



Keyport Bayfront Business Cooperative
70 West Front Street • Keyport, NJ 07735 • 732-739-5138
www.visitkeyport.org • kbbc@visitkeyport.org

Minutes of January 13, 2021 for KBBC Board of Directors Meeting

Attendees:

Shauna Burlew (President)
George McMorrow (Vice-President)
Chris Sanborn (Treasurer)
Councilwoman Delia Sosa McDermott (Secretary)
Mayor Collette Kennedy
Ann Boyce
Catherine "Cat" Galli
Chad Simmons
Joseph "JoJo" Merla
Lorrain DeVizia
Michael Mulcahy

Unavailable:

Not applicable

Meeting started at 6:38 pm ET

2020 KBBC President, Lorraine DeVizia, read the Sunshine Notice.

Discussion:

Mayor introduced Michael Mulcahy, 2021 Borough employee who works in Property Maintenance & Enforcement Department as per the request several board members asking for more collaborative enforcement in the business district as well as discussed in the November Board Meeting when the current Employee member, Ms. Purcell, expressed that she felt it was not necessary to have an employee on the board. Michael has agreed to work with enforcement issues, garbage placed out & around business district, & other items for this year. Nicole Gangino requested to not be reappointed as the Resident member in 2021. As we know, Chris Sanborn has employment outside of Keyport now and not on as Business Owner any longer. He continues to have a vested interest in Keyport and agreed to take on the Resident member spot. Lorraine thanked Mayor Kennedy & shared "Welcome Aboard to Michael Mulcahy" & "Welcome Back Chris".

Role Call with names present/not present above.

Approval of December 9th, 2020 minutes

Requested for vote consolidation by Lorraine. Councilwoman McDermott stated that she noted no changes & motioned to approve. George seconded the motion. Full board voted in favor by voice & video. No abstentions. Minutes for 12/9/2021 approved.



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Public Session:

Paul McKeefry: Shared "Happy New Year" to all. Attending this meeting for update on consideration for 2021 events after approval granted on March 2020 for consideration or interest of consideration for Paul McKeefry & Vinny Kyne to handle 2021 Music Festival & Keyport Music Thursdays music entertainment. Original proposal was reviewed & approved in March 2020. No recommendation on how to proceed from them & understands that it may be a wait & see. He wanted to let the board know that they are interested in what the board wants them to do.

Lorraine shared that it would be good to have Music Festival. George asked if there was a plan or ideas for us to consider or take into action so that we have a safe and healthy music festival. Paul did not have any as it is dependent on the rules at that time. Concern would be not to run it like past years with acts in businesses with full capacity such as barber shop. Scaled back music fest with outdoor acts while not exceeding crowd limits. Strong feeling that it might not be possible this year. George mentioned that there are some towns are planning on socially distant events. Details not known yet & will need to see what criteria was used. George has done events himself last year. Always need to make sure event is not super spreader or get sued for not overseeing it, or insurance concerns. Overall, people loved attending them.

Mayor Kennedy asked when contracts were signed in the past with musicians (larger ones). Paul responded that in 2018, contracts were late as it was new concept that year (1st inaugural year) in September 2018. In 2019, the big acts were booked with contracts by July 2019. Smaller bands were signed in August 2019. We had a strong line up with verbal commitments. Mayor Kennedy shared that is if we can consider revisiting after 1st quarter as vaccinations roll out, we can address then whether to have 'Music Thursdays' or fall Music Festival. Lorraine agreed with 'wait & see' and is hopeful by end of spring or summer with mask situation.

Shauna added that we mentioned doing 'Sunset Thursdays' last year. If possible, this year, utilize stage on waterfront with tailgate to stay in cars & tune into radio station with mass takeout drive. Lorraine suggested that we need to be creative.

For future discussions/recording, Mayor Kennedy asked if meeting was being recorded because the red circle was not showing on the screen and wasn't sure if someone wanted to record the meeting. Lorraine shared that we could not do it via Zoom as we are not recognized as host with multiple attempts. Account was locked after attempts. Councilwoman McDermott is recording via Voice Memo app.

Shauna examples of embracing changes during the current existing public health emergency. She attended Disney with mask & social distancing. Events can be done in safe & creative ways. Lorraine agreed and thought Events Committee is key. They could be think tank & come up with game plan on how things are now and moving forward get better as we work through COVID19 public safety. October we should be able to do something.

Shauna added about 'Wellness Weekend' or things outside in Springtime or music, or food for those who want to participate. Lorraine recommended setting up Events Committee to go through these ideas. Councilwoman McDermott thinks we can do this after we go through items on agenda first.

