

Keyport Bayfront Business Cooperative
Minutes - Board of Directors Regular Meeting Teleconference
November 11, 2020

Attendees:

Jack Straub, Executive Director
Lorraine DeVizia, President
Donna Purcell, Secretary
Joe Merla
Nicole Gangino
Shauna Burlew
Mayor Collette Kennedy
Council Member Delia Sosa McDermott

Absent: George McMorrow, Chris Sanborn, Cat Galli

Meeting called to order by Jack Straub at 6:35pm.
Meeting held on Zoom.

Sunshine Law notice read by Jack Straub.

Approval of October minutes, Director Straub stated there was one minor typo which would be corrected. Mayor Kennedy asked to also include mention of discussions of “now open” signs for businesses and status of restaurant guide. MOTION by Mayor Kennedy to approve minutes with changes, seconded by Donna Purcell, APPROVED by all.

MOTION to open public session by Council Member McDermott, seconded by Ann Boyce, APPROVED by all. Public session attendees Chad Simons, business owner Gourmet Italian Delights, and former mayor John Merla.

John Merla mentioned a friend of his who owns property in Pennsylvania has offered a Christmas Tree to KBBC. Director Straub stated that we have already made arrangements for this year, but thanked Mr. Merla and asked that he thank his friend as well.

Director Straub stated the tree ordered by KBBC will be delivered on December 1. He stated he and Ed Carew would decorate the tree, and would probably need a couple of extra volunteers. Mayor Kennedy suggested adding a craft project for kids, similar to the Arts Society labyrinth. Children could pick up a wooden snowflake, take it home to paint and return it to the MiniPark. After discussion, consensus was to have the finished snowflakes attached to the railings in the MiniPark. Further discussion ensued about the Santa figure that has in recent years been placed near the clock in Waterfront Park. Shauna Burlew offered to make a motion to allocate money to purchase a new Santa if the original can't be found or is damaged. Director Straub suggested closing the public session before making any motions.

Chad Simons introduced himself as owner of Gourmet Italian Delights, and stated he is very interested in what KBBC has been doing, and would like to become more involved. Director Straub congratulated Mr. Simons on the very visible merchandising and marketing efforts he has made while opening his business during the pandemic. MOTION to close public session by Lorraine DeVizia, seconded by Joe Merla, APPROVED by all.

Executive Report

Discussion resumed about the Santa figure. Shauna Burlew again mentioned a possible motion for a replacement Santa. Director Straub stated that as confirmed with our auditor, once the KBBC budget is approved in the beginning of the year, individual expenses do not need to be motioned and approved as long as they are within the approved budget. Mayor Kennedy then suggested making a motion to approve the snowflake ornaments discussed earlier. MOTION to allocate \$1,000 for snowflake ornaments for children to decorate, seconded by Shauna Burlew, APPROVED by all.

Ribbon Cuttings are confirmed for Saturday, November 21. Confirmed businesses participating are The Metal Music Stop, First Lenders Mortgage, and Gourmet Italian Delights. JSMT Media is also likely to participate. Ribbon cuttings will be between noon and 2:00, details and exact times will be communicated closer to the event.

New Business

Nominations for Board of Directors for the 2020 KBBC election. Director Straub explained that three current board members are interested in running for another term. If nominated, George McMorrow and Joe Merla will be running for additional three year terms. Shauna Burlew will be running for a one year term, which is the balance of the term of Kenny Lawler to which she was appointed. There are also two current vacancies on the board, so additional nominations could be taken.

Donna Purcell nominated Joe Merla, seconded by Ann Boyce, all approved.

Joe Merla nominated Shauna Burlew, Mayor Kennedy seconded, all approved.

Lorraine DeVizia nominated George McMorrow, Mayor Kennedy seconded, all approved.

Donna Purcell nominated Chad Simons, Gourmet Italian Delights, Ann Boyce seconded, all approved, Joe Merla abstained (property owner).

Director Straub stated he will confirm before the ballots go out which vacancy will be filled by Chad Simons' nomination.

Keyport Garden Club has asked for \$600 for holiday greens for the planters. Expense was anticipated and is in the budget.

Mayor Kennedy suggested KBBC apply for reimbursement from Monmouth County CARES for expenses related to purchase of picnic tables for MiniPark.

Director Straub gave an update on proposed changes to KBBC bylaws. Board had originally agreed to hold a special meeting to discuss, since then it has been determined that the Borough ordinance needs to be changed prior to bylaws changes. Executive Committee has met and decided to recommend to board to initiate process to address proposed changes to the ordinance.

Lorraine DeVizia stated main areas of focus as determined by the Executive Committee:

- changes to election process
- makeup of the board
- removing some restrictions placed on board operations
- allowing KBBC to function more independently from the Borough

Director Straub discussed documents which had been sent to all board members in October, including current KBBC bylaws, and examples of bylaws from other Business Improvement Districts. He also gave the history of the current KBBC ordinance since it was enacted in 2011. Discussion ensued regarding potential future actions, and portions of the ordinance and bylaws which may need to be addressed. Consensus was that board will review current ordinance and related documents between now and the end of the year, and proceed beginning with the first KBBC meeting in January 2011.

Lorraine DeVizia asked for a brief update regarding holiday marketing opportunities which had been mentioned in October. Director Straub stated that he had looked into several, and that there were not any good outdoor opportunities available, and print advertising, although available, was expensive and not likely to be an efficient media spend. He also mentioned that he had consulted with MyTown Marketing, and their recommendation was to maintain our current facebook presence and perhaps add some additional boosted posts.

Director Straub also mentioned a successful program which MyTown Marketing is currently running in some municipalities they work with. It is a gift card program where, for example, \$25 gift cards are sold to a customer for \$15, with the BID paying the additional \$10. This is something KBBC could potential consider for a first quarter 2021 program. Mayor Kennedy requested that supporting documents for items to be discussed at board meetings be included with the agenda 48 hours before meetings.

MOTION to adjourn by Lorraine DeVizia, seconded by Mayor Kennedy, APPROVED by all.

Meeting adjourned 8:17pm.