

Meeting Minutes

Date: 10/26/19

Time/Location: 10 a.m., St. Elisabeth's Church

Attendees: Gail D'Amico, Jodi McCaffrey, Julie Shino,

Bob Steigelman, Pete Conrad, Cathy Crisafulli, Joe Scarfuto

Absent: Paul Jeffrey

Minutes

- The minutes from the September 2019 were approved.

Treasurer's Update

- None given.

Old Business

- Speaker Series Recap--Brian Bovasso, Ocean County Historical Society
- Jersey Shore Makerfest & Green Fair – Bob and Jodi took photos; Bob created a video for Facebook. About 400-5000 attendees.
- AmazonSmile is active on our website – Jodi will continue to promote via social media

New Business

- Social Media Report – Jodi provided an update: 1,550 Facebook followers, 746 Instagram followers; 88 Twitter followers
- 2019 Speaker Series Wrap-Up:
 - Nov. 6 at 6:30 pm *Paul Daley, Toms River Township Emergency Management Coordinator*
 - Topic: Preparing for any weather event & how emergencies are handled by Toms River
 - Please bring your questions for Paul!
- Friends of Ortley Beach Community Service Project - Jodi presented 2 options for a fall and 2 option for spring. The membership voted to support Ocean Mental Health Services' gift/toy drive this fall, and 21 Plus's yard cleanup for spring. Jodi will develop drop-off process and will work with Bob to develop a flyer.
- Tim O'Shea Jr. has joined our board.
- Board nominations should be made by December 1 to be eligible for January 2020 election. Position: President. Email name, contact info., letter of interest and resume to jmccaffrey@friendsofortleybeach.org
- We need members for the Tricky Tray Committee – Sign-up sheet passed around
- We need members for the Speaker Series Committee – Sign-up sheet passed around
- Ideas for speakers/topics: Rutgers master gardener; native plantings; how to decrease flooding; what to do in a flash flood, beach safety/riptides; traveling zoo/small animals; ghost hunting
- Kelly Pieciak volunteered to attend Town Council meetings and provide reports; Gail to provide meeting info to her.
- The membership voted to hold the same events as last year. The next meeting is Nov. 12 at 6 p.m.
- A discussion was had about separating kites from the crafts and cones portion of KCC. Julie said that it's difficult to block off the beach on a Saturday; a week night would work better. We would be able to have bigger kites on a weekday. It was discussed that more help is required to continue to deliver the event. Could create 2 teams of volunteers so people don't have to stay the entire day.
- A discussion was had about expanding Walk with Friends to include health screenings.
- A discussion was had about giving a portion of event proceeds to a corresponding nonprofit organization.
- Paula suggested having a Taste of Ortley Beach event like Seaside Heights does.
- Someone suggested a pub crawl.
- A jazz event was suggested. Could have in 3rd Ave lot.
- Sue Haas suggested that we work to promote FOB to mainland Toms River residents. Gail said she's working with Dana from Ocean County Tourism.
- Paula asked about the community bulletin board; Gail said the project is still being pursued. Gail said we may need to fundraise for half the cost and get a donor for the rest. Julie said that Dakan has given money toward this effort. The board will cost about \$4800. We could use the tricky tray event to fundraise for the board.
- It was suggested that the walk not take place on the beach next year.

The meeting was adjourned at 11:32 a.m.

Next Steps:

Who	What	When	Notes
Jodi	Develop drop-off process and drop-off boxes for toy/gift drive; reach out to OMHS to coordinate	ASAP	
Bob	Work with Jodi on flyer for drive	ASAP	
Gail	Work with Joan Keeney and Tricky Tray Committee to begin planning process	By next meeting	
Gail	Provide Town Council dates and attendance expectations to Kelly Pieciak	ASAP	
ALL	Set 2020 event calendar		
Joe	Make sure scholarship funds are allocated to the correct account/line	By next meeting	
Jodi/Gail	Promote Amazon Smile	Ongoing	
Gail	Promote search for President to membership	ASAP	
Julie	Ask Tim about using his office to store FOB materials	By next meeting	
Julie	Solicit Events Committee for tricky tray volunteers	By next meeting	
Gail	Track down current bylaws	By next meeting	
ALL	Update bylaws with term limits, updated dues info, etc.	TBD	
Jodi	Develop press release announcing scholarship winners	By next meeting	
Joe	Research mobile credit card processing options for events	By next event	
ALL	Pursue Donor Appreciation Event	TBD	
ALL	Provide suggestions for speakers	Ongoing	
Pete/Joe	Register FOB for GiveLively	By next meeting	
Pete	Update/redesign FOB website	By January	