

Holgate Taxpayers Association Trustees' Meeting Minutes
Thursday, February 13, 2025 Time Scheduled: 7:30 – 9:25pm Via: Zoom

ATTENDEES: Frank Benintendo, Denise Brand, Barbara Cahn, Bill Cannon, Art Levy, Jeff Lipman, Dan Macone, Rand Pearsall, Ted Stiles, Bob White

ABSENT (Excused): Yanni Kaloudis, Bill Hutson

Meeting called to order by Rand Pearsall at 7:31pm and a quorum was established. Motion to approve 12/4/2024 meeting minutes was made by Barb, seconded by Frank and unanimously approved.

Holgate Topics

- Beach Conditions (All)
 - Replenishment and dune grass essentially completed in Holgate.
 - Rand to reach out to Refuge Manager to learn about obstacles to new and extended groins.
- Water Treatment Facility Plans
 - Construction may not occur this year as LBT awaits permit.
- New Trustees
 - Rand asked the Board to move aggressively to encourage more applicants as we need to spread the work out more. Also anticipate people stepping down over the next few years.
- Back Bay Study
 - Rand to advise HTA members of the end of the public comment period.

Committee Reports

By Laws (Frank)

- Frank is working on getting voting process in place across the board.
 - Increasing the Trustee Range from 9-12 to 9-15 requires 30 days notice to members, time for comments and vote on accepting changes.
- March 25th HTAT meeting is the target to have the amendment language prepared for Trustees to vote on.
- Frank is working on getting voting in place with necessary changes and wording.

Discussion Regarding 2025 Committees and Chairs

- Discussion Regarding Proposed 2025 Committees and Chairs (Rand, All)

✓ Audit (TBD)	✓ Hospitality (Yanni)
✓ By-laws (Frank)	✓ Marketing (Art)
✓ Community Events (Jeff)	✓ Membership (Barb)
✓ Environment (Bill H, Ted)	✓ Neighborhood Initiatives (Dan)
✓ Finance (Bill C)	✓ Nominating (TBD)
✓ Fly Traps North/South (Joe/John)	✓ Volunteers (?)
✓ Government Relations (Rand)	

Audit

- Someone is needed to do this year's audit, if you are able let Bill Cannon know.
- Rand to solicit a member who may have accounting experience in the next newsletter

Community Events (Jeff)

- Nothing to report at this time.

Dune Planting (Denise)

- Pick one entrance and do it to the max – potentially Scott Ave, finding water has been an issue there in the past.
 - Logistics are simpler.
 - More visible results
 - Tebco is a good example of a successful planting project – multiple years of planting with few holes.
- Discussion about Art creating a video on planting process to instruct oceanfront owners.
 - Record an instructional tutorial - shoot on the day of the planting.
 - Perhaps a time lapse to see the before and after
- Discussion about Keep off the Dunes signage (Dan has about 18 signs remaining)
- Discussion about communicating to oceanfront homeowners the process of installing walkway (LBT needs to be contacted to cut the new dune fence).
- Angela Anderson referred Rand to Surfrider Association Foundation as they have access to volunteers who could potentially help with regular watering of plants. Potentially local HS students who are also surfers would be available to water M-W-F.
- Denise and Rand are discussing dates for dune planting. May 8th of Mother's Day weekend was determined not a good date for the planting. Date in May TBD.

Environment (Ted)

- Fly Traps / would be shifted to a separate Committee (Joe/John)
- Should have the greatest number of traps in Holgate this year including 50 refurbished traps
- Environment committee will focus on testing various ways of mitigating black flies while potentially investigating other trap designs.

Fly Traps North / South (Joe Chieffo , Lee John Prochazka)

- Southside (John) will be looking to get new volunteers.
- Northside (Joe and John) is in good condition.

Government Relations (Rand)

- Rand will continue to report on meetings and discussions with Commissioners

Hospitality (Yanni not in attendance)

- Rand would like Yanni to take over the Fall picnic and do additional food events as part of the Hospitality Committee. Yanni has done this for events in the past.

Marketing (Art)

- Art has submitted his plan in to Rand.
- Working on getting specific tasks outlined as part of the Marketing role.

Membership (Barb)

- 112 members as of 3 days ago. 90 came in from the January letter, 22 from the October newsletter.

- About 10% signed up for auto renewal. It will be interesting to monitor if the auto renewal will affect donations.
- Discussion increasing membership.
 - Perhaps diminishing returns on chasing down non-renewals
 - Rand suggested focusing on new homeowners, Barb plans to get a list of new homeowners and build new homeowner recruitment into her plan.
 - Barb would like to re-establish street captains.
 - Potentially use door knob tag with QR code to advertise membership.
 - Consider FB banner ads.
- Discussion about status vs past years and based on renewals (are there peak times when to publicize membership that may be more fruitful)?
- 2024 membership: 537; 2023 membership: 534

Neighborhood Initiatives (Dan)

- Holiday Lights. Township purchasing 3' ornaments vs 6' – is there a reason?
 - Rand will reach out to Commissioner Meehan for clarity.
- Spring Clean Up. Memorial Day weekend will plan to advertise a cleanup for that weekend.

Nominating (TBD)

- Need a Trustee to chair the Nominating Committee
 - Remind of upcoming elections, review ballots make sure there is only one vote per household.

Volunteers Committee

- Hold off until there are more Trustees but it would be a helpful to have someone managing and organizing volunteers.

Treasurers Report (Bill C)

Final 2024 Budget presented and attached. Key points of interest:

- Our federal form 990N was filed.
- 1099s were issued to those that we paid over \$600.
- We have about \$32,000 in CDs earning interest.
- We received a sales tax exemption from the state of NJ. Important things to keep in mind:
 - This is for NJ only and not out of state purchases
 - The HTA must pay the invoice to be eligible for the exemption. A board member can't get the exemption if they are paying with their personal card.
 - For purchases, a certificate/letter can be submitted to apply the tax-exempt status.
 - For Amazon purposes we may need to set up an HTA account to be tax exempt and then Bill can share the debit card to be used.
- Before the next meeting, he expects to renew the Directors and Officers insurance and our general casualty insurance.
- 2025 budget should be finalized in March and we expect more robust membership numbers by then.
- Discussion about who votes on the budget. Budget is first voted on by Trustees, then presented to members for formal approval at the June meeting.

JCTA Updates (Rand)

- 2025 Priorities
 - First Responders and Pedestrian Safety remain high on the list.

- Rand reminded the JCTA that dune replenishment should be viewed more as preservation and not just replenishment. Discussed that HTA is working on a tutorial to help homeowners with dune plating and maintenance.
- County Taxes
- Green Head traps – Discuss with Ocean County additional areas to place them on the mainland as well as groups to help build, place and sustain.

Dates / Locations for Spring Membership Meeting, Fall BBQ (All)

- 1st Saturday in June Spring Membership meeting (June 7th), Osborn Marine Field Station
- 1st Saturday following Labor Day for the Fall BBQ (Sept 6th), Bay View Park

Other Business / Open Discussion,

- Windmill situation – Federal Government reviewing if project has been managed correctly. Project isn't officially dead but seems to be leaning that way.
- Frank shared that the Christmas Tree at Wooden Jetty teamed up with Reclam The Bay because of the large volume of shells that were weathered or broken and no longer have name or decorations on them.

Next Trustee Meeting: Tuesday March 25, Zoom, 7:30-9:30 (eastern)

- Should have all Committee plans in by then and Bill can build the 2025 budget
- In person Trustee Meeting May 3rd

Adjournment

- Art motioned to adjourn at 9:12, seconded by Frank B. Adjournment unanimously passed.