

# Holgate Taxpayers Association Trustees' Meeting Minutes

Tuesday March 25 2025 Time: 7:30 – 9:25 pm Via: Zoom

**ATTENDEES:** Barb Cahn, Bill Cannon, Yanni Kaloudis, Art Levy, Jeff Lipman, Dan Macone, Rand Pearsall, Ted Stiles, Bob White

**ABSENT:** Frank Benintendo, Denise Brand, Bill Hutson

Meeting called to order by Rand Pearsall at 7:34pm and a quorum was established. Motion to approve February 13, 2025 meeting minutes was made by Dan seconded by Yanni and unanimously approved.

Quorum established

## Holgate Topics (All)

- Beach Conditions
  - Due to sand lost, the need for groin is greater.
    - Rand has a meeting with Mayor Mancini on March 7<sup>th</sup> and will discuss with him.
    - Also plans to discuss with Virginia Rettig from the refuge.
    - County is in favor of groins.
    - Continued exercise in waste to have pumped sand pumped erode.
    - Discussion about handicap entrance on Jacqueline and its lack of ease for all.
- Rental Home Registration
  - Mandatory fee of \$100 for owner of seasonal home rentals. If money isn't paid by deadline the amount is to be increased to \$250.
    - Clerk office says the ordinance was introduced in January 2023 but the announcement from the town just came around March.
    - Rand is reaching out to LBT clerk to share communication wasn't clear.
    - Other townships are doing a similar charge but appears to be less.
    - Fee is state-mandated but what is the money being used for is unknown

## Budget Review and Treasurer Report (Bill C)

- Reviewed budget, committee by committee, general notes
  - Community Events – increasing number of events
  - Dune planting – decreasing, fewer entrances for greater visual impact
  - Environment – new focus on trap design and biting black flies
  - Hospitality – Increased with possibility of doing more events. It is up to each committee chairperson to arrange hospitality support with Yanni in advance.
  - Marketing – total expenditure may decrease, depending on needs of other committees
  - Neighborhood Initiatives – holiday light replacement and spring clean up

- Two observations about treasurer's report this year:
  - Slight restructuring of committees may make some year-to-year comparisons imperfect.
  - YTD Tracking and Comparison
    - Highlights donations are down around \$5K.
- Expenses so far are approximately \$4400 for January mailing and some expenses from previous year.
- Questions on the Budget:
  - Dan asked about Holiday Street lights – size and expense change.
    - Rand is still following up with Allie Meehan (review of Rand's subsequent conversation with Allie will be captured under new business).

### **Vote on Budget**

- Motion to approve budget by Bill C, seconded by Jeff. Budget unanimously approved.

### **Committee Reports**

#### **Audit (Bill C)**

- A member who is a retired CPA will perform the audit

#### **By- Laws (Rand in Frank's absence)**

- Re: The proposed amendment to increase Trustee Range from 9-12 to 9-15
  - Rand and Frank have been working through the specific language.
    - Current by-laws specify voting is in person.
    - Working on language that will allow meeting in person as well as electronic option.
    - Determining how best to define quorum and super majority for meetings and electronic votes.
- Conversation about another possible By-law amendment re: Renters being members
  - Renters currently have to show their lease to vote, should that be stricken? This is not something currently enforced.
  - Will have a discussion about this at another time – wording could be changed to “may be required” instead of completely taken out of by-law.

#### **Community Events (Jeff Lipman)**

- Tunes by the Dunes
  - With Rand's help have added May 24<sup>th</sup> concert to be held at Bond Park.
    - Working on signage due to change in venue.
    - Great opportunity for Trustees to be there to speak with people and encourage membership. Consider setting up Venmo to pay dues.
  - Budget Increases
    - Number of concerts increased from 8 to 11
    - Larger groups (bands vs. solo / duo performances)
    - Larger posters for advertisement.
    - Solar tiki lights and stage lighting

- Sponsorships
  - Recently Fantasy Island agreed to be a sponsor.
  - Jetty Ink
    - Jeff approached them about sponsorship.
    - Jetty can set up an apparel storefront for HTA/Tunes on the Dunes
      - No out-of-pocket expense
      - Waiting to hear on the minimum required.
      - May be nice to purchase t-shirts for all of the sponsors.
    - Jeff will send out a list of sponsors as well as booked talent – 18 sponsors minimum needed to break even.
- Mini Golf Tournament at Mr. Tees
  - Should we consider planning for May / early June?
    - Same weekend as Spring membership meeting?
  - Rand will get back to everyone after he speaks with Mr. Tees.
- Photo Contest
  - Still determining if it is worth considering, but another trustee needs to manage
- Fall BBQ - live music to continue

#### **Dune Planting (Rand in Denise's absence)**

- Concentrate on one maybe two entrances, Scott Ave is the focus right now.
  - Surfrider Association volunteer waterers: Monday, Wednesday and Friday.
  - 40-50 plants at one entrance to have a large visual impact .
  - Great opportunity to create a time lapse video and instructional video to help capture the process and promote.

