

# Keyport Bayshore Business Cooperative Minutes of the 2/13/19 Meeting

**Executive Board Meeting Wednesday, February 2, 2019  
Council Chambers, Keyport Borough Hall**

The meeting was called to order at 6:40 PM

**Attendees:**

Jack Straub, President  
Lorraine DeVizia, Vice President  
Larry Vecchio, Treasurer  
Paul McKeefry, Secretary  
George McMorrow  
Cat Galli  
Donna Purcell  
Ken Lawlor  
Joe Merla  
Ann Boyce  
Delia McDermott  
Chris Sanborn—arrived at 6:48 PM  
Mayor Collette Kennedy

**Absent:**

None

Mayor Kennedy notified the Board that the Sunshine Law needs to be read aloud at the start of each meeting in the future

A motion was made by Ann Boyce to open the public comments session at 6:41 PM and seconded by Larry Vecchio. This motion was passed by voice vote.

Since there were no members of the public in attendance, a motion to close the public comments session was made by Larry Vecchio at 6:42 PM, seconded by Ann Boyce, and approved by voice vote.

## **Minutes from January Meeting**

A motion was made by Larry Vecchio to accept the minutes of the January meeting as sent by Jack Straub prior to this meeting. This motion was seconded by Donna Purcell and passed by voice vote.

Jack Straub noted that we are having an additional KBBC Board Meeting February 27, 2019 @ 6:30 per the list of meeting dates in the January minutes and that this meeting was noticed in the Asbury Park Press along with the entire list of this year's meetings and next year's reorganization meeting.

## **Financials**

Jack Straub reported that we are going to do an audit for 2017 and 2018 and that the auditor was here for eight hours over the course of two days. Jack Straub advised that the audit is tentatively scheduled for April.

There was a profit of just over \$5,000 for 2018.

## **MyTown Marketing**

A discussion was begun about the use of MyTown Marketing going forward.

\$30,000 gets the KBBC 3 events and the ancillary marketing effort.

Jack wants to make sure that we do events that are successful.

Discussion ensued about success of these events:

Love Keyport was a new winter event in February in lieu of a fall event in 2018  
Good idea that didn't take off is the opinion of Cat Galli.

## **Spotlights**

It was pointed out that there were two problems with the recent inclusion of the Keyport Fun House:

1. Selling jams and jellies without a permit from the health department
2. Store is not even open yet

Jack Straub will have a conversation about that with Kurt./

Cat Galli wanted to know how the Spotlights work and Jack Straub explained it thusly:

Kurt puts list together from his personal contact with the business  
Kat seems to think there is a disconnect in how this is done

Larry Vecchio voiced his opinion that the KBBC should terminate its relationship with MyTown.

Jack Straub offered that he is opposed to pulling the plug because of the Treasure Hunt and believes we are getting good value out of the relationship.

Ann Boyce wants to see what our other options are in terms of hiring someone else.

Delia McDermott brought up the issue of ownership point on Database and the name "Spotlights."

Jack Straub will check the database supplied by Lori Davidson (should be a csv file). Database was deliver by Paul McKeefry.

Chris Sanborn suggested we hire someone to do Facebook, Spotlights, and Events.

### **Tax Compliance Issues**

Jack Straub to look through the list of payees from 2018 and see what we need to do regarding 1099s.

Paul offered to check with Vinny Kyne on contact info for bands and band members if needed.

Delia McDermott made a motion that we no longer that we pay any suppliers/people/contractors without first having a W-9 once an agreement is reached. This was seconded by Donna Purcell and passed by unanimous voice vote

### **Bookkeeper**

Jack Straub recommend we hire a bookkeeper (Barbara Hickok who was recommended by the auditor and works for Lunch Break in Red Bank, so she is familiar with 501(c)3s). Barbara charges \$35/hour and Jack Straub figures having her in once a month would be less than 3 hours per month.

Larry Vecchio motioned to spend a maximum of \$200 per month limit on a bookkeeper and that she be hire on a month-to-month basis. This motion was seconded by Ann Boyce and passed by voice vote

### **2019 Budget**

Jack Straub advised that the 2019 Budget is overdue. Jack had put together last year's budget and is willing to assemble this year's.

Jack Straub to present budget in either in two weeks or March meeting

Jack advised that our income from the assessment of commercial property owners is \$153,000

Mayor Kennedy reviewed the Executive Director history in light of the \$48,000 salary for the position.

Ann suggests we work with the borough to see who is paying in to the BID

Discussion and some disagreement as to how the assessments are calculated. Jack Straub to check with tax assessor and report back to Board.

Paul McKeefry suggested that we have CFO and Tax Assessor come to explain the assessment to the group.

## **Old Business**

Jack Straub reported that the calendar is done except for when the Music Festival and Sidewalk Sale will be and whether there will be music every Thursday.

Board then agreed Music Festival will be October 12, Sidewalk Sales May 25-26-27

A round up of the key dates to appear on KBBC calendar are:

St. Patricks Day Parade 3/23

Sidewalk Sale—Memorial Day Weekend—all three dates

Memorial Day Parade 5/27 (an American Legion Event)

Keyport Garden Walk 6/1-2 (A Keyport Garden Club Event)

Town Wide Yard Sale 6/8

Flag Day June 14 (Leave off the calendar for now, but leave for the event committee to discuss—an idea from Chris Sanborn)

Dog's Night Out June 20

July 4<sup>th</sup> Music Concert on the Waterfront—Independence Day Concert

Car Show July 25 (with a rain date)

Keyport Fest—September 21

Music Festival—October 12

Tree Lighting—November 30

House Tour—December 14

Jack recommended that Calendar Posters be split Spring/Summer  
And then Fall/Winter

## **Keyport Kash for the Garden Walk**

Some discussion was had about supporting the Garden Walk with Keyport Kash.

Garden Walks attracts 2400 people

Discussion centered around whether to give \$5 instead of \$10

To be discussed at next meeting

## **Committee Assignments**

### **Visual Improvement**

Joe Merla

Ann Boyce

Ken Lawlor

Lorraine DiVizia

## **Events**

Ann Boyce  
Chris Sanborn  
Donna Purcell  
Paul McKeefry  
Delia McDermott  
Lorraine DiVizia

## **Marketing**

George McMorrow  
Chris Sanborn  
Larry Vecchio  
Paul McKeefry  
Delia McDermott

## **Sponsorships**

Discussion was had about selling sponsorships and it was agreed that our KBBC policy is to allow for a 50% discount for businesses in the bid as sponsors.

It was agreed that we needed to explore a sponsorship package

Britany Maynard is the key contact at Hackensack Meridian

## **Business Support Committee**

Mayor Kennedy put forward the idea of a Business Support Committee  
She will explore this idea on her own for the time being and report back to the Board.

## **Stakeholders Meeting**

To be held May 1 and be separate from our regular monthly board meeting  
The goal of this meeting is to explain the bid and ask what needs the businesses have  
Jack Straub to check on Borough Hall availability for May 1.

## **Executive Director/Administrator**

Jack Straub asked everyone to consider whether we needed an executive director or an administrator and to be prepared to discuss this at the February 27 meeting.

Meeting adjourned at 8:30 PM.

