

Toms River Business Development Corporation
Board of Directors Meeting
Wednesday, May 3, 2023; 8:00 a.m.
(Meeting conducted in person and via Zoom)

MINUTES

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

- Called to order at 8:03 a.m.
- Introductions & Announcements: M. Bellack reported that T. Forgione has resigned from the board. M. Bellack will be reviewing the board members and will be reaching out to the members who have been unable to attend meetings. M. Bellack reported that E. Reilly will be leaving The BID and has taken a position at the township. We have posted the position and have a few interviews scheduled. The maintenance position pay is \$17.00/hour. M. Bellack stated that we are very happy for Ed, but we will miss him. We wish him the very best!
- Approval of Minutes: A motion to approve the minutes was made by B. Beining and second by L. Cifaretto the minutes were unanimously approved.
- Committee Reports
- Cultural Committee (L. Cifaretto) – L. Cifaretto reported that she is working on recruitment for the committee. There is a meeting the third Thursday of each month and she is optimistic that new members will bring great ideas going forward.
- Design (B. Beining)- B. Beining reported that the banner project is still in progress as there has been a slight snag with JCP&L. There is a new process in place at JCP&L and all the poles must be photographed and numbered then that information must be sent to JCP&L. E. Reilly and A. Read are currently working on getting that done. B. Beining wanted to thank E. Reilly for his years at The BID. B. Beining said that Ed has been a great employee and The BID will really miss him. The township is getting a great asset and employee.
- Economic Restructuring/Land Use (B. Shea)- B. Shea deferred to Mayor Hill.
- Finance (L. Pelton) – M. Bellack reported that the sponsorships are coming in. The BID budget passed, and she thanked all of the businesses for coming out in support of The BID. The first quarter township

assessment check has been received. The BID is grateful for the continued relationship between The BID and the township.

- Organization (D. Szczypinski)- M. Bellack reported that a meeting of this committee will take place soon, in that meeting the upcoming events will be discussed as well as volunteer opportunities to support the events. Other ideas and suggestions will also be discussed.
- Promotions (vacant)- M. Fernandez reported that Downtown Night Out starts on May 5, 2023. This year we will also be holding a Cinco De May event from 12pm-5pm. The Country Line Dancing event scheduled for 4/29/23 was rescheduled to 5/20/23 due to the inclement weather last weekend. The Farmer's Market starts on May 24th in Huddy Park. This year we will be adding Wellness Wednesdays with yoga in the park. M. Fernandez is working with businesses to fill up open dates possibly in August. She met with M. Cruglio to discuss the visit by "Skid Row" and a possible event for that occasion.
- Colleague Reports:

Township (Mayor Hill, Lou Amoruso and R. Hudak) – Mayor Hill reported that B. Hudak had informed him that Capodagli had gotten their CAFRA permit. Construction will be able to start soon. The township has purchased more open space from the TR Schools. The mayor is proud of the fact that in his administration there has been purchase of open space in all four wards totaling approximately 100 acres. This will preserve the land. B. Hudak reported that he is still doing preliminary engineering for The BUILD Grant. M. Bellack asked that any information regarding detours to please be sent to The BID as soon as it has been decided. She will then get that information out to the businesses.

Parking Authority (P. Piner)- P. Piner reported that the Parking Authority is hiring several positions: ticket sales at the bus terminal, enforcement officers for the streets. If you know of anyone who may be interested, please let P. Piner know. The Park and Ride is picking up and monthly passes are up. There has been no meeting yet with DOT and NJ Transit.

County (S. Lazzaro) – S. Lazzaro was pleased to hear that the Parking Authority is tapping into the senior community for employment opportunities. There has been a great deal of new demographics coming into the county. We have many secondary homeowners who are using their homes year-round with the work from home model. This enables businesses to be open year long. There is a lot of growth in the Manahawkin/Stafford area. The market is growing in Seaside Heights. The county is working to have all tourism events on their website. Their tourism website map taps into Google. The county has signed up with the company, Safety Beaches. They will be running that portion of the site. It will show the public the conditions at a particular beach; wave report, water temp, rip tide and beach conditions. We want to highlight the importance of the beaches. The Joseph Vicari Award was presented to Emory Farm for their contribution to tourism. S. Lazzaro presented Commissioner Vicari with a lifetime achievement award for his years of

service to Ocean County. S. Lazzaro shared that his commitment to tourism has been wonderful. S. Lazzaro reported on a bill to categorize NJ into North/Central and South. Their office has been busy with tourism grants. She was proud to report that their office has granted the most tourism grants ever. They are working on trying to get the ARPA funds for the tourism department. M. Bellack volunteered to help in this effort. S. Lazzaro reminded everyone to please send all events to be featured on their website. L. Cifaretto asked if there was a way to find out what has been put into the events, Sandra will have Carly reach out to her.

Library (Nicole DeMatteo)- No report

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

Old Business: M. Bellack recognized E. Reilly for his years of service. He received a high recommendation from The BID as well as the entire of Board of Directors. We all wish him the best of luck.

New Business: Mary Jo Buchan reminded the board that May is Mental Health Awareness month. There is an event tonight at the OC Library to bring awareness and there will be a lot of activities for children.

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.