

Toms River Business Development Corporation
Board of Directors Meeting
Wednesday, August 3, 2022; 8:00 a.m.
(Meeting conducted in person and via Zoom)

MINUTES

In attendance: Bill Beining, Phil Brilliant, John Brown, Lisa Cifaretto, Tom Forgione, , Dean Gresek, Mayor Hill, Mike Hovance, Sandra Lazzaro, Rebecca Leopold-Bunucci, Lee Pelton, Pam Piner, Danielle Szczypinski, Dave Roberts, and Bob Shea Staff: Mairin Bellack, Kim Dippolito and Liz Thomson. Guests: Not present: Lou Amoruso, Mary Jo Buchanan, Gabe Gillen Georgette Kyriacou, Mike Little, Tony Palmucci, Danielle Norcross and Arleen Read.

- Called to order at 8:04 a.m.
- Introductions & Announcements: M. Bellack reported that TRAC will be having their Artwalk tonight on Main Street and encouraged members to come out and support the artists. Cruisin Downtown will take place on Wednesday, Aug. 10, 2022.
- Approval of Minutes: A motion to approve the minutes was made by L. Cifaretto and second by T. Forgione. The minutes were unanimously approved.
- Treasurer's Report (L. Pelton): L. Pelton reported that the finances are in good order. The Finance Committee will be working on the budget for 2023. If anyone is interested in serving on the Finance Committee, please contact L. Pelton.
- Committee Reports
- Cultural Committee (L. Cifaretto) L. Cifaretto reported that they are in full swing for the project with Make A Wish Foundation. They will start painting by next week on the "She Shed" for the little girl. The Cultural Committee is also looking for members. B. Shea recommended that L. Cifaretto reach out to Christine Santasieri from OCVTS to see if they may have any volunteers to join TRAC. S. Lazaaro asked L. Cifaretto to reach out to her and she will also give her some people to contact.
- Design (B. Beining)- B. Beining reported that they have some prototypes for the banners. Discussion ensued about the backyard area and possible addition of stones to the area. There is potential for collaboration with Capone's and Garden State Distillery. This will be discussed at the upcoming Design Committee meeting.
- Economic Restructuring/Land Use (B. Shea) – K. Dippolito reported that The Style Jackpot has chosen not to renew their lease. There is another business interviewing to see if they would like to join The Incubator.

- Finance (L. Pelton) – L. Pelton reported he had no additional comments. M. Bellack reported that all events are sponsored except Harvest Arts Festival and the Winter Festival.
- Organization (D. Szczypinski)- D. Szczypinski reported that the next Resident Committee meeting will take place on 8/23/22 at 6:30pm.
- Promotions (Tom Forgione)- T. Forgione reported that The BID is launching a tourism campaign in Atlantic and Monmouth Counties through a commercial that was made possible through the Ocean County Tourism grant. T. Forgione asked the members to please like and share events and posts about downtown businesses and events. K. Dippolito reported that moving the Farmer’s Market has been good. She hopes that the county and township employees will attend more as the weather cools. She asked that board members please share the event to spread the word. Crusin Downtown is next week, August 10, 2022. The Comfort Food Festival will take place, September 17, 2022. The Promotions Committee is looking at different ways to promote the fall events to get the word out more successfully.
- Colleague Reports:

Township (Mayor Hill, Lou Amoruso and D. Roberts)- Mayor Hill gave an update on the success of National Night Out. He apologized to P. Piner regarding the miscommunication about the Huddy Park parking lot. Public works has responded to requests to clean up the goose droppings in Huddy Park as well as maintenance/landscaping issues in the pocket park. Discussion of issues with permitting took place. M. Bellack is working with the building department to come up with a new business system to convey the requirements that need to be met to open a new business so there is less confusion. Mayor Hill discussed the softball and baseball teams from Toms River moving to the next playoff round. There will be a send off for TRLL on Thursday, August 4, 2022 at 6:15pm.

D. Roberts reported that there has been an uptick in sign applications which seems to be a good sign of more businesses in the downtown area. The process for new signs in downtown includes sending the application to M. Bellack and The BID Design Committee for their review and approval. The Capodagli project on Water Street has received CAFRA administrative approval. This is a step toward them beginning construction. The Iron Street project continues to go back and forth with the concept plans with the developer and the township. The township has ordered an appraisal of the lot for baseline negotiating. Once these issues have been ironed out it will be taken to the Resident Committee of The BID and then to the Mayor’s Advisory Council. The Robbins Parkway development was discussed. The main issue has been that originally the lot was erroneously placed on the Rosi List. To rectify the issue, an application was submitted to Green Acres. This was done after a public hearing was held on May 26, 2022 and public comments were accepted until June 9, 2022. The package was submitted, and the determination will be made by Green Acres not the township. The VA Clinic is moving

forward. The USPS has decided that they are open to discussion about possibly moving their location to the new area near Sea Court Pavilion.

Parking Authority (P. Piner)- P. Piner reported that they continue to be looking for three part time employees: light maintenance, enforcement and bus ticket sales. Discussion ensued regarding the impending parking issues that will result from the construction of the Capodagli project as well as the road construction slated to be completed.

County (S. Lazarro) – S. Lazarro reported that T. Agliata wanted The BID to know that plans for the apron expansion at Miller Airpark are being done due to funding received. This will be a 30-million-dollar project. Regarding tourism, S. Lazarro congratulated Capone’s on winning the “Shore to Slice” contest. She reviewed the county tourism, and the successful year Ocean County is having especially in comparison to other areas of the state. Ocean County Tourism has delivered travel brochures on the NY Thruway, PA Turnpike and to AAA. They have received calls from visitor centers in Ohio, Connecticut and international destinations as well. Most businesses are struggling with supply chain issues and food prices. Ocean County is working on a joint initiative with Senior Services to have the county be certified as an Age-Friendly Community.

Library (Rebecca Leopold-Bunucci)- R. Leopold-Bunucci reported that the library will be partnering with the Ocean County Health Department for “What to Look For” regarding drugs and drug paraphernalia. This will take place at all four locations this fall. They will also be working with the Sheriff Department’s youth services to do child fingerprinting and child ID. They will be collecting school supplies in conjunction with the OC Superior Court.

Chamber of Commerce (D. Norcross)- P. Brilliant reported that D. Norcross will be leaving the chamber to pursue another opportunity. She will be leaving at the end of August. They are starting a search for a new executive director. P. Brilliant reported that The Greater Toms River Chamber of Commerce now has 418 members and continues to grow. They have their golf outing in September and their annual award dinner in October.

Old Business: None

New Business: M. Bellack reported that she had an initial meeting with the township building department to assess what permits/inspections new businesses need to have to open in Toms River. She will be working with the township to come up with a packet of information for businesses. M. Hovance expressed that in his experience, the biggest issue is a breakdown in communication between the different departments. Discussion ensued. P. Piner requested that the Parking Authority be included in the information packet for new businesses.

Adjournment: a motion to adjourn was made by B. Shea and second by L. Cifaretto. The motion passed unanimously. The meeting was adjourned at 9:20 am.