



# Membership Meeting Minutes

Date: 6/6/2020

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

Attendees: Julie Shino, Danielle Mazzola, Jodi McCaffrey, Joe Scarfuto, Paul Jeffrey, Bob Steigelman, Gail D'Amico

Absent: Tim O'Shea Jr.,

## Treasurers Report

- Joe reported that we have about \$15,000 in the bank.

## President's Report

- Julie reported that our virtual events have been very successful. She thanked Tony, Teresa and Maryann for hosting events.
- She has been attending virtual events given by the Catapult Institute and Chamber of Commerce.

## BUSINESS

- Social Media Report: Jodi reported that we have 1856 followers on Facebook, 1026 on Instagram, and 131 on Twitter
- OceanFirst grant: Jodi announced that Friends of Ortley Beach was awarded a \$1500 grant from OceanFirst Foundation for the Speaker Series. We are looking for ideas for speakers and topics.
- Grunin branding course: Jodi is taking a 2-day workshop on how nonprofit organizations can develop a strategic narrative to help tell the organization's story and mission.
- Walk with Friends update: Danielle said that we are planning a virtual version of Walk with Friends. Walkers will walk on their own, take a selfie with a Friends of Ortley Beach sign and post it to our Facebook page. More details to follow.
- Future virtual/social distancing events: Mary Ann Piazza announced that 34 people bought finished or DIY bracelet kits. This raised \$170 for FOB. She will donate a portion of all sales for Ortley Beach bracelets this summer to FOB. Tony Corrao asked the group if we'd be interested in watching/hearing him sing from his balcony, since the Facebook Live event had issues.
- Book sales: Julie announced that we are again selling copies of "A Beach Called Ortley," a book written for FOB by Bob Steigelman. Five books have been sold so far.
- Website update: Jodi said that she, Bob, and Julie have been working with an agency to develop FOB's new website. There is a short punch list of changes still needed. The site is expected to go live in the next week or so.

## Open Forum

- Gail asked that a poll be taken to gauge interest in a virtual crafting event. Wednesday evenings was the most popular time, according to the poll.
- Jodi said that 85 members have paid 2020 dues, which is about 42%. If you haven't paid dues yet, please do.

The meeting was adjourned at 9:45 a.m.

### Attendance

Julie Shino  
Danielle Mazzola  
Jodi McCaffrey  
Joe Scarfuto  
Paul Jeffrey  
Bob Steigelman  
Gail D'Amico  
Keith McCaffrey  
Jeanne Suarez

Mary Ann Piazza  
Jeff Deverin  
Tony Corrao  
Juliana Melen  
Alex Melen  
Mary Ann Giordano

**Membership Meeting Dates**

*July 11, 2020 10:00*

*August 15, 2020 10:00*

*September 26, 2020 10:00*

*October 24, 2020 10:00*

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