

# Keyport Bayshore Business Cooperative

## Minutes of the 8/14/19 Executive Board Meeting

### Attendees:

Jack Straub, President  
Lorraine DeVizia, Vice President  
Larry Vecchio, Treasurer  
Paul McKeefry, Secretary  
Ann Boyce  
Joe Merla  
George McMorrow  
Mayor Collette Kennedy  
Donna Purcell  
Chris Sanborn  
Kat Galli  
Councilwoman Delia Sosa McDermott  
Stephen Gallo, Business Administrator

The meeting was called to order at 6:33.

Jack Straub read the Sunshine Notice.

### Public Session

Opened at 6:34 on a motion by Delia Sosa McDermott, seconded by Kat Galli, and approved by voice vote.

Michelle Knox, new president of the Art Society, introduced herself. She reported that she bought a house in Keyport about a year ago. She used to have a space in the ArtSpace 88. She has a fine arts degree and an advanced degree in arts administration.

She stated that it is the plan of the Arts Society to offer more services to artists in terms of professional development: How to build a website, how to build a portfolio; tax seminars; critique groups, etc. Hopefully, they can then bring art to the public and get more publicly active. Hosting two events in the next month. Membership drive and new website: AskNJ.org. They plan on doing a networking event in the near future.

Art on the Bay is first public event. Have 20-30 reservations. There will also be local musicians and poetry readings.

Ms. Knox also advised that the nonprofit status of the Arts Society still needs to be resolved.

A motion was made by Delia Sosa McDermott to close the public session Public session closed at 6:41 PM. The was seconded by Lorraine DeVizia and approved by voice vote.

## **Minutes from July Board Meeting**

A notion was made by Lorraine DeVizia to approve the minutes of the July 10, 2019 KBBC Board of Directors meeting as submitted. This motion was seconded Delia Sosa McDermott and approved by voice vote.

## **President's Report**

### **Financials**

Jack Straub presented the financial reports for the month and Audits from 2017 and 2018.

### **Car Show**

Jack Straub reported that the 2019 car show was a success. Going forward, the Car Show is sort of at capacity for the number of cars. There were lots of preregistrations this year. And, we are shooting for more preregistrations next year. Used our existing database to promote to car owners and attendees.

No extra money on promo was spent even though it was budgeted.

Had 2,500 to 3,000 people.

Donna Purcell had feedback from one person about adding a street. Paul McKeefry reported feedback from several car owners who said this year's show was very well run (much better than last year) and that they would be coming next year.

Jack Straub reported that there were 134 cars, and that the event made money (\$15 was registration fee).

Paul McKeefry to get voting forms from Jack Straub to enter the email addresses.

For next year, voting in two locations might be a solution having the cars both on the street and in Fireman's lot.

It was also suggested that we give people manning the tents a list of all cars with a description to assist people who have questions about which car was which number.

## Elections

Jack Straub reported that he originally planned to go to Borough Council to move elections back. But, we need to change bylaws. Jack, checked on procedure, and only Board members can nominate a potential new board member.

3 spots open this year:

Chris Sanborn

Lorraine DiVizia

1 remaining year on Anna's seat, which Jack has been filling.

Kenny Lawlor's seat has two years remaining. That seat can be filled by an appointment by the Mayor. Jack Straub expressed the opinion to wait to fill Kenny's seat until after the election.

Jack Straub recommended that we let Anna's seat expire and find a candidate to fill the seat.

Steve Gallo recommends making a resolution to present to Council to get better alignment of the number of people being elect each year.

Steve Gallo reported that the ordinance says that Kenny's seat would be up for election.

Jack Straub to craft a resolution for presentation to the Borough Council

A motion by Jack Straub to adjust Anna's term so it ends this year. This motion was seconded by Donna Purcell and approved by voice vote.

Kenny's term would be up for election for 2 years.

## Executive Director Discussion

Jack Straub reported that he had spoken to everyone here regarding his offer to become KBBC Executive Director.

