

SBTA Board Meeting – December 2, 2024, 4 PM

Present: Greg Fath, Karen Drucker, John Hiros, Joanne Tallon, Blair Stiefbold, Kat Leifeste, **Via Zoom:** Dan Von Schaumburg, John Montone **Absent:** Karen Cygal

Minutes from November meeting approved

Focus of the meeting is to discuss plans for Membership. Karen sent a comprehensive plan to review with the Board. All agreed with her plans.

- Monthly expirees – Karen will send out an email on the 15th of the month after they expire. Will also send out reminders to folks who did not renew as of January 1st.
- Postcard drive – Karen went to 4 vendors (Staples, Vistaprint, Moo.com, and Stannp) to price the cost of 2000 postcards. This includes printing of the cards, mailing and postage. They all quoted about \$1500. The cost of 2000 stamps is \$1465 for letters. Blair stated that he will get the list again. All agreed that using postcards is the best option.
- Business Partners – Karen to send out an email to Businesses on Giving Tuesday. (12/3), with follow-up right after Christmas with a reminder that any donations are tax deductible for the year end. Those we do not hear from, Board members can F/U with a visit or phone calls to businesses they have a relationship with. All agreed.
 - One business signed up for 2025 – Not sure if they are a new business sponsor or a renewal
- Karen has been keeping track of who owes dues and who renewed

At the Land Use Board meeting, Joanne was told how many people attending the membership meeting loved the giveaways.

Chalk Art – Kat asked if we should plan for April 26th or May 3rd. Most felt May would be better. Joanne volunteered to check to see if there are other conflicting events across the island.

Blair stated there is \$600+ in the Give Butter account to be transferred to our TD account. Some confusion as to the way it is listed under 2 different accounts. TD balance \$5279.19.

John Hiros brought up a Sandpaper Letter to the Editor written by Peter Trainor from LBT who accused the island Taxpayers Associations of not sharing information about the NJDEP flood elevation plans. A question came up as to whether he belonged to LBT10. Greg plans to touch base with their president tonight at the JCTA gathering.

Greg got a call from Jeff VanDrew's office. There is no news about our post office John Montone was happy to hear that newly elected councilwoman, Mary Basile, told the audience at the last town council meeting that the beautification project is on track. Ship Bottom 100th Anniversary in May. We would like to be involved in some way. Greg will check to see if that is possible.

Blair reported that the 11/30/24 tree lighting was disappointing. There were very few people & vendors in attendance. The tree was lit early. There were no pit fires (due to statewide ban while we are in severe drought). Hopefully next year will bring better weather and a stronger turnout.

The meeting concluded at 4:45 PM.

The group agreed that the first Monday of the month at 4PM was good for our monthly meetings.

Next meeting: January 6th via Zoom at 4 PM.

Respectfully submitted,

Kat Leifeste, Secretary