

Keyport Bayshore Business Cooperative

Minutes of the 10/9/19 Executive Board Meeting

Attendees:

Jack Straub, Executive Director
Lorraine DeVizia, President
George McMorrow, Vice President
Larry Vecchio, Treasurer (Left meeting at 8:00)
Paul McKeefry, Secretary
Mayor Collette Kennedy
Donna Purcell
Ann Boyce (arrived at 6:42)
Joe Merla (arrived at 6:43)
Chris Sanborn
Council Member Delia Sosa McDermott
Steve Gallo, Borough Administrator

Absent:

Cat Galli

Meeting called to order at 6:35 PM

Executive Director read the sunshine notice.

Minutes from the 9/11/19 meeting

A motion to accept the minutes was made by Lorraine DeVizia and seconded by Donna Purcell. The motion was passed by voice vote.

Public Session

The public session was opened at 6:39 PM based on a motion by Paul McKeefry, seconded by Delia Sosa McDermott, and approved by voice vote.

Terri Burns and Kim Mundrane Touhy, acting co-presidents of the Keyport Garden Club, were in attendance and will continue to interface with the KBBC on behalf of the club.

A discussion regarding the flower pots and their watering was initiated

- It appears there has been miscommunication with JPV, but the Borough believes watering the pots is in their contract
- Since this issue is still ongoing, Steve Gallo will follow up.
- Garden Club and Borough will continue to monitor and keep each other informed.
- KBBC to discuss in February
- Louise from Garden Club also does watering on some pots

The Public Session was closed at 6:47 PM based on a motion by Delia Sosa McDermott, seconded by Donna Purcell, and approved by voice vote.

Executive Director Report

9-month P&L statements for 2018 and 2019 were presented and reviewed.

Election

All materials were mailed on 9/27 (235 ballots)

They are due to be returned on 10/20

Only a few (3) Post Office returns because Jack Straub had worked to clean up the list

Will have results by next meeting

CMDS (Social Media Agency)

Jack Straub reported that:

- We haven't been getting the attention and posts that we had been getting in the past because the account person that was handling the KBBC left in mid-September
- New account person came on board, but they were dragging their feet
- Now straightened out; posting three or four things per day
- Need to consider/discuss using them in the future

Mayor Collette Kennedy said that Music Festival updates need to be posted to the Event page, which 17,100 are following

- Jack Straub to have that corrected tomorrow.

New Jupiter and the Website

Jack Straub reported that he has a proposal from them for \$5,000 to rebuild the site to a version that would allow us to handle many of our own updates

- Jack Straub likes what they proposed, but will check on what the architecture being used is.
- Jack Straub also reported that Visit Keyport is now registered with the State
- Jack Straub to get New Jupiter to come and give a presentation to the full Board.

Business Support

Stop & Shop Plaza Trunk or Treat that was mentioned at the 9/11/19 meeting has been moved later in the day, so as not to conflict with Community Day on 10/26

- Jack Straub will try to work with them and it shouldn't cost the KBBC anything.
- Mayor Collette Kennedy brings up that since the KBBC said no to the Health and Wellness Crawl that the optics on supporting the Trunk or Treat are not good.
 - Jack Straub responded that the business involved in the Wellness Crawl agreed to move it to the Spring
- An issue was raised about the Board not receiving copies of email blasts being sent to the businesses
 - Jack Straub to have all Board Members included on the Business Email List.
- Jack Straub to talk to Stop & Shop to discuss situation and advise the Board

- Options: 3:00 to 7:00 (instead of 2 to 6)
 - With Police presence and having event promoted at Community Day
 - As long as event is restricted to an area of the lot
- Mayor Collette Kennedy made a motion that if Police Department can cover the event and they agree to change the time that we will promote the event. However, no second was made.
 - If Stop and Shop does not agree to the above, he will will advise that they should check with the Chief
 - We do want to work with Stop & Shop on this type of event in the future.

New Business

Wooden “Historic” Signs

A discussion was held regarding the need to repair/replace a variety of wooden signs promoting the various districts and the history of Keyport because Nancy and Ed Carew have volunteered to work on repairing, repainting, and/or creating new signs.

These include:

- One by Lenora’s
- One by Brown’s Point
- One on Church Street and First Street
- And the one on Main/Atlantic

Steve Gallo explained the future of signs from the borough perspective and stated that the signs need to have a similar look and feel. He asked for Jack Straub to advise Ed Carew to call or stop by to visit Steve.

Need to have a similar look and feel

Historical Society House Tour

A motion was made by Larry Vecchio for the KBBC to support the House Tour with \$1,000 and \$5,000 in Keyport Kash as was done last year. This motion was seconded by Joe Merla. Motion was approved by voice vote.

Keyport Kash

The Lash Lounge has asked if they could buy Keyport Kash and give it customers as a gift. After some discussion, the Board agreed to test the idea and sell some Keyport Kash to the Lash Lounge.

Jack Straub advised the Board that \$4,180 in Keyport Kash has been redeemed this year compared to \$1,800 last year.

Committee Reports

Visual Improvements

The lights are up on the historic poles and look bright. However, there is no power outlet on 3 poles (2 by Fireman's Park and 1 in front of McDonagh's Pub). So, these won't have lights.

The lights aren't working on Maple Place. Power will be fixed in the next week or so.

The four JCP&L street lights on West Front Street are fixed.

Events Committee

The Festival

Paul McKeefry delivered a detailed summary of the state of the festival.

- All bands and venues are booked
- Volunteers are signed up for the many tasks related to the Festival
- A meeting was held with DPW and KPD to discuss logistics and all was set
- Set up will begin at 8 AM

Donna Purcell advised the Board that the Fishery and Cheesen have pulled out as being food vendors at the festival. And that to compensate:

- John Merla will pick up some slack and provide clams and shrimp
- Hamburger Patty's is coming with a bigger spread
- Plus, hot dog vendor from waterfront is participating

Steve Gallo reported that he talked to Mike from Fishery about pulling out and that Mike said the reason they were not participating was due to that fact that the grandson's birthday celebration was scheduled for the same day.

Keyport Kash for Festival

A discussion was held regarding distribution of Keyport Kash at the Music Festival and it was agreed that:

- We would give \$10 in Keyport Kash to first 100 people who get off the bus
- And there would be 5 drawings for \$50 in Keyport Kash throughout the day
- The net is that we would be distributing \$1,250 in Keyport Kash.

Jack Straub reported that we have \$1,000 in Keyport Kash on hand, but more will be printed in time for the festival.

Ann Boyce reported that hay bales and pumpkins were being delivered on Friday afternoon and that she needed volunteers to help with washing the pumpkins on Friday.

Brief discussion was held regarding parking of vehicles with band and sound equipment. Suggestion was made to have three spots coned off in the lower lots for parking of sound truck and drop off and pick up of main stage bands.

Mayor Collette Kennedy asked that we order table clothes for concrete tables in the mini park, so we'll need to add for 5 more table clothes to our order.

The meeting adjourned at 8:30.