

Toms River Business Development Corporation  
Board of Directors Meeting  
Wednesday, September 1, 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, John Brown, Mary Jo Buchanan, Lisa Cifaretto, Tom Forgione, Gabe Gillen, Dean Gresek, Gigi Hayes, Mike Hovance, Georgette Kyriacou, Sandra Lazzaro, Danielle Norcross, Lee Pelton, Dave Roberts, Bob Shea, Danielle Szczypinski and Staff: Mairin Bellack, Kim Dippolito, and Liz Thomson. Guests: Not present: Mayor Hill, Marshall Kern and Pam Piner.

- Called to order at 8:03 a.m.
- Introductions & Announcements: M. Bellack reported there will be a ribbon cutting on Sept 10, 2021 for the Appreciation Mural at 4pm. There will be a ribbon cutting for Craft & Carry Custom on Sept. 7 at 2pm.
- Approval of Minutes: A motion to approve the minutes was made by B. Beining and second by T. Forgione. The minutes were unanimously approved.
- Treasurer's Report (L. Pelton): L. Pelton reported that we are starting the budget process. Please get any requests to L. Thomson to be reviewed as soon as possible. L. Pelton shared that we are looking to refinance the mortgage to get a lower rate. The cash flow is going well.
- Committee Reports
- Cultural Committee (L. Cifaretto): L. Cifaretto reported that the Appreciation Mural ribbon cutting is September 10 at 4pm. She invited all board members to attend. The Summer Arts Festival went well but had to end early due to inclement weather. TRAC has dropped off 112 images to Field of Dreams to be considered for the 46 billboards they are doing for that project. On October 2 the Senior Center from Jackson is coming in and next week TRAC is starting a partnership with Ocean Partnership for Children to assist with their clients through art.
- Design (B. Beining)- B. Beining asked that any board members with design ideas for 2022 please let him know as he is preparing the budget. There will be a Design meeting on Friday, September 3 at 9:00 if any board members would like to attend. There was a water issue with the building during the heavy rain. We are working to rectify the problem and prevent it from recurring.

- Economic Restructuring/Land Use- M. Bellack gave an update on the redevelopment project. The council voted to proceed with the project. M. Bellack thanked all the board members for their support. D. Roberts also thanked The BID for coming to all of the meetings and supporting the project. The redevelopment project will now continue to go through the process. The next public event will be at the Planning Board. At the August 24, 2021 council meeting there were two redevelopment plans approved. One was the Capodagli project and the other was the VA Center on Hooper Avenue and Caudina Avenue. Both projects will be in front of the Planning Board this fall. The VA has expressed that they would like to break ground in February 2022. The Boatworks project has moved aside for now. They are still working through the details.
- Land Use- No further report.
- Finance (L. Pelton) – M. Bellack reported The BID is applying for the Ocean County Arts Grant. She won't apply for the history part of the grant for 2022 as the Hidden History Trail is not complete yet. Using the OC Tourism Grant funds, we have advertisements placed on NJ Transit buses in Ocean and Monmouth County highlighting Downtown Toms River as well as ads on WOBBM and social media.
- Organization (D. Szczypinski)- D. Szczypinski reported that she feels that the residents who are on the Resident Committee need to be included in the information regarding downtown. The next Resident Committee meeting is September 23, 2021 at the BID office. B. Shea reminded the board that it is incumbent on the Resident Committee Chair to help keep the residents informed. The residents have every right to attend any and all meetings. B. Shea welcomes their input and reminded the board that this is an open forum in which everyone is always welcome. D. Szczypinski will run the meetings with that in mind going forward. The meetings will be held quarterly. M. Bellack thanked D. Szczypinski for the instrumental role she played in sharing information regarding the redevelopment plan. Going forward The BID will have any downtown redevelopment plans on our website. It is not the responsibility of The BID to inform all of Toms River residents, but we will do our best to put items relevant to Downtown Toms River on our website. B. Beining requested to be included in the Resident Committee meetings as he is a resident of downtown. D. Gresek shared the need to do a better job getting the information out to the residents. He suggested putting the Zoom link on our website for the board meetings. He believes that getting all the information out is the key. Discussion ensued. It was agreed that The BID will do whatever we can to help make the information available. M. Bellack will work to make certain the Zoom link is on the website and she will work with the township to get the information out to the public.
- Promotions (Tom Forgione)- T. Forgione gave an update on events that are coming up as well as the promotions that are being done with the

Tourism Grant that M. Bellack previously highlighted. The ads on Facebook are doing well. T. Forgione is looking at other options for advertising as well. K. Dippolito shared that all the events are up and on the website. Downtown Night Out continues through October 29. Sunday Food Truck events will take place on 9/12, and 9/26. K. Dippolito reported that she had put in a request to the County to close that area of Washington Street every Friday afternoon through late Sunday evening. The traffic safety requirements would cost approximately \$7,000/week. This is not feasible. The county requires 21 signs to be put up to change the traffic pattern. K. Dippolito reached out to Chief Little who came up an alternate pattern change. This was rejected due to the fact that it would cause too much of a backup on Washington Street. So right now, we are at a standstill. K. Dippolito has reached out to Councilman Lotano to see if the township can help. She will give an update on the issue next month.

The Farmer's Market continues every Wednesday until the end of October. We will be holding a Comfort Food Festival on September 18 from 12pm-6pm. Our next Cruisin Downtown is September 8<sup>th</sup>. A Constant Contact has gone out for the Hope Sheds Light Walk on 9/11/2021.

- Colleague Reports:

Township (Mayor Hill, Lou Amoruso and D. Roberts)- Public information was discussed. D. Roberts reiterated that all details have been on the website regarding the redevelopment projects for the last two years. One idea was for the township to utilize social media more as well as possibly doing a better job with the links on the township website going forward. D. Roberts reported that all negotiations are private and not part of the public process. T. Forgione shared some ideas with D. Roberts to get the information out in a more effective manner.

Parking Authority (P. Piner)- B. Beining reported that the Parking Authority is still struggling financially from the effects of Covid. The Parking Authority is looking for their role in the redevelopment project downtown.

County (T. Agliata, N. Leaf) – T. Agliata said that he would speak to the County engineer regarding the road closure downtown. S. Lazzaro also said she would look into the situation.

Library (Rachel LaVoie-Dohn)- G. Hayes shared that R. LaVoie-Dohn has left the library to work for the Burlington County Library system. G. Hayes will be the library representative until a new person is named to fill that position. All in person events will again transition back to virtual due to Covid. The sensory space is opening today at 10 am. This can be used with any sensory issues. The room is not available to be booked but is available when staff can man the area. There is a 9/11 Exhibit on display in the McConnell Gallery now through 9/26/21.

Chamber of Commerce (D. Norcross)- D. Norcross shared that as of 9/1/21 Phil Brilliant is the new board chairperson. There will be a member appreciation event at Bahama Breeze to celebrate TRELLE and welcome the new residents from CMC.

Old Business: None

New Business: M. Buchan discussed the flooding issue in the downtown area. She has spoken to her landlord, G. Lotano, who has informed her that the issue is the drain on Hyers Street becoming overwhelmed and causing the overflow flooding. That lot on Hyers Street is a semi-public/private lot that is patrolled by The Parking Authority. Her concern is that the rains could take place when the public parks there and cars will be damaged. D. Roberts said that he would speak to Mayor Hill and the township engineer and have it investigated to find the source of the problem.

Adjournment: a motion to adjourn was made by B. Beining and second by T. Forgione. The motion passed unanimously. The meeting was adjourned at 9:01 am.