

Toms River Business Development Corporation  
Board of Directors Meeting  
Wednesday, October 2, 2019; 8:00 a.m.

**MINUTES**

In attendance: Mayor Kelaher, Terrance Turnbach, Bob Shea, Pam Piner, Bill Beining, Dave Roberts, Steve Simone, Georgette Kyriacou, Rachel LaVoie-Dohn, Lee Pelton, Mary Jo Buchanan, Mike Hovance, Danielle Szczypinski, and Tom Forgione. Staff- Alizar Zorojew, Liz Thomson and Guests: Not present: John Brown, Marshall Kern, Debra Challoner, Karen Hershey and Kim Dippolito,

1. Called to order at 8:10 a.m.
2. Introductions & Announcements: A. Zorojew informed the board that Jane Kunka from Suez Water wants to do research about service so she may be reaching out to members about this. B. Shea mentioned that Nadine Lesley is now in charge of North America. Maria Sessa from JCP&L, has retired. Volunteer Appreciation Night went well. A. Zorojew encouraged all board members to attend next year. K. Dippolito had the idea to combine the volunteer appreciation with a Think Tank and it was a great success.
3. Approval of Minutes: A motion to approve the minutes was made by T. Forgione and second by M. Buchanan and second by T. Forgione. The minutes were unanimously approved.
4. Treasurer's Report (L. Pelton): L. Pelton reported that the third quarter tax assessment from the township came in. There is a Finance Meeting on October 9, 2019 at 8:30 am. Any board member is welcome to join the meeting. If there are any budget requests, Lee asked that members get him that information before the meeting.
5. Committee Reports
  - Cultural Committee ( )- A. Zorojew reported that the CAP Committee has succeeded, with the help of the Township Council, to have the downtown designated as the Arts District. A. Zorojew reported that the BID has received a history grant that was to be used with the trolley. Since the trolley is not currently in operation, we have partnered with Exit 82, the Ocean County Historical Society and Apex United to create an audio "Hidden History Tour" for the downtown area. There will be a self-guided tour where you go to a location and scan the QR Code. That will bring up a website. There will be an audio explanation of each historic location as well as a written history. The goal is to have this launched at The Harvest Arts Festival.

Design (B. Beining)- The signs have all been cleaned up. Discussion ensued regarding safety and calling the police when an issue arises. M. Hovance has recently had a homeless individual outside of his business and has informed the police.

They continue to look into the water issue in the building. There is a drainage issue as well as a door issue. They have received a proposal to raise the threshold and the door to mitigate any future issues. The banners will not be replaced until the new re-branding takes place. They are looking into the military banners back up. They will pursue this in conjunction with the Greater Toms River Chamber of Commerce.

Economic Restructuring/Land Use- A. Zorojew informed the board that The Incubator is almost at 100% occupancy. Good Vibes Food has opened and is doing well. K. Dippolito and A Zorojew have interviewed a prospective tenant to open a candle company and homemade craft store. They are in the process of reviewing the lease.

There are still three Façade Grants that are in the process. None have completed the process to date. If any board member knows of a business that may be interested in the grant please have them reach out to A. Zorojew.

The trolley is in the CPCM process through the state and should be completed by the end of next week. We are waiting on proposals from ERS Fleet for the improvements that need to be made. A. Zorojew is working on finding a winter storage space for the trolley. Due to the full occupation at the Legion Square apartments we had to move the trolley. Thanks to the Parking Authority it is currently located in the downtown lot by the Post Office. R. Shea is working on getting a set date for the Vocational School to work on the trolley. B. Shea suggested that A. Zorojew reach out to R. Rosetto to see if he has any spaces that might work for the trolley winter storage.

Finance (L. Pelton)- L. Pelton reminded the board that there will be a Finance Committee meeting on October 9, 2019 at 8:30am to work on the budget. A. Zorojew reported that the sponsorship letters will be going out soon. He will be starting with the current sponsors. He asked the board members to let him know if there are any sponsors he should be looking into. T. Forgione recommends that he reach out to TD Bank as they have a non-profit division. A. Zorojew will follow up with T. Forgione about this idea. A. Zorojew reminded the board that The BID has received a CDBG for ADA improvements. It is a matching grant where The BID will spend \$5,000 and receive \$25,000. This funding for improvements is available until June 2020. The funds to be spent from The BID will be used to have an engineering study done of the building to show the areas that need to be made compliant.

