

Ship Bottom Taxpayers Association - Board of Directors Meeting

10/07/2024 – 4:30 pm

Location: Accu Title Conference Room

Present: John Hiros, Karen Drucker, Joanne Tallon, Greg Fath, and Kat Leifeste On Zoom: Dan Von Schaumburg, Blair Stiefbold, and Karen Cygal

Agreement/modifications to agenda - agreed

Approval of minutes – September Meeting & Mayor’s Q&A - approved

Guest Attendee – None

Treasurer’s Report – Blair – There is currently \$5265.25 in the account as of 9/30/24. There were 4 membership renewals, and a refund from the JCTA for \$20. There were 3 checks written:

JCTA for the Membership Summit, reimbursement to Karen for giveaways for the Membership Meeting, and a check for our webmaster. Treasury report attached.

Committee Reports:

Beautification – Dan (Sunset Point) New shrubs were planted along the new path last week. There is \$4200 in the account

Membership – Karen C >> overview of Summit & ideas for moving forward

Karen reported that she gleaned many ideas from attending the summit.

The following ideas are planned for this and the coming year:

- Focus on renewals for this year and then on recruitment of new members in the new year
- Reach out to all businesses in January
- Use post cards with a QR code and information on how to join/renew for next membership appeal
- Plan to mail these out in Feb/March
- Plan another “meet and greet” in May – Perhaps Joe Valyo can speak to those gathered about what is happening in SB
- Have a business host an event in the winterLBI Table? A breakfast with a roundtable? LBI Pancake House was also very interested in being involved at our Chalk Art Event
- She is aware of a marketing tool through gmail that we can use to see who is opening our emails at monthly cost of around \$16
- A mini golf outing at one of our minigolf courses?

Communications – Greg & Karen D

Karen suggested we post the appeal on social media after the letters are out

Ann is thinking about taking on Instagram

Perhaps accounts can be linked so that there is less work for her

JCTA – Minutes from September sent via email – focus was mainly prep for the Summit

– their next meeting is tonight

Old Business

None

New Business

Trunk or Treat, Friday 10/25 – 4:40 – 6:30 Rain date 10/27

- Will give out the shopping bags
- Kat will get 800 pieces of candy from BJs
- Karen has leftover bags of snacks from the Meet and Greet
- Joanne has the scarecrow and the dog
- Blair's neighbor has many decorations she is willing to lend for the event
- Greg's truck will be used at the event
- Folks should be there at 3 to set up
- Wear a costume!

Post Office Letters to Congressman Van Drew

- Greg sent out a link with instructions on sending a letter
- Greg will do the conference call with Congressman Van Drew on 10/17
- Extend the appeal to Surf City? Greg will talk to their president at tonight's meeting

- Bicycle Safety collaboration with Town Council (Hartman, Tallon and Valyo) which is the public safety committee

Trying to put a traffic light at 31st St

- any volunteers to spearhead with them? Only one general member has offered to participate
- Joanne said she would talk to Councilman Hartman since it affects her
- She will also ask him to come to our next meeting
- It was suggested that perhaps the 26th St light could be moved to 31st
- Several names were suggested as potential members of a task force

- Bike Shop in Brant Beach
- Brant Beach TA president
- JCTA President John Fiore
- Doreen Rhoads White – retired Southern Regional phys ed teacher
- Bob Klesitz – avid biker and year-round resident

New gazebo is being put up on the bay beach

Toy box has been removed – Joanne reports that most of the toys are gone and the ones left were mostly broken

- She would like to put up a curb alert on Facebook for donation of toys and have folks message her and she will pick them up

Monthly Borough Meetings (calendar with rotating volunteers to attend) – Whomever attends should send a “highlights” recap to our board which can also be sent to all active members via email.

Land Use Board mtg: Tuesday, October 15 @ 6:30 pm - JoAnne

School Board mtg: Tuesday, October 15 @ 6:30 pm - Kat

Town Council mtg: Tuesday, October 22 @ 6:30 pm – Greg

NEXT SBTA MEETING November 4, 2024 – Start Time 4:30 pm

Meeting adjourned at 5:30

Respectfully submitted,

Kat Leifeste, Secretary