

Toms River Business Development Corporation
Board of Directors Meeting
Wednesday, September 4, 2013; 7:30 a.m.

MINUTES

- In attendance: JoAnn Juralewicz, B. Shea, Rick Purpuri, Bill Beining, Leigh Ann Borelli, John Brown, Frank Capone, Chet Chianese, Rob Diaz, Glen Harris, Mayor Tom Kelaher, Marshall Kern, Zarita Mattox, Steve Leone, Gary Lotano, Dave McKeon, Lee Pelton, Staff - Jody Alessandrine
 - Not present: Pam Piner, Rick Wiener; Guests: None
1. Called to order at 7:55 a.m. by Board President, J. Juralewicz
 2. Introductions and Announcements– None
 3. Approval of Minutes – Motion to approve the **August 7th minutes** was motioned by B. Beining and seconded by F, Capone; the minutes were approved unanimously.
 4. Treasurer's Report (R. Purpuri reported)
 - We are currently in the red, as we are still waiting for the 3rd quarter assessment check from the Township.
 5. Colleague Reports
 - a. Township (Mayor Kelaher)
 - The Lt. Governor visited the Township last week
 - Tax bills have gone out
 - Demo project – They are half way through the FEMA. Over 700+ applications were received re: voluntary demo. Also, several involuntary demos – i.e. people who walked away from their properties
 - Easements – Done restoration, FEMA reimbursements
 - The Boardwalk and Ocean Avenue restoration is almost complete
 - 70% of the businesses at the beach have reopened
 - J. Alessandrine will re-schedule a meeting with the tax assessor and tax collector regarding concerns of the downtown property owners and their tax bills
 - Roundtable follow-up discussion
 - The Traffic Study needs to be completed before the adoption of the redevelopment plan; their are two sides to the story; steering committee should be addressed

- b. Parking Authority (B. Beining for P. Piner)
 - R. Purpuri concerns with Main Street parking issues
 - Mayor added the solar panels atop the garage are benefiting
- c. County (D. McKeon)
 - FEMA and DCA - REM program \$150K to homeowners, county wants to expedite all programs
- d. Library (Zarita Mattox not present)
 - September is Spanish Heritage and Gospel Music month
 - The Friends of the Library have a golf outing planned
 - The upper shore branch is scheduled to re-open this Saturday.
 - The students are back in school and so the library will have to deal with the loitering, etc. They have a plan in place to execute if issues arise.
 - L. Borelli instructed Z. Mattox on how to upload events to the BID website and onto Facebook
- 6. Committee Reports
 - a. Cultural (R. Diaz not present)
 - The Arts, Crafts, Music and Harvest Fest is scheduled for Saturday, October 19th
 - b. Design Committee (G. Harris)
 - Downtown Community Mural Update – M. Kern – The team artists are touching up the mural and the unveiling is scheduled for Friday, October 18th. We will be inviting our sponsors to attend the unveiling.
 - Banners will be ordered today – Arleen is still confirming sponsor add on information
 - Trees – The Spruce trees have been dying, considering having them replaced with “Knock Out Roses” next spring
 - Seaside Farm Market will do the landscaping at the town welcome sites
 - Six of the snowflake lights that we place on the business lawns need to be replaced, an order has been placed

- c. Economic Development (R. Shea)
 - Tax incentives will likely be required for investment development
 - Redevelopment plan needs to be in place to attract them as well
 - Erika & Jody drafted concept for an amended permitted use ordinance; Erika's template is purportedly in J. Lynch's hands
 - Red Roof Inn zoning & code issues to reviewed and reconsidered. Pulte Properties would be the type of company with interest should the Redevelopment Ord. be adopted (i.e. in this type of property)
 - J. Alessandrine Gov Q&A website is up and running, now they need to sell the adds on the website
- d. Finance (R. Purpuri)
 - 2014 budgets are due (wish list)
 - Reminder – with spending starting from the second quarter on
- e. Land Use (S. Leone and G. Lotano)
 - G. Lotano reviewed the issues with 51-53, he recommends putting an alarm on the pump
 - S. Leone made a motion to move ahead with the Yezzi contract, the motion was seconded by B. Shea and approved unanimously
 - J. Alessandrine will speak to Mr. Yezzi regarding the first floor layout
 - We are trying to secure a line of credit for 51-53 from the RDA
- f. Organization (J. Juralewicz for P. Piner)
 - September Meet and Greet – September 26th
 - River Lady Volunteer Night Event – October 15th
- h. Promotions (P. Piner not present)
 - Arts, Crafts, Music and Harvest Fest (addressed during Cultural report)
- i. Old Business
 - Red Roof discussion continued
- j. New Business
 - None
- k. Adjournment -- a motion to adjourn was made by R. Purpuri and seconded by D. McKeon; the motion passed unanimously
(The meeting was adjourned at 9:02 am)