Organization ( D. Szczypinski)- D. Szczypinski reported that they did not meet last month and the October meeting place has not yet been determined.

Promotions (Tom Forgione)- T. Forgione shared that the Farmer's Market is going well and will continue until the Monday before Thanksgiving. The Scarecrow Walk will take place from 10/15-10/31. The Volunteer Appreciation night and the Think Tank went well on the River Lady. The website redesign will be finalized soon. T. Forgione said the website will also be ADA compliant. The newsletter is out.

T. Forgione shared that there are a lot of rumors regarding the downtown redevelopment that he feels need to be clarified possibly through a media campaign. Discussion ensued regarding the issues and the effect that the political season can have. B. Shea recommended that the board send a letter to Jonathan Petro clarifying statements made in a recent mailer his campaign sent out. Discussion of this proposal took place. It was agreed that a clarifying letter should be sent. A motion was made to send a letter to candidate Jonathan Petro emphasizing that the characterization of the redevelopment of the downtown is inaccurate and provide his campaign with the clarifying facts on the issue was made by T. Forgione and second by M. Hovance. The motion was unanimously approved. A. Zorojew and B. Shea will work on the letter to be sent as soon as possible.

T. Forgione reminded the board that the promotions committee continues to look for new members. If anyone knows of someone who may be interested the next meeting is Thursday, October 10 at 3:00pm.

6. Colleague Reports:

- Township (Mayor Kelaher and D. Roberts)- Mayor Kelaher reported that the Capadagli group has signed a deal for the Boatworks property. The Veterans Administration has not yet decided where they are going to open a new facility between Brick and Toms River. D. Roberts discussed the prospect of the Veteran's Administration coming to Toms River. He then gave an update on the Post Office. The downtown core plan language has been changed to include the Arts District which will require the developers to provide a cultural or arts amenity. The latest rendering of the Meridia Waterside now shows the amphitheater a restaurant and improvements to the STEAM academy. Negotiations have started with the Capadagli Group. Currently the Boat Works project is a stand- alone project.

T. Turnbach asked if anyone was having issues with rodents because there is an issue downtown. The OC Health Department has been called and an exterminator has been hired.

T. Turnbach and D. Szczypinski shared that they had attended a TRHS South football game and when the team wins they have a parade down

Washington Street. This is a great opportunity for the businesses downtown.

- Parking Authority (P. Piner)- P. Piner reported that due to the demotion of the Red Carpet Inn the Parking Authority has gained 28 temporary parking spots. The board is looking into whether these spots should be for free, four hour parking or decal parking only.
- County (T. Agliata)- S. Simone did not have a county report. He did suggest that the BID look into participating in the Pokemon Go events, many of which take place downtown. He will provide information to T. Forgione regarding these events.
- Library (Rachel LaVoie-Dohn) The library had a successful Summer Read program. They have now added an Educator Library card allowing teacher to take out 50 items. There is a new automated service that will allow borrowers to automatically renew books two times. October is National Friend of the Library month. There is a proclamation being presented from the Township to the Friends of the Library. The Friends have given 40 backpacks to Head Start. They have also given \$10,000 for the replacement of furniture in the children's section of the library. There will be a ribbon cutting for that on October 14, 2019. Lisa Scottoline will be coming to the library on 11/16/19. The thickets are on sale now and are \$30/person.
- Chamber of Commerce (K. Hershey)- A. Zorojew reported that Karen Hershey has announced that she will be stepping down as the Chair of the Greater Toms River Chamber of Commerce.

Old Business: A. Zorojew gave an update of his recent attendance at the Philadelphia ICSC. The next ICSC conference is in New York City in December. He asked any interested board members to let him know if they would like to attend with him.

New Business A. Zorojew shared that Kreens Autobody recently did a renovation and found a Model T buried under their site. M. Buchanan thanked everyone who participated in Ocean Partnership for Children's Suicide Prevention Event. They were able to speak to many individuals and help make a difference in their lives.

Adjournment: a motion to adjourn was made by B. Beining and seconded by M. Hovance the motion passed unanimously. The meeting was adjourned at 9:30 am.