

Toms River Business Development Corporation
Board of Directors Meeting
Wednesday, October 6, 2021; 8:00 a.m.
(Meeting conducted at BID office and virtually via Zoom due to COVID-19)

MINUTES

In attendance: Mayor Hill Lisa Cifaretto, Tom Forgione, Dean Gresek, Gigi Hayes, Mike Hovance, Sandra Lazzaro, Danielle Norcross, Lee Pelton, Dave Roberts, Bob Shea, Kristin Space, Danielle Szczypinski and Staff: Mairin Bellack, Kim Dippolito, and Liz Thomson. Guests: Rick Norman, Garden State Distillery. Not present: Tony Agliata, Bill Beining, John Brown, Mary Jo Buchanan, Gabe Gillen, Marshall Kern, Georgette Kyriacou, and Pam Piner.

- Called to order at 8:04 a.m.
- Introductions & Announcements: M. Bellack reported that Governor Murphy sent out a press release announcing Toms River as a Main Street Designation. M. Bellack is planning a press conference about this designation as well.
- Approval of Minutes: A motion to approve the minutes was made by T. Forgione and second by M. Hovance. The minutes were unanimously approved.
- Treasurer's Report (L. Pelton): L. Pelton reported that The BID is in good shape financially. We are still waiting on the third quarter assessment from the township. We have been approved for the re-financing of the mortgage at a lower rate. The Executive Committee will be reviewing the commitment letter and will sign it to move forward once it has been approved.
- Committee Reports
- Cultural Committee (L. Cifaretto): L. Cifaretto reported that the Renaissance Group from Jackson came to Toms River for an event TRAC hosted. They came to see the shops at 53 Main Street as well as to learn more about the downtown area. Many ended up staying and participating in Downtown Night Out. TRAC has completed the memory book of the Appreciation Mural project. They are on sale for \$25.00. All proceeds will be going to art programs for the children and youth. TRAC is continuing to work with the Garden State Distillery and will be working with A Thyme for All Seasons to showcase the artists works. They are continuing to work with Field of Dreams as well.
- Design (B. Beining)- M. Bellack reported that she has reached out to a landscaper in regard to the clean up in the back of The BID offices. The quote was for \$400.00 to do all of the clean up and removal so we will

proceed with that as soon as possible. From there M. Bellack will work to get quotes to make the long term investment to mitigate the water issues we have in heavy rain storms. The truck is working out very well.

- Economic Restructuring/Land Use- K. Dippolito gave an update on The Incubator. All of the shops are full. She encouraged everyone to visit the shops and to shop local this holiday season. Small Town Arts Toms River is holding workshops that are bringing more people downtown.
- Land Use- D. Roberts gave an update on the submission for the site plan of the Capodagli project. He reported that the planting design is very positive. Currently they are looking to be on the Planning Board schedule for the third Wednesday of December. The VA project should be on the Planning Board schedule for initial review on November 3. D. Roberts gave an update on the Seaport Pavilion Redevelopment as well. The Kaplan Camelot project is going through the approval channels as well. D. Roberts gave an update on the Robbins Parkway area. As mentioned by Mayor Hill, the façade repairs at Town Hall are being done. In that process, D. Roberts hopes that the Hidden History Trail concrete sign pads can be incorporated into that. He is waiting to hear back from the Methodist Church in regard to putting a concrete pad on their property at the cemetery. Once the pads are completed the signs can go up and the official roll out of the Hidden History Trail can be done. A question regarding the status of the gazebo in Huddy Park was asked, but D. Roberts did not have any detail. He will work on finding out an update.
- Finance (L. Pelton) – L. Pelton reported that the budget is in process. M. Bellack shared that there are currently two outstanding grants. Being Main Street Designated town will make it possible for The BID to apply for private grants as well as block front grants.
- Organization (D. Szczypinski)- D. Szczypinski reported that the Resident Committee did meet. There were 5 residents, 1 visitor and 2 board members. They are working on a mission statement. The residents have asked to be more involved going forward. The residents did receive the invitation to the board meeting, but there were names missing. D. Szczypinski will forward the missing names to L. Thomson. The residents would like to see the Think Tanks brought back. The next meeting is Wednesday, October 27th at 5:30.
- Promotions (Tom Forgione)- K. Dippolito reported that the Farmer’s Market is every Wednesday until October 27th. Downtown Nigh Out will continue until October 29th. Sunday Food Trucks will take place this coming Sunday and the last one will be October 24th. There is a Volunteer Appreciation Night on October 19th 5:30-8:30 at The Mathis House. Please RSVP as soon as possible. The Scarecrow Walk will be up from 10/13-10/31/21. Ballots are available inside the library as well as any business with a Scarecrow Walk poster in their window. The ballot boxes are located in the lobby of the OC Library and inside The Incubator.