#### **Environment (Ted for Bill H)**

- Ted is committed to find the best round trap at the lowest cost.

#### **Finance Committee (Bill C)**

- Covered in Budget report

#### **Fly Traps North / South (Rand for Joe, John)**

- Divide Holgate into 3 areas to get more centralized volunteers.
- Defer need for a trailer for now.
  - Handcarts worked great to get traps to locations and storage. 3 new handcarts purchased

#### **Government Relations (Rand)**

- No line item needed in budget. Primarily attending and reporting on commissioners meetings.

#### **Hospitality (Yanni)**

- Conversation about tent for Fall BBQ – what budget it falls into and if it is necessary.
- Discussion about food at first Tunes by the Dunes concert on May 24<sup>th</sup> same day as spring cleanup. It was decided not necessary.

## Marketing (Art)

- Art would like to know how he can support committees; he looks forward to getting assignments based on what other committees need.
- Goal of marketing committee is to support committees/events and the HTA overall.
- Art concerned about reach – why has membership gone down despite more events and marketing?
  - What are the most effective ways to reach people.

## Membership (Barb)

- Review of Membership Plan
  - Street Captains – meeting in May to discuss expectations and provide materials
    - Would like to create Door Hangers with QR code.
  - Banner at base of Holgate sign before Memorial Day to promote HTA and renew membership.
  - January mailing a split of 60/40 email and USPS mail.
    - Doesn't have the data on which produced more response.
  - Would like to do another mailing (USPS)
    - To non-renewals and new Holgate homeowners (search on Zillow).
- Rand suggested that the membership committee meet, finalize a plan, acknowledge obstacles and define applications for success as it applies to HTA membership

## Neighborhood Initiatives (Dan)

- Holiday Lights
  - 3' size, have to order 5 minimum. \$500-\$700 per light
    - Maybe we buy 3 and Township buys other 2.
    - Not the same as the larger 6' ones, still looking into the bulb size.
  - Agreement that the larger 6' lights is the direction HTA wants to move.
- Spring Clean Up and Breakfast
  - Yanni will put together a list of what he needs and will need help.
  - Barb has some items in her shed, she will do an inventory.

## Nominating (Rand)

- Need to ensure that we have new Trustees coming on the board.
  - Every trustee should suggest one person they think could be a good candidate
  - Rand will follow up with every potential candidate

## Other Business / Open Discussion

- Member Directory – Barb would like to speak with the Membership Committee and then revisit directory.

## *Review of Rand's subsequent conversation with Allie Meehan (March 26)*

- *Holiday Lights*
  - *Allie confirmed there has been damage "up and down the island" on these lights due to trucks. Part of their thinking was to minimize the cost of replacement. I pointed out that I was there several times this winter and didn't recall seeing any damaged lights in*

*Holgate. I also noted that the smaller replacement lights were unsatisfactory in their design. Next steps:*

- *LBT will consider keeping large lights in Holgate since cost of replacement is borne by the HTA if they are damaged. Final decision to follow.*
  - *LBT to look at possibility of locating the signs on the house side of the pole versus the street side. This would also be a good solution for other parts of LBT where damage is more frequent.*
  - *If forced to consider smaller lights, there is a need for an alternate light supplier to improve on quality of lighting design.*
- *Jacqueline Beach Access*
    - *DEP had originally required the handicapped access after Sandy but agreed a straight hardpack entrance along with the gator program should now be sufficient.*
    - *Regarding plantings, LBT is aware of the damage it caused and will replant, probably in the Fall. I reminded them of our offer to transplant plants whenever Township construction requires their removal.*
  - *Railings on Beach Accesses*
    - *If we identify specific accesses where a railing on each side would be preferred, the Township will review this on a case by case basis.*

#### **Next Trustee Meetings**

- Considering an alternative to May 3 meeting because many cannot attend in person.
- Spring Membership meeting at Marine Field Station and Bayview Park on June 7 at 10:00 am, Commissioner Meehan to attend.

Motion to adjourn by Jeff, second by Art. Meeting ended at 9:28.