



Strathmere Improvement Association General Meeting June 28, 2025

Strathmere
Improvement
Association

P.O. Box 4
Strathmere, NJ, 08248
StrathmereImprovement@gmail.com



Agenda

Call to Order

Board Introductions

Approval of Prior Meeting Minutes

President's Report

Treasurers Report

Committee Updates

Survey Results

Special guests

Community Q&A/Discussion

Closing Remarks

Next general meeting: August 9

Current Board Members

President: Colleen Jones

Vice President: Chris Baeckstrom

Treasurer: Terence Buckley

Secretary: Sue Willard

At Large: Judy Hollinger; Jason Lombardi

Communications officer: Jessica Kohles

President's Report

Key Issues: beach access, erosion, zoning,
toverdevelopment

Outreach to township and state

Board Nominations Open

Treasurer Report

9:54 AM
06/17/25
Cash Basis

9:54 AM
06/17/25
Cash Basis

Strathmere Improvement Association
Balance Sheet
As of June 17, 2025

	Jun 17, 25
ASSETS	
Current Assets	
Checking/Savings	
Go Fund Me	1,280.00
TD Bank x0604	27,960.89
Petty Cash	290.00
Venmo	13,482.05
Total Checking/Savings	43,012.94
Total Current Assets	43,012.94
Fixed Assets	
Playground Project	
Playground - Original Cost	379.56
Total Playground Project	379.56
Total Fixed Assets	379.56
TOTAL ASSETS	43,392.50
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Bottle Station Program	2,500.00
Prepaid Dues	80.00
Total Other Current Liabilities	2,580.00
Total Current Liabilities	2,580.00
Long Term Liabilities	
Playground Funds - Restricted	15,457.02
Total Long Term Liabilities	15,457.02
Total Liabilities	18,037.02
Equity	
Unrestricted Net Assets	20,967.60
Net Income	4,387.88
Total Equity	25,355.48
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Play Ground Update

>\$15,000 Thank you!

Two Proposals received

Meeting with Mayor Corson, Mr. Palumbo

New Township Manager, James Van Zlike, will be tasked for implementation

SIA and SFEC will continue to be involved and work with this project



UPPER TOWNSHIP - STRATHMER PLAYGROUND
SW VIEW

R5

FOR KIDS
AGES
5-12



STRUCTURE # R508F908A
PROJECT # RVR25A7754A
DATE 6/24/2025

PLAYCRAFT
EQUIPMENT
A PLAYCORE Company

Night Skies

Continue outreach to AC Electric for fact finding mission regarding feasibility of dark sky streetlights

Documented new and old lighting fixtures and locations



Next steps

- Continue to pursue partnership with local township and country officials to enshrine night sky friendly streetlights shrine
- Facilitate sky watching events on Strathmere beaches

Pollinator Committee

- Year 2 of Dune Planting with US Fish and Wild Life
 - 65 plants - High tide bush, red cedar, beach plum
- Educational Programs - Library
 - Native Plants
 - Monarch Butterflies
- Plant Sale
- More plantings around town
 - beach entrances - Randolph and Putnam
 - library

Response to Survey

Will provide one-on-one consultation on the use of Native Plants - see email below or talk to us

Inaugural Pollinator Committee Awards

- Dedication to Native Plants
- Best Use of Small Space

New members are very welcome

Contact sianativeplants@gmail.com

Service to Strathmere Award

Recognizes resident, visitor, or friend of our community who has gone above and beyond to serve and/or improve our community.

Eligibility

- All Active members are eligible to nominate
- Nominees must be 16 or older
- Demonstrated commitment to improving the quality of life, improving experience of residents or visitors or instrumental in preserving our wildlife

Nomination Process

Form is on the website

July 30 deadline

BoD review and select

Award announced at the August meeting.

Results of SIA Survey 2025

Strathmere Improvement Association

Enhancing community through
connection

About SIA

- - Founded in 1951
- - 501(c)(3) nonprofit, volunteer-run
- - Serves Strathmere & Whale Beach
- - Collaborates with Upper Township, Cape May County
- - Hub for community news, events, and advocacy

Why We Did the Survey

- - Understand evolving community needs
- - Align programming with member priorities
- - Shape advocacy efforts
- - To inform needs to a newly elected Board

Methodology

- - Distributed via Survey Monkey
- - Sent to all current SIA members
- - Open for 10 days
- - Multiple reminder emails
- - Respondents: 129
- - Sent to mailing list: 493
- 26% response rate (average response rate: 10-30%)

Who Responded

- - 65% Seasonal Residents
- - 77% Involved in Strathmere 10+ Years
- - 87% Homeowners
- - 42% Over Age 65
- - 100% Age 35 or Older

Community Engagement

- - <50% have attended past SIA events
- -- 99% feel a strong sense of belonging
- Top requested activities:
 - Family-friendly educational programs
 - Community service projects
 - Social gatherings
-

Quality of Life Concerns



Additional Insights

- - Speed Limits: 61% favor current limits
- - Jitney to Sea Isle City: Popular request
- - Lighting & Environment: Interest in light pollution education
- - Construction & Landscaping: Support for eco-friendly materials

Themes from Open Responses

- - More Upper Township investment
- - Better boat/jet ski regulation
- - Protect small-town character
- - Improve signage
- - Productive, not complaint-driven meetings
- - Maintain Upper Township ties

What's Next?

- - Board response:
 - Align programs with community interests
 - Focus on top concerns
 - Encourage engagement and communication
 - Preserve Strathmere's uniqueness

Thank You!

- Thank you to all who participated.
- Together, we're shaping Strathmere's future.
- www.strathmereimprovementassociation.org

Township Update

Mayor: Curtis Corson

Township Administrator: Jimmy Van Zlike

