both NJ and IRS 2023 annual tax filings and documented the filing process.
  - He has been reporting "Open Items for Follow-up" in the minutes and suggested the Board review these at next month's meeting.
- Treasurer's Report - David
  - Bank Balance (Prior month) - Beginning \$11,484.62, Ending \$10,829.57.
    - Expenses Totaled \$1,693.29; Insurance \$560.79, Website support \$27.50, Neon Software \$119.00, Beautification \$750.00 and Misc Expenses \$236.00. David noted that Misc includes the annual NJ Tax Filing (\$58.00) and the PO Box rental (\$178). The later should have been posted to its own budget line and will be corrected for next month's report.
    - Dues/Donations Totaled \$1,038.24; Membership \$863.24 and Donations \$175.00.
      - Note: contributions more than the \$25 annual dues charge are classified as Donations.
    - David noted that expenses are running on budget. Revenue is about \$2,500 under budget since we projected 440 membership sign-ups, about 100 short of that. Georgia asked about the discrepancy with the fraudulent debit card a few months ago. David advised it was resolved; the bank reimbursed us.
- 1<sup>st</sup> VP's Report - Pete
  - **Projects Review**
    - Web development - Steve
      - The committee will resume meetings next week to get design ideas on paper. Expect to have drafts within the next month. General layout will be:
        - We have a lot of beautiful pictures of Brant Beach to use on the Home page.
        - Then go into a section with all our accomplishments on a carrousel that keeps moving.
        - Then a page with general information with join-us and Business Sponsorship information.
      - Donn mentioned he is using the "Useful Links" page on our website to access the township information and noted opportunities for next year to link the Surf Light schedule and other things happening.
      - John recommended the board work very closely with Jeff as we change the design and review the updates before release.
    - Memorial Park - Mike provided an update and asked the board to think of possible sites. He and Steve had discussed the 68<sup>th</sup> Street Dock area as a possible location. Donn noted that past

suggestions putting in pavers in the area north of the walk way met with strong opposition by residents. They wanted to keep it pristine and the Mayor scraped any plans. Steve mentioned that Ali said the township would be very much in favor of a memorial site.

- Lack of Lifeguard coverage during the last two weeks of August thru Labor Day - Mike said there were at guards at 68<sup>th</sup> Street, 57<sup>th</sup> and 45<sup>th</sup> Street all . A group of the life guards that worked all summer were sitting on the beach and one of Mike's neighbors asked why they were not working. The response was that the town would not pay any overtime. Additionally, another neighbor advised that the web site said there were life guards on duty at a street, but there were none. At the commissioners meeting Commissioner Latanza said it was a great summer, sold a lot of badges - more revenue then was budgeted. Conclusion, this is an issue we will bring up with the commissioners. John suggested this be raised before the township finalizes the annual budget, usually in February.
- **Board Positions/Elections**
  - John stepped down as President, creating a vacancy.
  - David advised the bylaws state all Officers are to be elected at the Board Meeting following the Annual Members meeting. David nominated Pete to be President. Donn seconded and the Board unanimously approved.
  - The 1<sup>st</sup> VP position held by Pete will remain open for the time being.
  - David will look at some of the other TA bylaws and advised that we should consider establishing a nominating committee.
- **Membership Ben/David**
  - Membership is flat since last month, at 330 active households. There are about 457 households among our membership including inactive and dormant.
  - We have email address for 117 of the 125 inactive households.
  - We sent out 58 letters to new residents about 10 days before the membership meeting, but had no new households joined. The letters were sent to the Brant Beach address and were returned by the Post Office as NMR (no mail receptacle). Georgia offered to research these for their home addresses.
  - David noted 7 members paid twice this year and we offered them 3 options for the extra payment; return the money, consider it a donation or credit it for 2024. Two households made it a donation. The other 5 asked us to credit it to 2024. These 5 will be classified as Future Memberships. David noted that we should be able to track Future Membership in NEON.
  - John suggested we consider the possibility that a member could contribute \$100 and want to apply for 4 years. We should see how to manage that in NEON.
  - Business Sponsors - Steve/Georgia
    - Steve reported that John reached out to 4 local business and all agreed to become business sponsors. They each donated \$100 and the sponsorship will be good through next year. We will be putting small banners on the web site for these clients to review. After approval we will put up a banner at the bottom of the webpage where you can click to see the list of business sponsors with a link to their respective websites. Each business has an email and contact name - they will receive the bulletin.
    - Next step is to set up in NEON. Need to establish a new category or as Commercial. David and Steve to follow-up.
- **Open Items for Follow-up**

- Define “member” and “household.” (July)
- The board discussed enhancing our membership data for the following: (August)
  - Flag full-time residents - Donn can provide information.
  - Number of people in a household - Census Tack and Voter Registration data.
- Need to establish a process for members that lapse (July)
- Pursue enlisting local high school students for volunteer projects. (July)
- Discuss the 4-page project list from Pete. (July)
- Three of the largest JCTA's have a membership address book. Some discussion about adopting for BBTA, but no final decision. (July)
- Steve - Kite Fest donation and assisting in collection donations at 68<sup>th</sup> beach access. Steve will inquire if BBTA can make a direct contribution. (July)
- Steve - Memorial Garden project. (July)
- Pete plans to meet with Ann (JCTA) and Commissioner Alexander Meehan to observe the flooding situation at 56th Street and discuss remediation plans.
- New projects - outdoor chess concrete boards and a series of placards as used in State and National Parks. John has researched vendors for both projects.
- The board discussed enhancing our membership data for the following:
  - Flag full-time residents - Donn can provide information.
  - Number of people in a household - Census Tack and Voter Registration data.
- Business Sponsors (September 28, 2023) - next step is to set up in NEON. Need to establish a new category. David and Steve to follow-up.
- Responses to 4 questions at the Fall Meeting (September 28, 2023) - Pete will draft for board review, to be included in the Bulletin.
- **Next Meeting Dates**
  - Monthly Board Meetings - scheduled for the Town Hall meeting room, 1:30 pm on the third Thursday of the month.
  - Board Members plan to get together for a Holiday Party (self-pay) after the December 21<sup>st</sup> meeting.
- **Meeting Close** - 3:20 pm, motion by David, second by Steve and unanimous approval.

## Standing committees

1. Strategic Planning
2. Membership
3. Marketing/Communication
4. Community Watch
5. LBT Government Liaison
6. Beautification
7. LBI Consolidated School Board
8. Social Media
9. JCTA Liaison
10. Ad Hoc/Public Information
11. IT Support
12. Volunteer Coordination

<b>Member</b>	<b>Title</b>	<b>Committees</b>
Pete Potochney	President	9
OPEN	1 <sup>st</sup> VP - Committees	1, 3
Ben Tonti	2 <sup>nd</sup> VP - Membership	2
Russ Johnson	Secretary	1
David Herron	Treasurer	1, 2
Steve Havelka	Member at Large	10
Anne Johnson	Member at Large	6, 7
Donn O'Brien	Member at Large	5, 10
Carol Formica	Member at Large	4, 8
Mike Fahner	Member at Large	12
Georgia Glasser	Member at Large	1
Janis Metz	Member at Large	3, 10