

Holgate Taxpayers Association Trustees' Meeting Minutes

Thursday, December 4, 2024 Time: 7:30 – 9:25pm Via: Zoom

ATTENDEES: Frank Benintendo, Denise Brand, Barb Cahn, Yanni Kaloudis, Art Levy, Jeff Lipman, Dan Maccone, Rand Pearsall, Ted Stiles, Bob White

ABSENT: Bill Cannon, Bill Hutson

Meeting called to order by Rand Pearsall at 7:30pm and a quorum was established. Motion to approve 11/7/24 HTAT meeting minutes was made by Frank, seconded by Barb and unanimously approved.

Memorialize online vote via email to authorize \$4,800 for new Fly Traps in 2024

- Motion made by Rand, seconded by Barb and unanimously approved via email.

Holgate Topics – Rand

- Army Corps of Engineers replenishing dunes and raising height back to 22 feet.
- ACOE has been asked to avoid damaging dune plants – Rand will examine and report back.

Treasurers Report – Rand for Bill C

- In Bill's absence defer final 2024 report until next Board meeting.
- All expenses should be submitted as soon as possible so you can be reimbursed and it can be recorded in 2024 budget.
- We still want to achieve our goal of reducing reserve.

Committee Reports

By-Laws -- Frank

- Last update to by-laws was distributed by email and needs to be signed by Trustees. The vote concerned making 2 adjustments.
- Discussion about amending by-laws to expand number of Trustees up to 15.
 - According to by-laws, for an amendment to pass it must be presented to members:
 - Meeting to be held with members for vote
 - Membership should be notified 30 days prior to the vote
 - 10% of membership must be present to establish quorum (in person or virtually)
 - There needs to be an open period for discussion
- When things are done electronically or virtually many more members are attracted to participate.
- Rand would like to put the message out in late February about the proposed amendment which can include a note about renewing membership to be able to vote.
- Vote could be in March.
- Rand made motion to expand board from 12 trustees to up to 15 trustees, seconded by Frank. Motion approved. Vote was unanimous.

Community Events -- Jeff

- Tunes by the Dunes 2025 talent is 100% booked for 9 weeks this summer.
- Discussion about expanding dates to include Memorial Day Sunday May 25th (requires LBT approval) and Thursday September 4th. Artists are available for both dates.
- Jeff has asked artists to larger band size.
- Discussion about contacting LBI Shuttle for schedule to coincide with Tunes timing.

- Sponsors - VRLBI is a new sponsor (from Bill Cannon). It would be great to get 2 or 3 more sponsors. Hurley's is no longer a sponsor.
- Photo Contest: Jeff anticipated more submissions; need ideas to increase to submissions.
- Membership survey showed members want more community event; ideas requested.

Dune Planting -- Denise

- Denise and Rand have discussed reimagining dune planting. Options include picking one entrance and do it to the max each season for more visible results. Volunteers would only need to only go to one entrance for care, and need one homeowner for water.
- Consider better ways to market the effort to increase participation.
- Yanni volunteered to test new drip system (connected to Wi-Fi for remote control/monitoring).

Environment --Ted

- Environmental Committee Plan Year End Report reviewed. Main points:
 - Most traps reviewed. They have been numbered and captured on a spreadsheet.
 - 50 traps taken out of marsh by McKinley – some scrapped but many will be refurbished.
 - Tom Beaty is building 24 new traps; most will go to the wetlands.
 - Current inventory is 114 traps ready to be placed in the spring.
 - 3-year supply of bait at Lorry's and Township gives us bait for one year each year.
 - Adopt a Trap Program: With many new volunteers, traps were stored safely for the winter. Locations are indicated on spreadsheet. More homes needed for south end.
 - Establish dates to place traps/bait. Goal to have them placed by June 15th.
- Numbering of traps will start with the last digit of the year built (4, 5, etc).
- Holgate Marina has 4 traps according to Denise. They have not been collected or inspected; 4 Southgate Homeowners have agreed to have traps placed on their property.

Government Relations -- Dan

- Some holiday lights are not working and certain designs are no longer available. Dan will follow up on the two holiday lights that aren't lit

Marketing -- Art

- Contributed to the membership letter that went out.
- Will meet with Barb to discuss the tax letter.

Membership -- Barb

- 520 current members which is down from 2023. 75 non-renewals. 2 people signed up for auto renewal. The January letter will promote auto renewal.
- Cost of mailing last year's tax letter was \$700+, perhaps we should consider sending it by email and track if the email was opened. If not opened send via USPS.
- Contact information: Currently we do not request phone numbers when members sign up. Committee can update membership form to request phone numbers – members can provide and/or opt out.
- Before we make a change to do only email of January letter perhaps, we should do a test by splitting the list to have some mailed and some emailed.
- Non renewals – Yanni offered to look non renewals up to see if they are still Holgate homeowners.

Nominating -- Rand

- Unanimous vote on following officers: Rand, President; Dan, Vice President (he would like to step down and remain as a Trustee but will stay on temporarily); Bob, Recording Secretary

Committees -- Rand

- Rand is looking at current committees. Plans to report in January about how to refine or augment the committees list.
- Simplified one-page summarizing committee plan, including objectives and required budget, will be sent out by Rand mid-month.

JCTA Updates -- Rand

- Rand attended a meeting of Ocean County Commissioner / CFO / Tax Administrator to understand how they budget.
- They have a capital budget that they plan out a minimum of 3 years – could be an opportunity to plan for the Boulevard repair.
- Goal is to build relationships and gain visibility within the county to have an open door to ask questions and propose programs that benefit LBI.

Other Business / Open Discussion

- Does the board agree that a gift card up to \$100 could be given to recognize a volunteer or say thanks? Board agrees and discretion is to the Committee Chair to fund within their approved budget.
- Performance review discussion – not currently necessary as Trustees are all considered to be duly performing.
- Sandpaper article on the fly traps was very positive. Consider placing an article about dune planting in the spring.

Next Trustee Meetings

- Rand will do annual plan of meetings.
- Schedule at least one in person meeting.

Adjournment

- Motion to adjourn was seconded and unanimously approved.