Mayor Kennedy added that if we agree to not move forward with Music Festival, we combine last year Music Festival & this year funds for Highway commercial property improvements. They are the highest paid stakeholders into BID & do not see high return of investment. In the past, JoJo Merla presented a concept of adding an iron welcome gate at entrances into the Borough off the highways. Mayor brought up in past meetings of retaining wall at three gas stations maybe with gate "Welcome to Keyport". Then, next year (2022) work on Town & Country area so that people know when they are in Keyport from the highway. If we do not do a large event like Music Festival, we can work on highway beautification. Lorraine DeVizia agreed that the area need attention & beautification. It could fall under Visual Improvement Committee. Cat Cali also agreed with idea.

No further conversations from public session. 14:16 after start, motion to close public session by George McMorro & seconded by Councilwoman McDermott. Full board voted in favor by voice & video. No abstentions. Public session closure approved.

New Business:

Executive Director:

Shifted to after Executive Director after Councilwoman McDermott asked if we need to address Executive Director first. Mayor Kennedy clarified that new board is first in agenda. Lorraine asked if we could switch or must follow. Mayor Kennedy answered that it can be done either way. If we need to go into closed session, then we might want to leave as is.

Ann Boyce thought that we did not need to go into closed, only vote. Lorraine thought that we discussed everything already just only a vote. Since this was being brought up, Paul shared that he was leaving meeting. Councilwoman McDermott summarized that we are not sure about any musical events. We will need to get back to him.

Mayor Kennedy shared regarding voting; no vote needed because we were going to vote if we extended the employment. By default, vote in December 2019, the employment ended on December 31, 2020 according to minutes on KBBC website. Vote would only be needed if there was a motion to extend that out further. Lorraine acknowledged that point. She asked if we could vote to say that we are going to put out a posting for interviewing new people for the Executive Director.

Ann Boyce asked to make it clear, can we do a vote that we agree that we are not extending Jack. We did not have to, but we voted on it as a Board that we are not extending Jack past his date. She believed he has worked until today. He has been doing stuff. Councilwoman McDermott asked Ann to make motion.

Shauna asked if Jack responded to a possibility if he will work on a month-to-month basis. Anne responded with "No, he's not". Ann motioned "Jack Straub is no longer serving as Executive Director effective yesterday or today." Ann asked Lorraine if Jack turned in his stuff today to Jay. Councilwoman

McDermott clarified it was being turned in tomorrow from her understanding. Lorraine said that his last day was today. Mayor Kennedy asked if he turned in today. Lorraine answered he is turning in tomorrow. Ann revised "effective 1/12" as last day. Mayor Kennedy wanted to clarify that he was not terminated but his employment time has come to an end; Not firing, not terminating and did not express interest to stay on. The entire board expressed individual thoughts in December to go in a different direction. She does not think anyone is out there to attack Jack nor should they be. Ann & Lorraine verbally agreed along with non-verbal agreements by other board members That his employment was to end at the end of the calendar year 2020 per the December meeting. Board members were not informed of any other discussion or issues.

Ann asked if we could say based on decision made that Jack will be Executive Director through 1/12 as he felt that a vote was needed even though one was not needed. Chad added when term expired. Mayor wanted to clarify that the only items the Borough needs returned to the Borough are the access card and keys to office. All other items should be turned over to President. Borough is not aware of what KBBC has like cell phone, laptop, or what should be collected as he is not an employee of the Borough. Borough will take swipe card & keys from whomever but should not be involved in the handling of other items

Ann offered to see if Jay can get passwords. Mayor clarified that the KBBC Executive board should collect this. Ann offered to get this from Jack. Jojo asked if Ann was on executive board. Ann said 'No'. Lorraine asked us to vote on Executive Director resolution. Then, move on to elections.

Lorraine asked Ann to make motion again. Ann motioned that we vote that Jack is no longer Executive Director and his time had come to end effective 1/12. Cat asked for clarification as she thought we were opening to interview for job as it was not automatic renewal, and he chose to not renew. Shauna added that we did not know how he was going to respond. His term has expired clarified by Lorraine.

Ann reworded motion that we accept Jack leaving his position effective 1/12. Lorraine reworded Effective 1/12, Jack Straub is no longer Executive Director of KBBC. Shauna added that we need to add term expired. Jack chose not to continue. Mayor then reworded Jack Straub's employment ended on December 31st with extension to January 12th. Jojo asked why it was extended to that date. Mayor was not sure why. Lorraine shared that Jack said we needed to vote on it. Mayor clarified that we did not need to vote again. If we wanted to reappoint, we would vote. Lorraine wanted to vote to not have Jack as Executive Director. George added to not extend. Lorraine expressed that we vote on pumpkins. Mayor reiterated that votes are needed to do something like purchase something votes aren't needed not to do something. No board members expressed in December that they wanted to try to extend Jack's employment so there was not a vote needed in December. Councilwoman McDermott asked if we could have a second. Ann agreed with Mayor on not needing to vote on ending employment. Ann stated that we do need to do is vote on extending until the 12th.