Harvest Arts Festival will be held on October 16th from 11am- 5pm. The Garden State Distillery and Battle River Brewery are interested in having a Winter Wonderland possibly on the weekend of the Christmas Tree Lighting. Some ideas were discussed. D. Szczypinski expressed interest in helping with that event. T. Forgione shared statistics of the social media as well as radio, and Spotify advertising and the success it is having.

- Colleague Reports:

Township (Mayor Hill, Lou Amoruso and D. Roberts)- Mayor Hill reported that Congressman Pallone and Congressman Kim held a press event forgiving the loans for Toms River Township for the effects of Hurricane Sandy. This was a joint effort with the Township Council requesting legislative relief. This will save \$3,000,000. There is work being done on the façade of the Town Hall complex. The Mayor highlighted the recent council approvals of the VA complex as well as the redevelopment downtown. The township is close to a deal with the County for the Surf Club property in Ortley Beach. The township has also acquired the land at The Boy Scout property. Discussion ensued regarding these properties. The time frame for the VA site on Hooper Avenue is for them to be opening in two years. Mayor Hill highlighted the corporate offices of Ocean First which will be bringing 350 jobs to Toms River. D. Roberts reported that they have gotten clearance from the Federal Highway Administration for the Herflicker Blvd to be under construction by fall 2023. M. Bellack asked that when the detour plan is approved for this road construction that she be informed. She will then let the downtown businesses and residents aware of the plan.

Parking Authority (P. Piner)- No report

County (T. Agliata, N. Leaf) – S. Lazzaro gave the report for T. Agliata. She congratulated The BID on receiving The Main Street Designation. The Census for Ocean County numbers are in and the population has increased to #5 in the state with 637,000 as OC population. The summer pump out program for boats was a success with a 24% increase over the prior year. The airport expansion has allowed for a lot more jet traffic. The recycling program has kicked off with great success. Over all the summer was a very successful one for tourism in Ocean County.

Library (Rachel LaVoie-Dohn)- G. Hayes clarified that the library has a mix of in person and virtual events taking place. They will be hosting enrollment for Medicare on 10/18 9:00am-3:00pm appointments can be set up through Senior Service. The Friends of Ocean County will be doing a book sale and Bling Sale on 10/16 in conjunction with The Harvest Arts Festival. M. Bellack inquired about the sensory room availability for The Harvest Arts Festival.

Chamber of Commerce (D. Norcross)- D. Norcross reported that The Greater Toms River Chamber of Commerce continues to have a full

schedule of events. They have seen an increase in membership. They will be hosting a seminar on Zoom on 10/27/21 regarding the countdown to the 2022 ban on plastic bags and the effect on businesses and methods to deal with this change. They will be having their award reception on 10/21/21. They are hosting a joint business expo with the Seaside Heights BID on 11/8/21.

Old Business: None

New Business: K. Space reported that Ocean Partnership for Children will be holding their annual Domestic Violence Vigil on 10/27/21 at 6:00pm in front of their office located at 36 Washington Street.

Adjournment: a motion to adjourn was made by T. Forgione and second by M. Hovance. The motion passed unanimously. The meeting was adjourned at 9:03 am.