

Toms River Business Development Corporation
Board of Directors Meeting
Wednesday, August 4, 2021; 8:00 a.m.
(Meeting conducted at BID office and virtually via Zoom due to COVID-19)

MINUTES

In attendance: Mayor Hill, Tony Agliata, Lisa Cifaretto, Gabe Gillen, John Brown, Dean Gresek, Georgette Kyriacou, Rachel LaVoie-Dohn, Danielle Norcross, Dave Roberts, Mike Hovance, Marshall Kern, Bob Shea, and Staff: Mairin Bellack, Kim Dippolito, and Liz Thomson. Guests: Rick Norman, Garden State Distillery Not present: Danielle Szczypinski, Sandra Lazzaro, Lee Pelton and Pam Piner.

- Called to order at 8:03 a.m.
- Introductions & Announcements: M. Bellack thanked Mayor Hill for attending our meeting. She introduced Rick Norman from Garden State Distillery and thanked him for being a part of the meeting.
- Approval of Minutes: A motion to approve the minutes was made by B. Beining and second by M. Hovance. The minutes were unanimously approved.
- Treasurer's Report (L. Pelton): L. Pelton was not present as he is away on vacation. M. Bellack reported that the finances are in good shape.
- Committee Reports
- Cultural Committee (L. Cifaretto): L. Cifaretto gave an update on the Appreciation Mural. TRAC has put the mural up on the retaining wall in the Irons Street parking lot. There has been very good feedback about the mural. The official dedication will be on September 10 assuming all the approvals necessary can be obtained. There will be a parking lot party and the plan will be to have the people who attend leave there to go to Downtown Night Out. There are other details for the dedication being considered. TRAC is working with other organizations include underprivileged children and seniors into their events and activities. They will be working with Field of Dreams by providing billboards for them. The TRAC Summer Arts Festival will take place on August 21, 2021, in the courtyard at Town Hall and the OC Library.
- Design (B. Beining)- B. Beining reported that the new truck is in. It is working out well. The Design Committee has contracted with the Village Florist to plant and maintain plantings in the plater at the corner of Water Street and Main Street. B. Beining encouraged all to take a look at the planters. The Hidden History Trail is still waiting for the signs to be installed. M. Bellack reported that Sign Concepts will be giving some of

the downtown signs a touch up. She asked that if anyone notices other areas that could use attention to please let her know.

- Economic Restructuring/Land Use- Mayor Hill reported that the VA has selected Toms River for their new site. It will be over 68,000 sq. ft. and will provide increased medical services plus a veteran service bureau will be right next door in the Ocean County Social Services building. The new OC Social Service building had a ground-breaking yesterday. The next town council meeting will have the final read on the Downtown Redevelopment. Mayor Hill encouraged as many board members as possible to please attend to support this project. As CMC has become a teaching hospital with a small class of residents this year and up to 147 for next year this will be helpful to the redevelopment plan. The redevelopment project will be offering places for the residents to live. The Capodagli Group is considering offering incentives to the hospital to attract the residents as well as potentially offering a shuttle to and from the hospital to the apartments. The Mayor encouraged everyone to please attend the meeting. D. Norcross from the Greater Toms River Chamber of Commerce said that she will be there with other businesses in the chamber. She has also spoken with Community Medical Center, and they will be in attendance to speak to their support of the project. M. Bellack reported that the developer will be bringing renderings and visuals of the project to help the public have a better understanding of how the project will impact the area. M. Bellack shared that she and D. Roberts have been working with the developer to work out these details for the meeting. D. Roberts reported that he has been working on a “Frequently Asked Questions” portion to inform the public and clarify the misinformation that has been out there.
- Land Use- D. Roberts shared that the VA site is actually 72,835 sq. ft. of rental space. That is important due to the fact that the PILOT is based on the total square footage. It will generate a considerable amount of revenue. Tonight, at the Planning Board meeting it will include adding the Seacourt Pavillion to the redevelopment plan. The goal is to come up with a strategy to revitalize that center and create a space with the idea of the post office potentially moving into that space. The strategy will increase the employment in that area. Discussion ensued regarding the Boat Works project. The township has installed a kayak launch in Huddy Park. M. Bellack reported that she has a business vendor who would like to rent kayaks should the redevelopment project go through. D. Roberts discussed the Prevailing Wage Act and the implications of that act on development. Mayor Hill reported that the Coates Redevelopment on Route 37 has a developer interested in that area. D. Roberts indicated that the plans are in the very early stages and are not fully complete. The developer will need to get a read from CAFRA before moving forward. Mayor Hill shared that there is a press conference on Thursday, August 5 at 2:30 with Congressman Kim to announce the VA Clinic. He again

encouraged all the board members to attend the council meeting on August 10, 2021, to support the redevelopment plan.

