



Holgate Taxpayers Association Trustees Meeting Minutes
Saturday, November 5, 2022 Location: 3001 S Long Beach Blvd
Time: 2:30pm – 4:30pm

ATTENDEES: Frank Benintendo, Denise Brand, Bill Cannon, Bill Hutson, Art Levy, Jeff Lipman, Rand Pearsall, Ted Stiles, Bob White

ABSENT: Yanni Kaloudis, Dan Macone

Meeting was called to order by Rand Pearsall at 2:35 PM and a Quorum was established.

Trustees unanimously approved Minutes for August 23 and September 10, 2022 meetings.

Newly elected trustees Art Levy and Jeff Lipman were welcomed to their first official meeting.

Officer Elections - Rand

- Rand read Officer candidates, President Rand, Treasurer Bill C., Recording Secretary Bob.
- A motion was made to approve the Officers for two-year terms; the motion was unanimously approved.

Holgate Topics – Rand

- Beach Conditions - Township has stated work already on southern/Holgate beaches. There still is work to be done on cliff that has been formed by recent storms. Beach 3 has been very narrow and Beach 4 is against the cliff around high tide. Beach 1 remains ok.
- Water/Sewer Fees – LBT taxpayer Associations have met with LBT officials to understand how they are looking at fees. Discussion by Trustees resulted that measurement by inflow would be best policy. The Township maintains it will continue to be a combination of base fees plus actual water usage but they have not set the actual amounts at this time.
- Water Treatment – Rand advised there will be new buildings constructed in fenced off area below Holgate water tower. While the overall footprint is not expected to change, the building positions will be shifted slightly and will be raised; with a pitched roof, the new structures will be 3 stories tall.
- New Trustee Recruitment - Rand reported that when creating the online vote, he had added a question to respond if there was interest in becoming a Trustee in 2023 and there were 9 responses. They have all been contacted requesting a time to set up a Zoom call to answer questions and share relevant information about HTA.
- Membership Incentive (HTA-branded Shopping Bags) – Rand referred to a Membership committee concept to provide bags to all members. Denise mentioned several points about HTA label, cobranding with businesses, type of material to use, using tag line “Dune great in Holgate” and putting information in bag promoting HTA. Distribute bag to all homes in Holgate by hanging on door knob. Rand made a motion to budget \$3,500 to buy 1,000 bags and Membership Committee to decide type of bag and how to distribute. Motion was unanimously approved.



Treasurers Update/Membership – Bill C

Membership Committee – Bill C

- Currently at a record 518 members.
- There has been an on-going outreach effort to 54 of the 2021 members who did not renew in 2022. This resulted in 6 members plus several others that said they would send the membership check in the mail.
- We are offering members who renew now 2022 and 2023 membership for \$25. We have done this in years past and confirmed in this meeting it does not need further board approval.

Treasurer's Report – Bill C

- Total cash in is \$23,680 – dues of \$12,700 and extra donations of \$10,980.
- Current expenses of \$12,394. Major differences from the budget are:
 - Dune planting (\$7,186). Denise will speak to this
 - Greenhead traps (\$4,500) Bill H is still collecting the receipts
 - Membership (\$2,117). Plan to spend on the reusable shopping bags
 - Community events (\$499).. One meet and greet but no street fairs or other activities.
 - Office equipment (\$300). Expected to buy microphone with a speaker \$750, storage facility \$750, Grill \$1,000, weed whacker \$250, HTA banner TBD
 - Business cards for Board members. Denise Brand can provide cost, she has business cards. Design should be the same for all.
- Rand made a motion that the budget be approved and it was unanimously approved.

Committee Planning - Rand

Confirm Chairpersons for 2023

- Committee Chairpersons will remain the same for 2023.
- Audit Committee: Jeff Lipman volunteered.
- Chairperson needed for - Community Events Chairperson – Jeff Lipman volunteered.
- Marketing Committee – Not a standing Committee; Art Levy volunteered to be Chairman.
- Rand will send forms in 2 weeks for Committee Chairman to submit plans for 2023.

JCTA Updates – Rand

- First Responders – There is concern that some of the municipalities may be interested in some form of consolidation/restructuring of the first responder services.
- Wind Farm Survey – JCTA continues to inform all LBI taxpayer associations regarding current information about the wind farms but there is uncertainty as to how the memberships feel about this issue. A survey is under consideration as a means of understanding the degree of awareness about the planned wind farms.
- All-Island Clean-ups - All LBT Taxpayer Associations supported this Oct 22 effort. Holgate provided very little support. The Board is concerned and will seek to understand why this is occurring and what steps can be taken to improve volunteerism.



Strategic Issues (All)

Rand raised a number of long-term strategic issues which are facing the HTA and -due to time constraints - asked the Board to consider them in advance of the next meeting. For example:

- Governance and Operations: What can the Board do better in 2023?
- Expanding Board Capacity: Should we increase number of Trustees from 9-12 to 9-15. This is a By-Law issue. More people will help do more projects.
- Engagement: How can we improve engagement and volunteerism?
- Membership: Why don't people join? Is this researchable? Need to focus on members that don't renew and nonmembers.
- Benefits: Do non-members feel they get the benefits of the HTA for "free"? Will more social activities and community events help? Must determine what attracts more members.
- Growth: What should our target be for new members? At our current membership of 518 what would be a realistic goal for 2023 and beyond?
- Focus: Would we benefit from one major annual activity to get the community to rally around? Superstorm Sandy rallied the membership a decade ago and it would be ideal to get community involvement around a non-disaster event.
- Personalize: Should people know more about who is on the Board (bios)? Member's and Holgate residents don't know Board members. Information sheets should be developed about all members and posted on website as well as be part of HTA News Letter. Denise Brand has HTA business cards she developed that should be made for each Board member. Denise can advise cost and source.

Next Trustee Meeting Dates

- Tuesday February 7, 2023, Zoom Meeting 7 – 8:30 PM
- Tuesday March 14, 2023, Zoom Meeting 7 – 8:30 PM (date to be revised to allow all trustees to attend)

Motion to adjourn was made at 4:35 PM and unanimously approved.

After the meeting was adjourned, Rand and Josanne hosted a wine and cheese social event that included significant others. No expense was incurred by the HTA for this event.