

Keyport Bayshore Business Cooperative

Minutes of the 3/13/19 Executive Board Meeting

Put labels on back of Cards

Attendees:

Jack Straub, President
Lorraine DiVizia, Vice President
Larry Vecchio, Treasurer
Paul McKeefry, Secretary
Chris Sanborn
Ann Boyce
Joe Merla
George McMorrow
Mayor Collette Kennedy
Ken Lawlor
Donna Purcell
Councilwoman Delia Sosa McDermott
Kat Galli

The meeting was called to order at 6:39.

Jack Straub distributed KBBC business cards to anyone who wanted them. Paul McKeefry suggested putting labels on the back of the card with your personal contact information, so anyone who gets a card will have a direct contact.

Pre-meeting comments

Prior to the official start of the meeting, Mayor Kennedy reported that

- The Fun House is open
- The Place is rented
- Cheesen is open
- Town & Country Diner closed but has a new owner and is under construction
- The Makery is opening

The Sunshine Notice as read by Jack Straub.

Public Session

Mayor Kennedy moved that the public session be opened at 6:40 PM
The was seconded by Lorraine DiVizia
And carried by voice vote.

With no members of the public in attendance, Mayor Kennedy motioned to close the public session at 6:41 PM. This was seconded by Ann Boyce and carried by voice vote.

President's Report

Jack Straub reported that 3-ups with Summer Schedule are printed and are going out in water bills. He requested that all Board members take a stack and distribute.

Jack Straub stated that he will take a pdf to Fast Copy to get posters made based on content of the 3-ups.

Jack Straub presented the Jan/Feb Financial Statement and reported that the bookkeeper had accepted our offer and was in last week to do Jan and Feb financial statements.

Jack Straub also reported that the 2018 income was \$3,000 better than reported based on a duplicate check being included in the tally.

Jack Straub reported that the Audit is upcoming and will be conducted by April 24

The 2019 Budget is complete (last 2 pages of the handout), and will be put on the agenda to be introduced at the Borough Council Meeting on March 19, with a vote to take place on April 16. Jack Straub reported that he is requesting a small increase in the budget (12%)

The proposed budget is \$171,500, which will slightly change the percentage levied to the commercial property owners.

During discussion regarding the Budget, the following changes were agreed upon:
Support for the Garden Walk changes from \$2,000 to \$1,000.
Historical Society House Tour changes from \$2,000 to \$1,000.
The \$2,000 difference moves down into Keyport Kash figure.

Mayor Kennedy motioned to approve the Budget with the above-stated revisions. Ann Boyce seconded the motion and the Budget was passed unanimously by roll call vote.

MyTown Update

Jack Straub reported that Kurt was disappointed and his company likes Keyport. Because in the past the quarterly billing didn't line up with the calendar, Kurt waived the March bill. So, the 30,000 that was paid last year covered the event (Love Keyport) that was run this February.

Committee Reports

Events

- Has not met since last meeting

Visual Improvement Committee

- Had a meeting (Ann, Ken, Joe, Lorraine) and presented a report featuring the following ideas
 - Power wash sidewalks in front of businesses
 - Fix bricks
 - Fix soli around trees
 - Install Grates that are flush with the sidewalk around trees

Jack Straub reports that borough is examining making Broad Street a one-way street into town and Main Street run the other way between West Front and Maple (this would be on a test basis).

Wooden signs

A discussion ensued about the wooden “historic” signs around town and it was ascertained that they were erected to mark Keyport’s Historic Districts.

The idea was put forward to develop Scenic, Shopping and Historic Trails. Offshoots of that idea included:

- Making a map around the clock on the water front (Jack Straub suggested making it a bench around the clock) instead of shrubs
- Putting up Wayfinder signs like Highlands
- Developing a Keyport Sunset Chart idea

We were also reminded by Mayor Kennedy that we need to send an e-mail out to businesses with parking maps developed by Andrew Kelsey.

Marketing Committee

Met today (Delia, Paul, Chris, George)

Put together a sponsor package

Getting a quote to do our email and social media

Chris Sanborn talked about the idea for free wifi around town – he will get quotes

Surveys during events to get people to give email addresses

- Wifi could be used check in at events to do contests

Jack Straub has a call into Brookdale Radio about renewing our campaign

Need to add website management to marketing’s project list

Ann Boyce asked Chris Sanborn about Jersey in Motion to get that as a replacement as for Business Spotlight.

