

Toms River Business Development Corporation  
Board of Directors Meeting  
Wednesday, July 5, 2023; 8:00 a.m.  
(Meeting conducted in person and via Zoom )

**MINUTES**

In attendance: Bill Beining, John Brown, Lisa Cifaretto, Dean Gresek, Mike Hovance, Bob Hudak, Lee Pelton, Pam Piner, and Staff: Mairin Bennett, Melissa Fernandez, Liz Thomson  
Guests: None Not present: Lou Amoruso, Mary Jo Buchanan, Jimmy Capone, Nicole DeMatteo, Gabe Gillen, Georgette Kyriacou, Sandra Lazzaro, Mike Little, Tony Palmucci, Bob Shea, Danielle Szypinski and Arleen Read.

- Called to order at 8:03 a.m.
- Introductions & Announcements: None
- Approval of Minutes: A motion to approve the minutes was made by B. Beining and second by M. Hovance the minutes were unanimously approved.
- Committee Report
- Cultural Committee (L. Cifaretto) – L. Cifaretto reported that she has made progress in the recruitment of volunteers for the Cultural Committee. There have been three individuals who have expressed interest and are thinking about making the commitment. M. Bennett thanked TRAC for all of their hard work and the contributions made by them for the Field of Dreams. L. Cifaretto shared that TRAC is working with TR High School South on a 10’ Adirondak chair that will be placed in Huddy Park. It is a gift to the town and the first installation of art in the “Arts District” downtown.
- Design (B. Beining)- B. Beining reported that The Big Belly garbage can is here at the corner of Washington Street and Robbins Street, by Capones. M. Bennett reported that there was a dent in the unit when it was delivered, and we are awaiting the company to send out a representative to look at it and fix it. After that the unit will be operational. The unit will be wrapped with advertising highlighting that the purchase was paid in part from the Clean Communities Grant. The building is in good shape. He is looking forward to the MSNJ visit on 7/19/23. B. Beining reported that the painter will be coming on Friday to paint the hallway. P. Piner inquired about the elevator. She will provide M. Bennett with the name of a contractor.
- Economic Restructuring/Land Use (B. Shea)- No report
- Finance (L. Pelton)- L. Pelton reported that the finances are in good shape. The goal is to to get the 2024 budget done earlier this year and have it to the township after our October 2023 meeting. M. Bennet shared that M. Fernandez has been doing a great job and is considering some

smaller events which will provide even more sponsorship opportunities. M. Bennett reported that Main Street America/New Jersey are coming on July 19, 2023. They have a grant that she would like to apply for that would provide opportunities for us to encourage façade upgrades as well as improve the sidewalks. She is also looking into applying to the county for some of the American Recovery Funds.

- Organization (D. Szczypinski)- M. Bennett reported that this committee has been on hiatus. There is a need for members to enhance our volunteer efforts. M. Bennett reported that she is scheduling information sessions at our many senior communities. The goal would be to inform them what The BID does, the benefits it brings and the fact that it is a zero tax implication for any resident of Toms River.
- Promotions (vacant)- M. Fernandez reported that the Summer in the Street festival is on track and the street is full with food trucks and vendors. The Farmer’s Market is going well. She has introduced “Faces of Downtown” which is being well received as well as our newsletter. The entertainment has all been booked for the other events. There will be country line dancing July 29, and Latin Salsa dancing August 26 at Downtown Night Out. M. Fernandez is working with the TRFD on organizing a “flash mob” of the Thriller Dance on the last night of DT Night Out to promote the Halloween Parade.

- Colleague Reports:

Township (Mayor Hill, Lou Amoroso and R. Hudak) – No report

Parking Authority (P. Piner )- P. Piner reported that the Parking Authority is still looking for employees. They have been having problems with the students hitting off the signs on the pay by cell only meters.

County (S. Lazarro) – No report.

Library (Nicole DeMatteo )- No report.

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

Old Business: M. Bennett shared the excitement of another year of great events coming up. It is a great way to get residents and out of town people into Downtown Toms River to experience all we have to offer.

New Business: M. Bennet reminded the board members that Main Street America/New Jersey will be sending representatives to our office on July 19, 2023. There will be a representative from Main Street America coming from Chicago and two representatives from Main Street New Jersey. M. Bennett will be sending a detailed email to the Executive Committee regarding this visit. Freddy’s has opened on Route 37 and had their ribbon cutting. M. Bennet stated that The BID will continue to operate at 110% capacity to work for the businesses in the district. She will be bringing the newsletter and the Faces of Downtown to the council meetings. Discussion ensued regarding a mailer to the residents in the district with information about The BID. L. Pelton emphasized that in the information it should be clearly explained that The BID is not funded in any way by the taxes on the residents. The funding is an extra assessment on the commercial property owners only in the district.

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

The meeting was adjourned at 8:36 am.