

Toms River Business Development Corporation
Board of Directors Meeting
Wednesday, November 3, 2021; 8:00 a.m.
(Meeting conducted at BID office and virtually via Zoom due to COVID-19)

MINUTES

In attendance: Bill Beining, MaryJo Buchanan, Tom Forgione, Gabe Gillen, Dean Gresek, Mike Hovance, 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, Tony Agliata, John Brown, Lisa Cifaretto, Gigi Hayes, Marshall Kern, Georgette Kyriacou, and Pam Piner.

- Called to order at 8:06 a.m.
- Introductions & Announcements: None
- Approval of Minutes: A motion to approve the minutes was made by T. Forgione and second by B. Beining. The minutes were unanimously approved.
- Treasurer's Report (L. Pelton): L. Pelton reported that The BID is doing well financially. Receiving the second PPP Loan was very helpful. L. Pelton discussed the budget. There is an effort to be conservative with the numbers and limit spending in the beginning of the year when the income is the least. As always there is uncertainty with the grants and sponsors, so the best plan is to be conservative in the spending.
- Committee Reports
- Cultural Committee (L. Cifaretto L. Cifaretto was not present. M. Bellack reported that the "Make and Take" events for children have been going well. On 11/6/21 at noon they will be rededicating the Reclaim the Bay Clam. TRAC will be painting the clam. TRAC will be having events on Black Friday as well as Small Business Saturday.
- Design (B. Beining)- B. Beining reported that they are putting the snowflakes up on 11/20/21 at 8:00am. He is looking for volunteers to help. They will be meeting on the 20th down at the Allied building on W. Water Street. They are still waiting on the platforms for the Hidden History Trail. Once those have been completed by the township the signs will go up. The BID will be participating in the signage approval for all Downtown properties within the district.
- Economic Restructuring/Land Use- No report
- Land Use- D. Roberts said that the Planning Board meeting that will take place tonight will be discussing the BA site. The entire meeting is focused

on this project. D. Roberts has scheduled a Zoom meeting with the State Plan Policy map to include the Hooper Avenue Redevelopment Area. He discussed the traffic pattern at that redevelopment area. On 11/9/21 the Redevelopment plan amendment for the Sea Court Pavillion property will be presented to be included in that redevelopment plan. On 12/15/21 the Capodagli redevelopment project will go before The Planning Board. The two other projects are now in the process of looking at numbers and D. Roberts believes they will not go before the township council before the year end. The new sign ordinance is now in effect. M. Bellack inquired about the detours that will happen during the construction of the bridge as well as the Capodagli project. There are no ne updates. D. Roberts will keep The BID informed of the detours when they become available. Discussion ensued regarding the raising of Herflicker Blvd. The timeframe of all the road construction was discussed.

- Finance (L. Pelton) – L. Pelton reminded the board that we are in the process of refinancing the existing mortgage. The appraisal is being done now. M. Bellack reported that she is working on sponsors and grants for the 2022 calendar year.
- Organization (D. Szczypinski)- D. Szczypinski reported that the Resident Committee met. They have moved this meeting to the third Wednesday of each month. The Resident Committee will be helping with the Winter Wonderland.
- Promotions (Tom Forgione)- K. Dippolito reported that we will be having the Small Business Saturday, which is the Saturday after Thanksgiving. It will be an opportunity to highlight the downtown businesses. She encouraged everyone to come and shop local. The Incubator is now full and has a great variety of shops. They are working well together which is great for everyone. The annual Tree Lighting will take place on Friday, December 3 in the courtyard of Town Hall from 5pm-7pm. We will be having a Winter Wonderland on 12/4 & 12/5 in the courtyard of town hall. This is a new event, and the Resident Committee will be helping to bring it together. There will be vendors, kid's activities and visit from Santa. The Resident Committee is running a Facebook contest to identify where a snowflake is located. They will take pictures of a snowflake in a downtown business, and it will be posted on Facebook. Each day the picture will change, and winners will be identified. This will bae a lead up to the tree lighting. K. Dippolito reported that her first post about the Winter Wonderland received 14,000 views which is great. She encouraged everyone to please spread the word. Craft Custom Carry, one of our stores in The Incubator, is asking for donations of PJ's and a book that will go to kids in need. TRAC is running open studio nights. There is a lot taking place in The Incubator. S. Lazzaro asked Kim to forward the events to her and she will put them on the County's website.

- Colleague Reports:

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

Parking Authority (P. Piner)- B. Beining reported that the Parking Authority is running at status quo right now. They are at 50% of pre-Covid revenue.

County (T. Agliata, N. Leaf) – S. Lazzaro reported that there are no new updates.

Library (Rachel LaVoie-Dohn)- No report.

Chamber of Commerce (D. Norcross)- D. Norcross reported that they had their annual award reception last week. Membership continues to increase. 11/8/21 they will be having a business event with the Seaside Heights BID. D. Norcross offered to push the Winter Wonderland on the Chamber website. B. Shea asked that Greater Toms River Chamber of Commerce events be put on our website as well.

Old Business: M. Buchanan shared that their Domestic Violence Vigil went well. She thanked everyone who was there to share in the event. M. Bellack reported that the Executive Committee will need to participate in training for the Main Street Designation. When the times are available, she will reach out to the Executive Committee.

New Business: The BID is looking forward to the Winter Wonderland and Small Business Saturday. Daddios is now closed as they are concentrating on their presence in the mall food court. Wells Fargo is moving out 1/26/22. The BID hosted a safety meeting with the Deputy Warden, Chief of Police and other police officers as well as OC Commissioners Vicari and Haines. There have been no incidents reported at any of our events and no reports of graffiti in the downtown area.

Adjournment: a motion to adjourn was made by B. Beining and second by T. Forgione. The motion passed unanimously. The meeting was adjourned at 9:08 am.