

Update on Dec., 2009 SBBA Meeting:

INFORMATION KIOSKS

We have requested the Borough of Sea Bright's approval on placing 4 information kiosks in town which will contain a town map and SBBA directory. This request will be heard, (and hopefully approved), at the Borough Council meeting on Jan. 19.

If approved, we will then consult with all "Before You Dig" utilities and consult with the SBDPW to make sure post-holes can be safely dug at the desired locations. We are hoping to have all the information kiosks installed before the Spring of 2010.

Three of the new large kiosks will be paid for via monies raised from the last Taste of Sea Bright event. The other four kiosks, (to be located on the public beach), and were generously donated by Sandy Mulheren of Chapel Beach Club.

SBBA MEMBER COMMUNICATION

Upon renewal of your SBBA membership for 2010, you will be assigned an SBBA email address. The purpose of this is to streamline communication between members. Your SBBA email address will be set up to automatically forward to the current email address on file, so there is no need to set up or check a second email account. This "forwarding" email address can be deactivated at any time. Your SBBA email address will be: "your-business-name@visitseabright.com". For your convenience, all SBBA member email addresses will be published on the website under the Business Directory.

USE OF EMAIL DATABASE (REMINDER)

We currently have 942 people who have opted-in to receive updates on events and happenings in Sea Bright. This email database is available to your business to send out your information on events, sales, etc. to this highly targeted list for a nominal fee of .05 cents per name. (Based on current count, it would cost \$47.10 per mailing.)

If this is of interest to you, please contact Joan Osgoodby at info@visitseabright.com.

TASTE OF SEA BRIGHT (SPRING)

We are holding TWO Taste of Sea Bright events in 2010. The first one is targeted for Saturday, May 1 to kick off the Spring/Summer season. The second one will be held on Saturday, Oct 2 to kick off the Fall/Winter season. Your participation in these events is always important, as not only does it help bring new people into Sea Bright, which is great for the businesses, the events help raise money to continue to help the SBBA and the community.

SMART GROWTH COMMITTEE

We would like to form a sub-committee to attend the Borough's quarterly Smart Growth meetings. We feel input from the business community is vital to the finalization of the Borough's plans that will impact each and every business member in Sea Bright. The next meeting is Thursday, Dec. 17 @ 7:30 p.m. at Borough Hall. Please let us know if you can get involved and be part of this committee. If this is of interest to you, please contact Joan Osgoodby at info@visitseabright.com.

WINTER MARKETING

We are currently researching costs to for a winter advertising campaign to run ads in The Link and the Asbury Park Press during the months of January, February and March. The ads will be designed to help bring people into Sea Bright, and all member business will be featured in the ad. This will be paid for via monies raised from the last Taste of Sea Bright event.

CASINO NIGHT

Due to a lack of interest from a sufficient number of volunteers required for an event of this magnitude, we have removed this item from our agenda.

DAD VAIL REGATTA

Though it's not yet "official," it looks like the Dad Gail Regatta is moving from Philadelphia to Rumson in 2010. If you're not familiar with this event, it's the largest collegiate rowing event in the nation. The Dad Vail Regatta has been held on the Schuylkill River in Philly since 1953 and features more than 3,000 rowers from more than 120 schools in the United States and Canada.

What does this mean to the SBBA? An influx of approximately 20,000 people to this area on May 7-8, 2010. If the moving of this event from Philly to Rumson becomes official, at our next meeting we'll discuss ideas of how we can help bring the tourists into Sea Bright.

MEETING ATTENDANCE

Just a note of encouragement to our members to get involved and attend a meeting once a month. It would be most helpful to receive your input and ideas on the direction The SBBA will take during the upcoming year. As you know, this is a 100 percent volunteer organization. Those who volunteer their time to benefit the SBBA want the effort to be well spent, and to benefit as many SBBA members as possible. Please get involved and help make a difference. We need your help. Our next meeting will be held Thursday, January 14 @ 7 p.m., at the Sea Bright Library.