- Executive Director search was conduct in 2018 and resulted in the hiring of Steve Mamakas
- When that didn't work out, the Board hired Lori Davidson as an administrator
- Lori chose not to accept position in January because she wanted to stay on Planning Board
- Jack Straub is now offering to become Executive Director and take over September 1 and run org until 12/31.
- Lorraine would become president
- We'd have to elect a new VP
- Jack has been doing the Executive Director job since January

Ann Boyce questioned what the hours and compensation would be.

Jack suggests \$3,500/month

Paul McKeefry reported Steve Mamakas's contract called for 32 hours

The Board agreed to enter a closed session to discuss. Jack Straub, Steve Gallo, and Dennis Fotopolous (who was attending as a member of the public) left the room.

In the closed session, after a discussion, Larry Vecchio motioned to have Jack Straub serve as Executive Director from September 1 through December 31, 2019 at a fee of \$3,500/month. This motion was seconded by Paul McKeefry and approved unanimously by roll call vote.

Second by Paul

Upon returning to the meeting and being advised of the results of the Closed Session, Jack Straub reported he will resign from board on 8/31/19. At that time, based on our bylaws Lorraine DeVizia will become President. Jack will become Executive Director effective 9/1/19.

### **Treasure Hunt**

Jack Straub reported that Treasure Hunt is going on right now and activity seems good.

Kurt from MyTown Marketing was back in town to deliver more stickers and reported that traffic is good, reaction all positive, with good feedback from the businesses.

### **Social Media**

CMDS update:

July - 3% increase in views

19 posts

75% female

116 new likes

1,000 page view views

8,000 engagements on Instagram

Boosts have been going well and our numbers are better than the average business.

### **Committee Reports**

George McMorrow leaves meeting at 7:31.

Chris Sanborn leaves meeting at 7:40.

### **Events Committee**

Paul McKeefry reported that because we are hiring internally known headliner that we go without having a rain date and make provisions (such as a tent in fireman's lot in case of rain)

Paul to talk to Firemans Fair about their tent supplier.

Another alternative is to find a way to cover the stage. Paul and Joe Merla to discuss a tent over stage and beer truck with Miller/Coors and Shore Point.

Steve Gallo to talk with Monmouth County about whether they have Look at truck stage.

We could move kids activities into the American Legion Post.

It was agreed by the Board that there would be no rain date and will make it work.

Jack Straub to create Insert for next water bill promoting the Festival

Paul McKeefry is creating a poster for use Saturday at the Snapper Contest.

Joe Merla leaves at meeting 8:04.

### **Grant to upgrade mini park**

Steve Gallo announced the that Borough has applied for a grant to upgrade the mini park and provided the following details:

Area that is now blacktop would be leveled and pavers would replace blacktop.

A cover and transparent backdrop would be added to the stage

Stairs would be added to the stage.

Chairs would be made available to the public and kept in a trailer close to the park.

### **Visual Improvement Committee**

No report

### **Marketing Committee**

No report

### **New Business**

Mayor Collette Kennedy reported that she has attended two meetings for Bayshore 2020. One of the themes may be “117 things to do from Exit 117” This initiative may compliment the grant the Borough just received or upgrading Routes 35 and 36.

Mayor Kennedy also advised that Board that Congressman Pallone will be holding a press conference on Thursday morning at 11 at Cedar Street park to talk about shore line preservation.

After a question from Kat Galli about how the Business Spotlights work, Jack Straub talked about doing focuses on different categories of businesses each month.

Jack Straub reported that Stop & Shop wants to do a trunk or treat for Halloween.

Kat Galli leaves at 8:13.

## **Old Business**

Mayor Collette Kennedy to follow up on awning program discussed at last meeting.

## **Next meeting is set for 9/11/19**

Mayor Collette Kennedy pointed out that we have our annual 9/11 memorial service that night at 7 PM. (Sunset is at 7:11)/

Mayor Kennedy motioned to make 5:30 the start time of the KBBC meeting on 9/11/19. This was seconded by Lorraine DeVizia and approved by voice vote.

Meeting Adjourned by motion, second, and voice vote at 8:23 PM.