- Chris to investigate and report back

New Jupiter—\$2,500/month in the past

-- Need to include them in any discussion

- Chris Sanborn to handle

Second Public Session

Because a member of the public had entered the meeting a motion was made by Mayor Kennedy, seconded by Ann Boyce, and carried by voice vote.

Pat DeSantis introduced herself as one of the new business owners in town.

She is partners are Melissa and Sharon in the Fun House, which focuses on art, gifts, candies, group arts and crafts

They also just bought 92 W. Front Street and are making that into a studio called The Makery.

Ribbon Cuttings were discussed and a date will be put forward for the following businesses:

- Funhouse
- Bridget's Bites
- Eyebrow Place
- Salt House
- Cheesen
- Italian Touch
- Fast Copy

Public Session was closed based on a motion from Mayor Kennedy, seconded by Joe Merla and passed by voice vote

Business Support Committee

Mayor Kennedy mentioned that Sergeant Dixon's used a drone to take pictures of the Music Festival and that he should be contacted so we can utilize footage in various promotional tools.

Mayor Kennedy also suggest that videos be made for every event.

Mayor Kennedy also reported that she had looked at Cranford as an example for what is being done as a BID and in terms of Business Support. Mayor Kennedy also talked to person who runs BIDs at State level.

Mayor Kennedy also explained "Main Street New Jersey" that was disbanded under prior governor but is up for legislative vote next week. Downtowns that were in it will be immediate focus (Keyport is not one of those towns), but when new fiscal budget starts in July it will be opened to towns that hadn't been in it.

Mayor Kennedy further explained that there will be 3 regional conferences that mayors can go to. The last week in April would be regional seminar and it would be in Red Bank and Board members will be able to go.

Main Street America was also presented as a program at the national level

Membership is \$350 but businesses can join for \$95/year

Old Business

Stakeholders meeting is set for May 1

Jack Straub presented the idea is to make it a little more informal and set up as a job fair and have mini-meetings around the room. This was agreed to by all in attendance.

Email list of businesses is 231 businesses from Kurt in Mail Chimp.

All agreed that our lists need to be improved

Give the list to Larry's interns at a later date to work with to update list

Visitor list from Kurt consists of 2,200 names

Jack Straub has been trying to edit the business and property owners lists

- Donna Purcell to ask Laurie Graham to give us any updates to business owners list from January 2018 and new commercial property owners.

New business

Jack Straub presented the Asbury Park Press Summer Guide

Circ is 90,000

Jack has looked into advertising in that is \$4,500

Approval by the Board was given to look into it advertising further, as long as a premium position could be had.

Schools Calendar

Mayor Kennedy has spoken to the superintendent of schools

Key dates

Proms 6/7 (senior and junior)

Eight grade dance 5/31

Community day in October but don't know what date

Keyport Senior Bus

Replaces SCAT bus

Grant from NJ transit built us an 18-passenger bus

Hiring a driver but no bus as of yet (looking for the bus)

Developing routes

Wants to put a frame on the back of the bus to hold advertising

Senior Citizen Days or Discounts

Larry Vecchio proposes a Senior Citizen Day in Town

Discuss at Stakeholders meeting?

Restaurant Guide

Need updated by mid-May and

Paul McKeefry will meet with Donna Purcell to work on this.

Business Directory

Larry Vecchio showed a WordPress Platform for a business directory

Correspondence

Mayor Kennedy reminded all Board Members to bcc everyone on an email to avoid breaking the open public meeting law

Keyport Fire Department St. Patrick's Parade Support

A motion was made by Collette Kennedy to give \$1,000 to the Keyport Fire

Department in order to be a sponsor as we've been in the past. This was seconded by Ann Boyce and carried by voice vote.

Carried by voice vote

Music Festival Grant

Steve Gallo sent us a letter to move ahead with pursuing a grant for music festival promo

Grant proposal due May 23rd

Paul McKeefry with contact Steve about working with Millennium on this proposal.

Brookdale Radio

A motion was made by Mayor Kennedy to spend up to \$,1800 for a 2019 advertising campaign on Brookdale Radio. This was seconded by Ann Boyce and carried by voice vote.

Asbury Park Press Summer Guide

- Jack Straub presented the Asbury Park Press Summer Guide
- Circ is 90,000
- Jack has looked into advertising and cost is \$4,500
- A motion was made by Paul McKeefry to authorize Jack Straub to spend \$4,500 for advertising in this vehicle as long as a premium position can be obtained. This was seconded by Lorraine DiVizia and passed by voice vote.

Meeting was adjourned at 8:57 PM.

