

Toms River Business Development Corporation
Board of Directors Meeting

Wednesday, March 3, 2021; 8:00 a.m.

(Meeting conducted at BID office and virtually via Zoom due to COVID-19)

MINUTES

In attendance: Tony Agliata, Bill Beining, MaryJo Buchanan, Lisa Cifretta, Dean Gresek, Dave Roberts, Tom Forgione, Mike Hovance, Marshall Kern, Georgette Kyriacou, Nicole Leaf, Danielle Norcross Bob Shea, and Rachel LaVoie-Dohn. Staff: Mairin Bellack, Kim Dippolito, Liz Thomson. Guests: None. Not present: Mayor Hill, Lou Amoruso, Lee Pelton, Danielle Szczypinski, John Brown, Gabe Gillen, and Pam Piner.

1. Called to order at 8:04 a.m.
2. Introductions & Announcements: M. Bellack shared that we are waiting on the final approval from the County for all of our events. There is still an Executive Order limiting outdoor events to 25 people. M. Bellack has reached out to the state to see when this Executive Order will be lifted. K. Dippolito read a thank you note from the Kelaher Family for the Mathis House basket the board sent to the family. M. Bellack shared that she would like to work with the township to plant a tree with a plaque in Huddy Park in honor of the memory of Mayor Kelaher.
3. Approval of Minutes: A motion to approve the minutes was made by G. Kyriacou and second by T. Forgione. The minutes were unanimously approved.
4. Treasurer's Report (L. Pelton): M. Bellack reported that L. Pelton and L. Thomson are working on the second draw PPP Loan application and hope to have it to 1st Constitution by Friday, March 5, 2021.
5. Committee Reports
 - Cultural Committee (L. Cifaretto): L. Cifaretto reported that she is working on re-establishing the committee. She has reached out to a number of business owners in the downtown that are interested in joining. Her goal is to see cultural events come together in the downtown. She plans on traveling around downtown to get the downtown businesses involved. She has an idea of "Dog Days of Summer" where a business would be given a ceramic dog and paint it and place it in their window to highlight the art district. She will have more ideas and visions once she has had her meeting with her committee.
 - Design (B. Beining)- B. Beining reported that their committee has been waiting for Covid to ease up before they work on new projects. There is still a need for a new truck and that will be a focus this spring. B. Beining

shared that The Hidden History Trail can use the way-faring signs for their signs.

- Economic Restructuring/Land Use- M. Bellack thanked Arleen Read for all of her hard work on the statistical portion of the Main Street Designation. A. Read has been contacting all the businesses downtown to get the relevant information for the application. The application is due at the end of March. The township, state legislators and Congressman Kim have all given their support. K. Dippolito gave an update on the incubator. Currently there are two shops occupied. There is a new tenant, Danderson Guitar Center, looking to come into the incubator. There have been a lot of inquiries from other businesses to take spaces in the incubator.

D. Roberts gave an update on the redevelopment plans and the Capadagli project. There are concerns about the height of the buildings. The township and BID officials will be taking a tour of some of their buildings in north Jersey to see the apartments. Discussion ensued about the project. The concept plans for Robbins Parkway were discussed. The township is working to stay on schedule with The Build Grant. D. Roberts reported that he should have an update on the VA proposed property at the next Economic Restructuring meeting. An ordinance for distilleries and breweries will be going before the Planning Board and it should be adopted by the Township Council next week. This will relieve the size restrictions on the buildings.

6. Finance (L. Pelton) – No Report

7. Organization (D. Szczypinski)- M. Bellack reported that there was no Resident Committee meeting last month. They will be meeting in March at the Battle River Brewery.

Promotions (Tom Forgione)- T. Forgione reported that there is a Promotion Committee meeting coming up. The events schedule has been submitted and we have gotten all the approvals. We are still waiting on the County approval for Downtown Night Out. Once we have received that K. Dippolito will start pushing the publicity of the event.

8. Colleague Reports:

- Township (Mayor Hill, Lou Amoruso and D. Roberts)- There was no new report.
- Parking Authority (P. Piner)- No report.
- County (T. Agliata, N. Leaf) – No report
- Library (Rachel LaVoie-Dohn)- R. LaVoie-Dohn reported the library has no in person events. R. LaVoie-Dohn encouraged the board to continue to check their website as there are a wide variety of events taking place. The will start to do some small scale programs in person outdoors this summer.

- Chamber of Commerce (D. Norcross)- D. Norcross reported that the Chamber is moving toward in person events. There is a golf outing on May 27, 2021 at Atlantis Golf Course. All details can be found on their website.
- Old Business: M. Bellack reported that Downtown New Jersey is logging against a bill requiring all building to use prevailing wages on new projects. D. Roberts concurred that this is an issue facing the Capadagli project. Downtown New Jersey would like for the TR BID to sign up to show their support of this objection. M. Bellack will send the legislation to the board members for their review so that they have a chance to review the information before deciding on whether or not the BID wants to support the objection to the legislation. This will be discussed further at the Executive Committee meeting.

New Business: M. Bellack welcomed Lisa Cifaretto to the board. The printing of The Hidden History Tour is underway. D. Roberts is hoping to capitalize on the Hidden History Trail using it as a way of getting the history of the town more available to the community.

Adjournment: a motion to adjourn was made by B. Beining and second by B. Shea. The motion passed unanimously. The meeting was adjourned at 8:40 am.