

Keyport Bayshore Business Cooperative

Minutes of the 2/17/19 Meeting

Executive Board Meeting Wednesday, February 27, 2019
Council Chambers, Keyport Borough Hall

The meeting was called to order at 6:32 PM with a reading of the Sunshine Notice.

Attendees:

Jack Straub, President
Lorraine DeVizia, Vice President
Larry Vecchio, Treasurer
Paul McKeefry, Secretary
George McMarrow
Donna Purcell
Ken Lawlor
Joe Merla
Ann Boyce
Cat Galli
Delia McDermott
Chris Sanborn
Mayor Collette Kennedy

Absent:

None

Public Session

No public session since there were no members of the public present

President's Report

Jack Straub presented the 3-up mock up that will be mailed with the Water Bill.

Jack Straub reported that Barbara Hickok has accepted the position of bookkeeper

Jack Straub reported that the Stakeholder Meeting on May 1 will be held in Council Chambers beginning at 6PM

- Jack Straub reported that the KBBC will send an email out to stakeholders to notify them of the meeting.
 - Mayor Kennedy pointed out that the KBBC did send an invite last year for the Social Meet and Greet by mail.
 - Jack Straub assured the Board that that will be considered as we get closer to May 1

Budget Review

- Jack Straub reported that the 2019 budget will be completed by the next meeting

- Jack Straub reported that he had met with Borough's CFO
 - Our assessment income is based on our budget and not on the tax assessments
 - So percentage changes every year that comes to the KBBC
 - \$180 million assessed value of all commercial properties
 - \$153,150
 - 0.085 is tax rate for BID assessment
 - prior year was 0.091
 - Jack read details from Straub Motors commercial tax bill as an example of the breakout of how taxes are allocated

- Jack Straub also reported that under the KBA in 2003, the assessed value of commercial properties was \$83 million, KBBC assessment income was \$220,000. Commercial property rate for assessment was 0.254.
- Over \$110,000 of BID income went to consultants
 - \$50,000 to Executive Director
 - \$36,000 to Events Coordinator
 - \$25,000 to marketing firm

- Jack Straub reported that he is aiming for a small increase in the budget.

Love Keyport Promotion

Jack Straub reported that the one wrinkle was handled smoothly (ended on the 15th but tickets said 18th)

- The KBBC received 5 or 6 phone messages about this and we took those entries

Jack Straub reported that he viewed this as a successful promo that generated:

- 383 unique visitors
- 1200 total tickets
- 1200 store visits
- 5700 fans on Facebook

Discussion ensued about the promotion and Chris Sanborn pointed out that 15,000 to 20,000 outreach at \$10,000 is not a good ROI, and that most people who participated were Keyport residents. So, he questioned the value of these initiatives going forward.

Mayor Kennedy expressed her feelings that with 100 new homes on the books, we got some decent mileage.

Chris Sanborn brought up the need for marketing outreach outside of Keyport.

Along the lines of promotion within Keyport, Larry Vecchio suggested giving Keyport Kash as a gift to new home owners (can do with new certificates of occupancy).

- This was deemed to be an item for marketing committee to consider.

New Business

Jack Straub reported that Steve Gallo gave permission for one of the spinning racks in the lobby of Borough Hall can be used by the KBBC as a display vehicle for postcards from the various businesses.

MyTown Marketing

Jack Straub stated that he felt a fall promo is key and Kurt is willing to do a promotion in conjunction with the Music Festival.

Jack Straub expressed that he is in favor of keeping MyTown for this year.

- No restaurant week this year
- Can do treasure hunt in August

Mayor Kennedy asked about promo outside of Keyport and Chris Sanborn voiced his opinion that he believes our money would be better spent to get message outside Keyport.

Jack Straub argued that these promotions give businesses a marketing program that they might not otherwise do.

(Donna Purcell left the meeting at 7:07PM.)

After discussion, it was explained that the fee to MyTown is \$30,000 for the year regardless of the number of events.

Larry Vecchio motioned to suspend doing business with MyTown Marketing This was seconded by Joe Merla and approved by voice vote (with Donna Purcell absent and Delia Sosa McDermott abstaining, and all but Mayor Kennedy and Jack Straub voting yes)

Voice vote

Jack Straub reported that we have 2 lists from Kurt, businesses and promotion participants. He offered an alternative of asking Kurt to do Treasure Hunt only.

Committee Reports

Marketing Committee

- Has not met yet.
- Cat Galli was added to marketing committee.

Events Committee

The events committee submitted a report on its last meeting (attached).

Larry Vecchio motioned that the KBBC allocates \$9,000 for bands on Thursday nights, but that this budget amount subsidized by bigger events (car show, dogs night). This was seconded by Joe Merla and approved by Voice Vote.

Music Festival

After much discussion, it was agreed that we would run the Music Festival in 2019 on October 12. But not motions were made regarding budget.

Paul McKeefry agreed to talk to Pat Maroney about ownership of the Music Festival Logo Artwork. (During a discussion with Pat on March 1, it was confirmed that the KBBC owns the logo and all rights to use it.)

Events Committee agreed to come back to Board with sponsorship package for the Music Festival.

Visual Improvements Committee

- To meet 3PM Friday March 1

Old business

Jack Straub reported that he is working on W-9s needed for various payees of the KBBC.

The idea of providing Keyport Kash for Garden Walk was tabled for the time being.

- Paul McKeefry to ask Garden Club about the KBBC doing Keyport Kash Raffle during the Garden Walk in order to collect email addresses.

Mayor Kennedy motioned to donate \$1,000 for to Garden Walk to use as they like in addition to \$500 in Keyport Kash to use as they want.

This was seconded by George McMorrow and approved by voice vote (with Ann Boyce abstaining).

Executive Director

- Jack Straub stated that he does not believe we need to hire an Executive Director at this time, but that if necessary we could consider hiring a part time Events Coordinator later in the year to assist with events.
- Jack reported that he is OK to continue as is for now (handling most duties of the Executive Director) and will ask for help from other directors as needed.
- Jack Straub agreed to handle notices to Borough Clerk by March 13th for the March 20th Council Meeting, for 2019 KBBC events street closures.

The meeting adjourned at 8:30PM.