

HCTA Annual Mtg
At 80th Street Fire House
8/26/2023, 10 AM
Recap

Thank you to everyone who attended our Annual Membership Meeting on Saturday, August 26th at the firehouse, we estimate that about 150 of our neighbors and friends who are HCTA members came out to catch the updates offered by each of our hard-working committees. Refreshments were provided by our business member, Neptune Market.

From the president, I offer highest praise and heartfelt thanks to the dedicated Trustees of HCTA, they are your friends and neighbors (alphabetically): Phylis DeRose (Secretary), Hillary Fiorella, Jim Fritz (Vice President), Irene Giordano, Gerard Hanson, Peter Lisciotto, Brian McCann, Ann Pollack (Treasurer), Kathleen Ries (President), and Arlene Schragger.

As an all-volunteer organization, we collectively ROCK! On Saturday, our members in attendance learned more about just how we do that. As a board, we meet monthly all year round, in-person during the season and via video calls when we have board members out of town. Click [HERE](#) to learn more about the role of an HCTA trustee.

- IT'S A FACT, our taxpayers have great ideas.
- Participating in events or committees is always open to you... and we need you!
- In the coming year we'll feature activities geared to your block or neighborhood – we're getting the process underway in the off-season so we're ready to run with it next spring.
- MOST IMPORTANTLY – TOUCH BASE WITH US ABOUT YOUR CONCERNS! Our website is continuously updated and is very helpful with both resources and communications.

HIGHLIGHTS of what HCTA has been up to in the PAST YEAR:

From our strategic planning summit early in the membership year, we emerged with a set of six committees, each with a specific responsibility that contributes to the greater good of the organization and our community. They are Membership, Finance, Marketing, Events, Beautification and Governance. We also made a decision to move from spreadsheets to a robust **database** to manage membership, transactions and member communication. We upgraded our **website**, conducted three member **surveys** and decided on having more **social events**. We worked with the Borough to shepherd the Sunset Park brick program and focused on beautification of both the Park and Borough Hall. HCTA regularly covers Commissioner and other borough meetings as well as some special projects.

At the meeting we welcomed Jerry Hanson to the HCTA board. He will chair the Governance committee which addresses our state and federal filings, a periodic review of our bylaws, mission and vision statements, as well as the insurance coverages that we carry.

The entire Trustee organization and Committees are 100% volunteer with no compensation, but we do pay for expertise in the areas of web management, graphic design, printers, etc.

With the knowledge that **volunteerism** is key to a thriving community, we welcomed Mark Pojednic, Captain of Barnegat Light First Aid Squad as well as Paul Rice, Lieutenant, Chief Engineer, and Financial Secretary of High Point Volunteer Fire Company for two brief conversations about their organizations and their needs for volunteers as well as donations.

MEMBERSHIP Committee is chaired by Brian McCann:

We now have more than 350 **Household Members**. Dues money received covers our costs for web & data management platforms, services and supplies. This year we made an investment in the Bloomerang software platform to track memberships, renewals, segmented audiences for special purposes, communications and more. We also upgraded our website to serve as an even better resource for our community. Member benefits include newsletters, surveys and updates, social events, drawings and activities by HCTA as well as committees, and other local and island-wide collaborations. Our **Household Membership** year runs January-December and the Household Membership is \$35 annually, the price of one regular beach badge. Members Joining or renewing in August 2023 (or later) are covered through Dec 2024.

Our all-new **Business Membership** opportunities were introduced this year in Platinum, Gold and Bronze levels and welcomed nine new business members in our first year of Business Memberships and we are greatly appreciative for the patience of our business members as we built our promotional capabilities. We also appreciate the extra donations they have made in gift cards for us to share with our members in the Season Starter Social and Annual Membership Meeting drawings! To align with the seasonality of our community, the Business Membership year runs from May 1 to April 31. Please contact us now to lock in all promotional opportunities for 2024.

Top 3 Membership Committee Accomplishments this Year

- 1.) Implemented a cloud based "Donor Management System" from Bloomerang which provides significant improvements in quality and security, enables better communication capabilities with multiple e-mail contacts, multiple addresses, and tailoring to members vs non-members and businesses and allows us to accept credit cards.
- 2.) Grew our Residential member base by over 50 people this year - and the new platform should help us grow another 50+ next year with targeted mailings to non-members without disturbing members.
- 3.) Established our first multi-tier Business Membership program with 9 paid members to generate even more taxpayer engagement opportunities.

FINANCE Committee is chaired by Ann Pollack:

The Finance Committee worked closely with our Membership Committee on HCTA's shift over to a cloud-based donor management system (Bloomerang). This also opened up the opportunity to easily record membership commitments and change the way we accept and record donations.

We implemented a 2023 budget, including requests from each of the committee heads; we track progress monthly versus that budget. Importantly, the Finance Committee spearheads how the funds in reserve are allocated for the benefit of our membership and the greater community, including volunteer organizations who support Harvey Cedars taxpayers, their guests and visitors, such as the Barnegat Light First Aid Squad and the High Point Volunteer Fire Company. This year, we have a funds surplus remaining from the COVID period when activities were restricted; the Committee is working out a plan to allocate those funds with guidance from the August membership survey results, the HCTA board of trustees and the Borough.

