

Meeting Minutes

Date: 9/14/19

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

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

Bob Steigelman, Paul Jeffrey, Pete Conrad, Cathy Crisafulli

Absent: Joe Scarfuto

Friends of Ortley Beach Scholarship – Jodi McCaffrey and FOB's Scholarship Committee presented scholarship checks and "big checks" to Elysha Conrad (\$300), Kaitlin Pieciak (\$300) and Madison Vaclavicek (\$150). Tim O'Shea Jr. was publicly thanked for The O'Shea Group's support of our inaugural scholarship program.

Minutes from the August 2019 meeting were approved.

Treasurer's Update

- Joe Scarfuto supplied Gail with his report, which Julie presented. Kites, Crafts & Cones netted \$3823 and Doggie Day netted \$553.
- There is approx. \$16,000 in FOB's bank account.

Old Business

- Bob Steigelman provided a recap of "Measure for Measure" – About 60 people attended the event, which had to be held in the chapel due to rain. Bob thanked Dennis Bellars for supporting the event.
- Paul Jeffrey provided a recap on Doggie Day – The event attracted more vendors and attendees than previous years. He estimated that about 1,000 people attended. There was an issue with the "no parking" sign, which will be addressed with TRPD. He thanked the volunteers for their support and Bob for producing a video to promote the event.

New Business

- Social Media Update: Jodi provided an update on FOB's social media metrics: We have 1,507 followers on Facebook, 709 on Instagram and 82 on Twitter.
- AmazonSmile is now active on FOB's website, meaning that when people shop on AmazonSmile, the AmazonSmile Foundation will donate 0.5% of the purchase price of eligible products to FOB. Shoppers will need to choose FOB as their charity of choice on Amazon.
- Jersey Shore Makerfest is 10/12/2019 – Our table will be outside this year. We will present a crayon wax resist art project. Please contact Julie if you can volunteer to help man the table and work with kids on the project. Susan Haas volunteered for the event.
- Speakers Series Update: Cheryl McCurry from ReClam the Bay spoke 9/4 about how the organization and its volunteers are growing and maintaining baby clams. On 10/2 Brian Bovasso from the Ocean County Historical Society (history of Ortley Beach, Michael Ortley). FOB will live stream the presentation on Facebook as per request. On 11/6, Tom Daley TR Township Emergency Management Coordinator, will present how to prepare for any weather event and how emergencies are handled.
- Community Service Project - We are looking for ideas for a community service project for November. Jodi has been in touch with Simon's Soup Kitchen in Seaside Heights and Haven Beat the Street. She also found a few other options: assembling "code blue" supply bags for the homeless, adopting a home to help maintain, restocking the Habitat ReStore and/or helping on the JBJ Soul Kitchen farm (spring project). Several members suggesting doing a project in the spring instead of near the holidays, since organizations get a lot of outreach around Thanksgiving/Christmas, but not as much at other times. Sue Haas suggested that we eat at JBJ Soul Kitchen and donate/tip well during the visit.

Discussion

- The meeting was adjourned at 10:47 a.m.

Future Meeting Dates

- October 26 – 10 a.m.
- November Community Service Project TBD

Upcoming Events

- Oct. 2 – Speakers Series – 6:30 p.m. – Ortley Beach history
- Nov. 6 – Speakers Series – 6:30 p.m. TBD

Next Steps:

| Who | What | When | Notes |
|-----------------|--|-------------------|-----------------------|
| Jodi | Develop press release announcing scholarship winners | By end of October | |
| Pete | Send scholarship presentation photos to Jodi | By end of October | |
| Jodi/Gail | Promote Amazon Smile on social media and in member newsletter | By end of October | |
| Jodi/Gail | Promote 11/6 speaker series event on social media and in member newsletter | By end of October | |
| Jodi | Add contact info from Doggie Day entries to FOB Contacts-NOTMembers list | By end of October | |
| Joe | Reformat the treasurer's report to keep events and sales income separate | By next meeting | |
| Joe | Research mobile credit card processing options for events | By next event | |
| Gail/Julie/Jodi | Finalize Makerfest volunteers and project | Early October | |
| Jodi | Refresh FOB poster board for Makerfest | Before 10/12 | |
| ALL | Finalize or table community service project for November | Early October | |
| Pete/Joe/Jodi | Apply for Donate button on Facebook | By end of October | |
| Julie | Pursue Donor Appreciation Event | By end of October | Maybe BlueClaws game? |
| ALL | Provide suggestions for speakers | By end of October | |
| Pete/Joe | Register FOB for GiveLively | By end of October | |
| Pete | Update/redesign FOB website | By end of October | |

Attendees

Jeanne Suarez
Kelly Pieciak
Keith McCaffrey
Jodi McCaffrey
Paul Jeffrey
Bob Steigelman
Julie Shino
Gail D'Amico
Dennis Bellars
Tim O'Shea Jr.
Elysha Conrad
Madison Vaclavicek
Danielle Vaclavicek
Grace Russo
Susan Haas