

Keyport Bayfront Business Cooperative
Minutes - Board of Directors Regular Meeting Teleconference
December 9, 2020

Attendees:

Jack Straub, Executive Director
Lorraine DeVizia, President
George McMorrow, Vice President
Donna Purcell, Secretary
Ann Boyce
Joe Merla
Cat Galli (left meeting 7:05)
Nicole Gangino
Shauna Burlew
Mayor Collette Kennedy
Council Member Delia Sosa McDermott

Absent: Chris Sanborn

Meeting called to order by Jack Straub at 6:34pm.
Meeting held on Zoom.

Sunshine Law notice read by Jack Straub.

MOTION by Lorraine DeVizia to approve November 2020 minutes, seconded by Donna Purcell, APPROVED by all, with exception of George McMorrow, abstained because he was not in attendance at November meeting.

MOTION by Council Member McDermott to open public session, seconded by Donna Purcell, APPROVED by all. Present in public session John Merla, 34 Broad Street, and Chad Simons, owner of Gourmet Italian Delights.

John Merla commented the tree looks beautiful. He also brought up the snowflake lights, in his opinion some of them are too low. He also suggested the American flags on the lampposts should be installed before Memorial Day and removed after Labor Day. A discussion ensued about the snowflake lights regarding location and clearance for truck traffic. Director Straub reported the snowflakes are as high up on the lampposts as possible. He also explained that several black lampposts in the downtown and Maple Place business districts do not have an electrical outlet for plugging in lights. Lorraine DeVizia suggested in the future we could look into adding outlets to those poles. Mayor Kennedy stated the Borough added power to the two lampposts in Fireman's Park last year at an expense of approximately \$2,000, and that she would find the exact cost. Director Straub informed the board that the snowflake installation is not complete, and that we are waiting for Cowley's to return to resolve several outstanding issues with the snowflake lights.

MOTION by Council Member McDermott to close the public session, seconded by Joe Merla, APPROVED by all.

Executive Report

Director Straub asked the board if they would like to allocate funds for adding electricity to the lampposts which do not have outlets. Consensus by the board was to wait until next year to add electric to the poles needing it, as well as looking into adding some additional poles in other areas. Ann Boyce suggested for next year looking into something more impactful for holiday decorations, possibly adding garland or decorations to the poles in addition to lights. Council Member McDermott suggested a combination of small lights around the poles in addition to snowflakes.

Facebook live broadcast of the tree lighting was very successful and received many favorable comments. To date the facebook video has received over 5,000 views.

John Merla rejoined the meeting after losing his connection during the public session. He pointed out that when Monmouth County tandem plows are used on county roadways such as Maple Place near St. Joseph's, the snowflakes could be hit if they were on the street side. Board agreed to leave the Maple Place snowflakes over the sidewalk instead of turning them around to over the street.

The small snowflakes for decorating and placing on the railing in MiniPark are available in Keyport Coffee Cafe. A facebook post with instructions has been posted and has already received very positive response.

KBBC election ballots have been coming in steadily since they were mailed, and it looks like the response will be our best yet. Ballots are due by next Monday, and results will be sent out as soon as they are certified.

New Business

MyTown Marketing has proposed a program to use gift cards to help businesses in the first quarter, which is traditionally a slow season for retail and restaurants. The program was briefly discussed in the November meeting, but board members now have examples of marketing materials which were used for other municipalities. Basically, participating business would sell a \$25 gift card to customers for \$15, and KBBC would pay for the remaining \$10 per card. The program would be capped at \$25,000, and MyTown's cost to administer the program is \$7,000.

Board members were reluctant to commit to MyTown based on the cost of the program. Several suggested for next year starting to survey businesses to determine what types of marketing programs would interest them.

JSMT Media has contracted with NPP to offer media consulting services to the approximately 125 NPP business within the downtown business district. Director Straub recommended offering the same service to the KBBC businesses which are not in NPP. Mayor Kennedy suggested having an informational Zoom session to determine the level of interest from KBBC businesses. JSMT proposal could be part of a "virtual shareholder meeting" for KBBC members. Mayor Kennedy and Ann Boyce suggested following up with NPP businesses which participate after they have completed their sessions, to get feedback before offering to other KBBC businesses.

Proposed KBBC 2021 Meeting Schedule was presented, with Zoom meetings until further notice, and meetings continuing to be held on the second Wednesday of each month. Board also discussed a tentative January 27 date for a possible Zoom KBBC Stakeholders Meeting.

Joe Merla stated the Executive Director contract is up at the end of December and wanted to know if Director Straub would be applying again, and wanted to discuss with the board where they would be going with the position. Director Straub responded as Executive Director he is not on a contract, but is an employee of KBBC. Board decided to go into a closed session to discuss the status of the Executive Director.

MOTION by Donna Purcell to go into closed session, seconded by Mayor Kennedy, APPROVED by all. Executive Director Straub was removed from the meeting, board continued in closed session.