MARKETING Committee is chaired by Hilary Fiorella:

Our website upgrades seem to be a constant cycle – in a good way -- and we keep getting better. This is one of the best reasons for you to bookmark the website and check back regularly at **harveycedarstax.org**. Our website can be very busy, we see spikes in website traffic after email blasts related to hot topics, events, membership, etc. We welcome feedback and new ideas as well as photos for display on the website. We do our best to keep things current for our membership. We're also

doing our best to keep the events you want to see updated on our calendar, so be sure to check back often.

We conducted an informal show-of-hands survey among attendees and found that very few attendees have an interest in HCTA using social media for updates and/or to supplement our website presence.

We are looking to redesign our logo and will be conducting a “March Madness”-style competition to pick a winner. Start thinking about what your full color logo submission will look like and stay tuned for additional information about the specs for our new logo contest.

COMMUNICATIONS Committee is chaired by Kathleen Ries:

Our new membership software has become our platform for sending eblasts to keep taxpayers informed and business members supported. We’re always happy to know more about what you want to see in our newsletters, so please don’t hesitate to reach out to us at harveycedarstax@gmail.com or through our website’s *Contact Us* form found [HERE](#).

This year we conducted three useful surveys:

- HCTA Noise Ordinance survey (Oct 2022)
- JCTA’s Wind farm survey (Feb 2023)
- HCTA What’s important to you (Aug 2023)

BEAUTIFICATION Committee is chaired by Arlene Schragger:

We worked closely with **Bill Montag and his crew in our Public Works Department**, HCTA engaged members of the community to volunteer in clean-up & planting activities at Borough Hall, the Sunset Park sign area (on the Blvd) and the Sunset Park interior parking area. Initiated in 2022, the HCTA and the Borough continue to work together on the Sunset Park Brick Campaign; 298 engraved bricks have been sold as of Sept 1.

If you’re thinking about it, this is your time to act. Most people push it off because they can’t **decide what to write** (*you know who you are!*) and fortunately for the procrastinators, brick sales will continue after the project is complete and will be installed as they are delivered. For ordering, it’s easiest to use the website; all ordering is done online or in person at Borough Hall. As we move ahead with this exciting Sunset Park hardscape and landscape project, we’ll set out to gather more volunteers interested in keeping the area in shape. Please reach out to Arlene or any Trustee to discuss.

The downtown “Streetscapes” project will begin to take shape when the Borough is able to obtain a bid that fits within the budget and scope for the project. The first round of bids came in very high, and the commissioners have returned to the “drawing board” to revise the scope and request revised bids.

Our delightful Vice President, Jim Fritz, covers **LIFE IN HC**:

HCTA works with the HC Commissioners year-round on matters concerning the town, tax dollars and a variety of safety and ordinance conversations. Members are able to utilize their connection through HCTA’s website to ask questions through HCTA: we’ll bring them to the commissioners to attempt to get answers.

Each year HCTA representatives are invited to participate in HC Boro budget process, a critical part of our Borough’s interaction with HCTA and, by extension, its membership.

HCTA funded ReClam the Bay's fun and educational display of a Giant Clam that has been spruced up and re-set in Sunset Park. The HC Giant Clam is part of ReClam's island wide "Clam Trail." There is a QR code on our clam that leads families around the area to learn more about Barnegat Bay with each exciting stop! The coordination of an Education Program was added in the Summer of 2022, weekly in Sunset Park, it's been very popular with residents and visitors.

EVENTS Committee is chaired by Peter Lisciotta:

Volunteers are needed in **every** aspect of the HCTA events efforts. Our annual calendar is only partially filled and great ideas are always appreciated:

- MAY Annual Town-Wide Yard Sale
- SPRING Season Starter Social -
- AUGUST Annual Membership Meeting
- SEPTEMBER Island-Wide Clean Up – In 2023: Saturday, Sept. 9, 9AM to noon
- OCTOBER Dune grass planting (Oct 2023)

This Fall we have a few excellent opportunities coming up:

- The HC Clean Up in all areas of town on **Saturday, September 9, 2023** is not limited to the beach: Meet at Public Works yard for supplies and to return your "treasures" and trash.
- FREE Film Screening: Drift on **Saturday, September 30, 2023**... MEMBERS of HC and northern LBI Taxpayer Associations *watch your email for more information*.
- Meet the Candidates – **Saturday, Oct 14, 2023** – Please RSVP your attendance [HERE](#)

If you haven't already checked in with us regarding the **Block Captain Program** and you want to learn more, sign up [HERE](#) and we'll keep you in the loop. Our hope is to work through the 2023/2024 off-season to give this program some "legs" and launch it in the spring.

LBI Consolidated School District Update

The next big event in the process of consolidating the two schools is a hearing in Toms River 9/19 over the zoning of the land where the LBI School resides. Strangely, the outcome of the lawsuit won't impact the zoning either way: If LBI Consolidated School District wins the suit, the zoning remains P for public, if LBI Consolidated School District loses the suit, the zoning remains P for public. Appeals are likely and have a reasonable chance of delaying any real action.

Impact to taxpayers:

- As members of LBI Consolidated School District, HC taxpayers contribute to the legal fees which are up to \$85K so far.
- Schools are in disrepair.
- Updated costs may have an impact on the scope of renovations: construction costs have risen from initial estimates 3 years ago and we have not been provided updated costs despite our HC school board representative, Fred Schragger, requesting them.

What can you do? Attend meetings, ask questions, be heard! The School Board meetings appear on the HCTA calendar, or you can find the School Board's Calendar of meetings and much more school district information: <https://www.lbischools.org/Page/29>.

The Annual Meeting concluded with a Q&A session, a recap of the questions and answers will be provided on our website in the coming days.