

Date: 8/22/2020

Time/Location: 10 a.m., Zoom Meeting

Attendees: Julie Shino, Danielle Mazzola, Jodi McCaffrey, Paul Jeffrey, Bob Steigelman, Joe Scarfuto

Absent: Gail D'Amico, Tim O'Shea Jr.

Treasurer's Report

- Joe reported that we have about \$2,900 in income from grants and dues, a \$2,000 loss in operational expenses (mainly insurance costs and website upgrade) and \$10,300 in the bank.

President's Report

- Julie recited the Maya Angelou quote: "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." She said that's been our theme for this year. Since we haven't been able to hold our traditional events, how can we make people still feel good?
- We held 3 kite nights this summer. There were wind issues at two of the nights but the last one was perfect. More than 50 attendees flew their own kites. She reached out to Sgt. Bachonski to thank him for sending the two Class 1 officers who helped at the event. Paul asked if we could do one more kite night in September, since it looks like people may be staying down here a little longer. Julie will look into having another one Sept. 3 (the Thursday before Labor Day weekend). He also suggested that we put the banner out the Friday before the event instead of waiting until Sunday.
- Future virtual events/speakers – If you have an idea for a virtual event or educational speaker, please reach out to the potential speaker to see if they would be interested. Bob said that we have interesting people in our community. We could hold a less formal storytelling event. Mary Ann Giordano Wallis said she could interview people. She also said she could present a talk about discerning real news from fake. Paul said he has a list of speakers who are part of Rutgers' coastal stewardship course. Perhaps we could contact someone from the list for the Speaker Series. Jodi suggested local resident Bob Farrell who invented seagrass straws. Other suggestions included a chef doing a cooking demonstration and historian Brian Bovasso, who is writing a book about Ortley Beach's history. Dennis Bellars suggested asking community organizations in Toms River to present what they do and their volunteer opportunities. Missy said she could hold a jewelry-making demonstration closer to Christmas.
- Julie said that we're looking to add a board member who would handle our social media campaigns. Jodi has been handling our social media pages for the last 2 years. She gave an overview of her process and said that she'd keep doing it if needed, but welcomed some help. Missy suggesting reaching out to OCC for an intern who could help.
- Julie said that Jodi's term for Secretary will end in December. We're opening nominations for the position. Julie nominated Missy, who accepted the nomination.

Secretary's Report

- Jodi said that we passed a milestone on Facebook last week with 2,000 followers. We now have 2031 followers on Facebook, 1160 on Instagram and 150 Twitter.
- Our new website went live in late June. In July, the site had 537 unique visitors (27% more than in July 2019) and 1127 pageviews (10% more than in July 2019).
- Since we couldn't have Kites, Crafts and Cones, we held a Virtual Craft Show to help drive traffic to our vendors. 11 crafters participated. They only made a handful of sales, but several mentioned that they noticed an uptick in website traffic when the show went live. The craft show page on the website attracted 236 visitors and accounted for 21% of website traffic in July.
- She also reported that we have 209 members, 95 of whom have paid 2020 dues (44%). We've gained 5 new members since Thursday's kite night.
- Jodi said that we'd put the scholarship program on hold in the spring due to COVID-19 but asked if it made sense to relaunch it to help local students offset the costs of a new computer or office supplies for virtual schooling. She will reach out to the Scholarship Committee to start the process. Danielle said she would help reach out to

schools to promote the program. Julie said she wanted to be involved again. Bob said children of board members should be ineligible to participate. The rest of the board agreed.

- Jodi said that anyone interested in running for the Secretary position should email her a resume and letter of interest.

OLD BUSINESS

- Tricky Tray - Gail couldn't be at the meeting but said that she touched base with Missy and the event will be in fall 2021. The Moose Lodge has been contacted about the change. Missy said she has 50 baskets and 25 items that she needs to rehome. Danielle and Julie said they will work on a storage location. Most gift cards have expired, so we'd need to ask businesses to provide new ones. Missy said no businesses or donors have asked for their money back.
- Danielle said only she and Julie participated in the virtual Walk with Friends. Missy said that at that point, there was a big push for wearing masks and social distancing so maybe that prevented people from participating. We may try another one in September. Mary Ann Giordano Wallis said she would help if we have another walk in the fall. Paul suggested that we partner with another nonprofit to piggyback off of their publicity efforts. Mary Ann Giordano Wallis said that so little is being done for victims of COVID-19. Could our community hold a walk as a tribute or could we have a fundraiser for Community Medical Center? Julie mentioned that the crisis is affecting mental health, too. Mary Ann said we could plan an event in October to mark the anniversary of SS Sandy. We will create a committee to explore. If you'd like to participate, please contact Julie (jshino@friendsofortleybeach.org).
- Bob said that the weekly reminders on social media are helping generate interest in the book. What else can we do to promote it? Paul dropped off 10 to Pop's Coffee Shop. They will sell the book without marking it up. Julie sold 5 books this week.

Open Forum:

- Suzanne Dombrowski said that she has the book and loves it. She said every Ortley Beach homeowner should have one. She suggested that we have an event featuring Bob and why he wrote the book. Mary Ann said she could interview Bob and we could post the video on YouTube. It was suggested that we solicit reviews about the book and post them on the website. Jodi will work on that effort.

Adjournment – 11:05 a.m.

Membership Meeting Dates

October 24, 2020 10:00 a.m.

Attendance:

Julie Shino
Danielle Mazzola
Jodi McCaffrey
Paul Jeffrey
Bob Steigelman
Joe Scarfuto
Mary Ann Giordano Wallis
Suzanne Dombrowski

Nanci Deverin
Jeff Deverin
Tony Corrao
Mary Ann Piazza
Missy Faul
Rob Shino
Dennis Bellars
Rita O'Connor

Thanks for your commitment and dedication to Friends of Ortley Beach!