



Ideal Beach Community Association
P.O. Box 179, Middletown, NJ 07748
www.idealbeach.org • IBCA@idealbeach.org

3/12/2019

To the Residents of the Ideal Beach Community and our Partners:

We are pleased to present our 3rd Annual Letter to the Ideal Beach Community. Since our inception in 2009, we are dedicated to protect, improve, and preserve all that is great about living in the Ideal Beach community of North Middletown. This letter serves to review the IBCA 2018 accomplishments and 2019 goals.

2018 in Review

This year was once again a successful year for the Ideal Beach Community Association. We committed to a tough laundry list of items and we delivered. We saw growth in our attendance, community participation, and social media outreach. We raised the money needed to execute the 2018 plan.

We continue to be a valuable resource for the township. In April of 2018 we met with Members of the Middletown Township Committee and Department heads for the 5th Roundtable Meeting. This meeting addresses concerns that exist within the Ideal Beach Community. At the meeting 28 action items were presented. At the conclusion of 2018, 17 of the action items were completed. We continue to be a valuable and respected voice to the township in identifying/communicating issues and concerns about the Ideal Beach Community. Present at the meeting were:

Township Administrator, Tony Mercantante
Police Chief, Craig Weber
Director of Planning, Amy Sarrinikolaou
Director of Recreation, Janet Dellett
Committeeman, Rick Hibell

Through donations, grants, and fundraising the IBCA gave back to the Ideal Beach Community in numerous ways. We awarded the 2nd IBCA scholarship to a graduating high school student from this community. The IBCA donated money to the LaRusso family who tragically lost a loved one and their home. We received a \$5,700 grant from Columbia Bank. Part of this grant was used to purchase much needed flashlights for the East Keansburg Fire Department. The balance of the funds from the grant will be used to install a water fountain at Roosevelt Park in 2019. In addition, we were able to donate money to Middletown First aid & Rescue Squad and to St Catherine's church. Once again, we orchestrated a well-attended community tree lighting. We threw a community Ice Cream Social at Roosevelt Park. We collected toys for families in this community. We collected an incredible amount of food for St Catherine's food pantry.

Dedicated to improving the quality of life in our Community and celebrating progress together



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In 2018 we were able to raise \$12,811 through donations, grants, and fundraising. The expenditures totaled \$5,172. These funds were allocated to the following: IBCA operations, marketing costs, community events, and donations. We ended out 2018 with an Association balance of \$7,638.

2018 IBCA Income Statement			
Receivables		2017	2018
End of Year Assets		\$852.83	\$2,563.18
IBCA Cash Donations		\$1,512.71	\$963.36
Other Cash Donations (Ind & Paypal)		\$322.85	\$0.00
Corporate Cash Donations		\$3,530.00	\$7,302.22
Sponsorship		\$0.00	\$0.00
Fundraising		\$2,045.08	\$1,982.43
TOTAL CASH Revenue		\$8,263.47	\$12,811.19
Total Non Cash Donations			\$25.00
Expenses			
Web		\$323.32	\$392.09
Insurance		\$1,361.00	\$1,326.00
Mutt Mitts		\$547.97	\$0.00
Carry Over			
PO Box		\$90.00	\$96.00
Filings		\$50.50	\$25.50
Total Fixed Operating Cost		\$2,372.79	\$1,839.59
Office Expense		\$321.05	\$29.26
Marketing Expense		\$104.98	\$269.40
Beautification Expense		\$1,047.77	\$0.00
Charitable Donations Expense		\$2,144.13	\$2,614.10
Events Expense		\$591.46	\$420.20
Total Variable Operating Cost		\$4,209.39	\$3,332.96
TOTAL EXPENSES		\$6,582.18	\$5,172.55
NET INCOME		\$2,563.18	\$7,638.64
	12/31/2018	Bank Balance	\$7,638.64



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2019 Mission

In 2019 we will continue to expand our outreach and reconnecting with the community. We will work towards gaining a larger attendance and participation at the IBCA community meetings, volunteers, and financial support from the community. We will continue to host events that unify and promote community participation.

2019 Planned Community Events/Fundraisers:

- IBCA Meet and Greet Ice Cream Social Roosevelt Park
- IBCA Spring Cleaning Clothing Drive
- Flea Market TKCC Field
- St Catherine Annual Bake Sale
- 2 fundraising canning events at Shop Rite
- Clean Ocean Action Beach Sweeps
- 5th Annual Tree Lighting & Honoring our Community Volunteers
- Award scholarships to Ideal Beach community HS Graduate attending accredited college
- Holiday Collection - St Catherine food pantry and toys/gift cards for community

2019 Planned Community Projects:

- Re-energize the Neighborhood Watch Program
- Roundtable Meeting
- Flag pole at Roosevelt Park
- Install Water Fountain at Roosevelt Park
- Continue to maintain Roosevelt Park



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In order to successfully continue the mission of the IBCA we need new members to sit on the board, volunteers to help us execute events, and a neighborhood watch coordinator. Visit our website at www.idealbeach.org for additional information and to donate to this great cause.

In 2019 raising funds will continue to be a key to our mission's success. For additional information on projects, events, and how to volunteer please attend our IBCA community meetings to be held at 7pm on March 12th, June 11th, September 10th, November 12th, and December 10th. Tonya Keller Community Center, 50 Bray Avenue.

To the volunteers and partners that have and continue to support the IBCA, thank you! Together as a community we can reshape, reenergize, and rebuild a community that will be the envy of all communities that surround us!

Sincerely,

Ideal Beach Community Association (IBCA)

Sandra Vazquez, President

Jack LeRoy, Vice President, Recording Secretary, & Trustee

Kathy Howard, Treasurer

Holly Morgan, Trustee

Maureen Winski, Trustee