

Toms River Business Development Corporation  
Board of Directors Meeting  
Wednesday, August 2, 2023; 8:00 a.m.  
(Meeting conducted in person and via Zoom )

**MINUTES**

In attendance: Bill Beining, Jimmy Capone, Lisa Cifaretto, Dean Gresek, Mike Hovance, Bob Hudak, Lee Pelton, Taya Petino, Pam Piner, Bob Shea and Danielle Szcypinski,  
Staff: Mairin Bennett, Melissa Fernandez, Liz Thomson Guests: Alice Marin Not present: Lou Amoruso, Mary Jo Buchanan, John Brown, Nicole DeMatteo, Gabe Gillen, Georgette Kyriacou, Sandra Lazzaro, Mike Little, Tony Palmucci, and Arleen Read.

- Called to order at 8:03 a.m.
- Introductions & Announcements: M. Bennett informed the board that G. Gillen is considering resigning as he is busy until the end of September.
- Approval of Minutes: A motion to approve the minutes was made by P. Piner and second by B. Beining the minutes were unanimously approved.
- Committee Report
- Cultural Committee (L. Cifaretto) – L. Cifaretto reported that individuals have expressed interest in the committee but finding a meeting time has been an obstacle. M. Bennett will meet with L. Cifaretto to discuss the situation. TRAC participated in South Toms River National Night Out and it was a great success. The Adirondack chair for Huddy Park is going well. They will hold off on the ribbon cutting until the students get back to school. They would like the students who helped and the any others to come.
- Design (B. Beining)- B. Beining reported that he felt it was a great day with the Main Street NJ/America representatives. He stressed that if we can get grant funds from MSNJ to get projects done downtown that would be great. This should be a goal for us to achieve. He reported that the Design Committee is looking to get quotes for tree trimming to be done on Washington Street.
- Economic Restructuring/Land Use (B. Shea)- B. Shea reported that Capodagli Properties has filed the application for lowering the height of the apartment buildings on Water Street. P. Piner reported that that JCP&L has disconnected the electric at the construction site of the apartment buildings so that will no longer hold up any progress.
- Finance (L. Pelton)- L. Pelton reported that we have received another \$10,000 from Capodagli Properties for the sponsorship of Downtown Night Out. He reminded the board that we will be working on the budget earlier this year. Please have committee members take a look at their budget and see if there are any changes required and if so to please submit

them. L. Thomson reported that we have received the sponsorship payment from Veolia for \$5,000.

- Organization (D. Szczypinski)- M. Bennett reported that the committee has not met. M. Bennett and M. Fernandez are working with the residents to find a time that works best for everyone to meet.
- Promotions (vacant)- M. Fernandez reported that she has been sending out information on Constant Contact on a regular basis. Facebook reach has gone up 18% and followings are up 47.5%. It spiked its highest around Summer in the Street. We are currently doing no paid posts. P. Billian has a contact through The Greater Toms River Chamber of Commerce who can give us a quote for revamping our website. M. Fernandez presented a proposal from a petting zoo she recommends. It will be \$2,400/event for The Comfort Food Festival and Harvest Arts Festival. There is a 24 hour cancellation policy. Discussion ensued. A motion to approve having the petting zoo at both events was made by P. Piner and seconded by B. Beining. The motion passed unanimously. There will be line dancing again at DT Night Out. The Salsa Night is 8/26/23. M. Fernandez continues to work on having a flash mob of the Thriller Dance on the last weekend of Downtown Night Out. The newsletter and Faces of Downtown are being well received. It has been formatted in a manner that makes it easily readable regardless of the device you are viewing it on.

- Colleague Reports:

Township (Mayor Hill, Lou Amoruso and R. Hudak) – B. Hudak reported that they have received the revised application for the Capodagli project. It will be reviewed soon and then moved on in the process.

Parking Authority (P. Piner)- P. Piner reported that the Parking Authority is still looking for employees. They are looking for someone to work at the bus station and someone part time which could turn into full time with benefits.

County (S. Lazarro) – No report.

Library (Taya Petina, Nicole DeMatteo)- N. DeMatteo introduced, Taya Petina, the new head librarian. T. Petino gave a summary of her experience in the OC Library system and informed the board that she has been in the Toms River branch for over one month. She thanked P. Piner for the help in letting the library customers know of the library closure due to there HVAC issues in July. The library is in the midst of their summer reading program and it is going well. 9/9/23 there will be the Forensic Files in the Aisles from 10:00 am-4:00 pm. This will be a celebration of true crime. On 9/14/23 at 6:00 pm, Colm Keegan, formerly of Celtic Thunder will be performing at the Toms River Branch. Tickets are \$15.

Chamber of Commerce (M. Papanikolas, Phil Brilliant)- No report

Old Business: M. Bennett thanked everyone who participated in the Main Street NJ/America visit. The Main Street representative traveled from Chicago and was very impressed with what is taking place in downtown Toms River. She

suggested having more individuals give The BID report to the town council. By having residents and business owners share what is happening it shows the impact of the progress that is being made. M. Bennett asked any board member who may be interested in doing this in the future to please let her know. B. Shea asked her to invite the council members to our meetings. He also suggested that she invite new businesses to come to the council meetings. They could share why they chose to open their business downtown. This would give the mayor and the council the opportunity to hear directly from businesses. L. Cifaretto shared that without The BID, TRAC would never have been able to experience the growth they have had. This growth has enabled them to move onto a larger space with the potential for further expansion. B. Beining discussed the importance of getting our brand out there so that the public realizes what The BID does and the impact it has on the community.

New Business: Alice Marin introduced herself to the board. Alice is the owner and operator of New Jersey School of Massage located at 216 Main Street. She shared her background of formerly working for The Chamber of Commerce and participating in the early revitalization of downtown. She expressed her interest in being more involved and is excited to be a part of all that is taking place downtown.

Adjournment: a motion to adjourn was made by B. Beining and second by P. Piner. The motion passed unanimously.

The meeting was adjourned at 8:44 am.