- Finance (L. Pelton) – M. Bellack reported The BID received \$10,000 from NJEDA Cares 4. She is awaiting to hear about the grants from the County for \$20,000 and the township for \$4,000. The county funds would be used to reimburse expenditures spent during Covid for Downtown Night Out.
- Organization (D. Szczypinski)- M. Bellack reported that the Resident Committee will meet later this month. Her plan is to have the developer there to speak with the residents on the committee about the project.
- Promotions (Tom Forgione)- K. Dippolito reported that there are three shops filled in The Incubator currently. Craft & Carry Custom will be opening at the end of the month. There is one shop available, and she has an application in for that unit. D. Gresek asked about getting TR High School South to work a store. K. Dippolito shared discussions have taken place with the administration and having a store open six days a week from 12-6 would be difficult. Another idea is to have them run a Pop Up in the Activity Room to sell their school items.

K. Dippolito shared that The BID has submitted a permit to the county to expand Downtown Night Out. This would involve closing the section of Washington Street from Friday evening at 4:00pm through Sunday at midnight. This would happen every week from now until the permit ends on October 29, 2021. This will allow those downtown businesses to stay set up and allow for more business opportunities. We have started Food Truck Sundays every other Sunday. Garden State Distillery and Battle River Brewery help to organize the food trucks and The BID makes certain that all the proper insurance and fire permits are in place. R. Norman, From Garden State Distillery shared that this coming Sunday there will be four food trucks. He stated that the goal is for people to want to come down for the whole weekend to enjoy downtown. The Food Truck Sunday runs from 12pm-5pm. K. Dippolito reminded everyone about the Farmer's Market that runs weekly on Wednesday, from 10-4. The next Cruisin Downtown is 8/11 and the last outdoor movie is 8/18 in the courtyard of townhall. The Avengers will be the movie shown. 9/18 will be the Chili and Comfort Food Festival. M. Bellack reported that the tourism grant funds have been partially spent on advertising on NJ transit buses from Monmouth County to Atlantic County. This is an effort to market Downtown Toms River as a destination year-round. D. Gresek inquired about the Carousel of Music returning to the library courtyard. M. Bellack has met with T. Hart and they moved it due to Covid. They have begun talks about bringing it back.

7. Colleague Reports:

Township (Mayor Hill, Lou Amoruso and D. Roberts)- No further remarks.

Parking Authority (P. Piner)- B. Beining reported that the Parking Authority is still in a subdued state. The NJ Transit revenue is still down 25%. They are working to make it through this difficult time.

County (T. Agliata, N. Leaf) – T. Agliata shared that the ground-breaking for the Board of Social Services and Human Services. This is a wonderful thing for the County and it is exciting to see the plans come to fruition.

Library (Rachel LaVoie-Dohn)- R. LaVoie-Dohn reported that The Carousel of Music was unable to be held this year due to Covid as those plans are made in the winter. The library anticipates that they will be able to bring it back again next year. In September they will return to in person programming as well as virtual. The library will continue to host the OC Health Department for the distribution of vaccines at their various branches.

Chamber of Commerce (D. Norcross)- D. Norcross shared that they have had a busy summer at the Chamber. They participated in the NJBIA News conference highlighting the employment crisis. The Chamber will be in attendance for the council meeting and will be bringing CMC as well as their new Chairperson, Phil Brilliant.

Old Business: None

New Business: T. Forgione reiterated that all board members who are able should attend the upcoming Town Council meeting in support of the redevelopment plan. D. Gresek reminded members that if they are unable to attend in person that you can watch it online as well. All members are encouraged to attend.

Adjournment: a motion to adjourn was made by B. Beining and second by M. Hovance. The motion passed unanimously. The meeting was adjourned at 8:58 am.