Ann motioned, 'Jack Straub's employment as Executive Director was extended to 1/12/2020 and after that he is no longer with KBBC.' Councilman McDermott wanted to confirm a second. Lorraine asked



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for second from board. Chris Sanborn seconded motion. Cat clarified that the year is 2021 not 2020. Ann accepted that correction.

Roll call from Lorraine: Final motion: "Jack Straub's employment as Executive Director was extended to 1/12/2021 and after that he is no longer employed by KBBC." Submitted by Ann Boyce and seconded by Chris Sanborn was passed by a roll call vote with all member except for Lorraine who did not vote.

Job Outreach:

With Board approval, Ann Boyce asked to approach Nicole Henn about working as an not as Administrator. Not offering job, but discussion to be opened. Clarification amongst the board was decided that a job posting should go out and have those who want to apply do so. It will help us see many persons who would be interested and hire from candidates in tristate area available for work due to COVID19 or layoffs.

Job Search Committee:

In December closed session, Ann shared that she would work on job description with Shauna. When asked if shared with Board, it was not. Shauna shared that she reached to Ann on December 20th with no response. Shauna was open to continue & do what the board wanted. Ann wanted to share her input since she was in board during Steve's (past Executive Director) search. Doing an official post would not be necessary as she felt we did not need anyone from the outside. Cat shared that she prefers to go through the open process and have time to open for anyone to apply.

Shauna clarified that executive director is an employee. Ann stated that in the past it was contract job. Discussion took place regarding the last search for Executive Director as a blended position with Borough two days in Recreation & three days for KBBC. The search for candidates was difficult and took long taking 4months with final role focused on KBBC only.

Lorraine shared that we should have a good & clear job post. Ann said that she has one from last search and set up a committee to review. Shauna thought with Ann agreeing that anyone interested consider applying. Shauna asked if interviews would be help via zoom. Most board members agreed. Cat, Joe, Shauna, Chad, with Ann as lead would meet and go over job description. Focus is on job description only, not job posting. Ann would work with committee and review post. Candidates would be interviewed by Committee. Then, it would go to full board for interview and approval of hire.

It will be important to not have it operate as in the past where Borough resources were used.

Election of 2021 KBBC Officers:

Moved to 2021 KBBC executive board elections. Mayor offered to help facilitate as she was not running for any positions in KBBC Executive Board with Lorraine's agreement. President, Vice-President, Treasurer which was never appointed or voted last year (2020), Secretary are the four open positions.

Secretary was first. He/she is responsible for recording of minutes, distributing minutes & possibility agenda with Executive Director. Joe nominated Councilwoman Delia. Lorraine seconded. No other nominations submitted. All in favor verbal & video vote by full Board.



Treasurer was next. 2020 vacant position as Jack was performing this using CPA & bookkeeper for finance reports. After clarification by Board members about the by-laws two board members are responsible for finance and signing of checks. Executive Director should not be signing checks. Lorraine, Jack or George have been signing checks now. Joe nominated Shauna. She declined. Joe nominated Chris Sanborn. Lorraine seconded motion. No other nominations submitted. All in favor verbal & video vote by full Board for Chris Sanborn as Treasurer. After full executive board elections, we will need to vote on who will have check signing rights.

Vice-President was next. George was nominated by Lorraine with Councilwoman McDermott second. No other nominations submitted. All in favor by verbal & video vote by full Board with no abstains or oppose.

President was next. Lorraine nominated Ann. Shauna nominated herself. Ann was not sure if closed ballot was needed but suggested texting votes to Mayor. Going over Bylaws, it was confirmed that George was starting his third year to ensure that we did not have conflicts. These are consecutive years. Councilwoman suggested using the Chat box with message directly to Mayor. All were fine with either. Both methods of text and chat were accepted and sent. In the future, Councilwoman suggested using polling as an option once we get administrative rights to zoom account. This can be used for unanimous voting or polling. It was asked whether Mayor can vote. As board member, all members can vote. Votes collected from cell phone text to Mayor & Chat box of zoom from the following: Lorraine, Chris, Chad, Ann, Jojo, Delia, Shauna, Cat, George, Collette. Michael abstained as he was not familiar or worked with either candidate. Initially, results were tie at 5 to 5. After consideration, Chad Simmons abstained for same reason as Michael and shared that it was his first official meeting. With that recount, 2 abstains from Michael & Chad with Shauna Burlew winning majority vote at 5 to 4. Lorraine asked if votes need to be shown. Ann said it is ok if silent.

Job Search Committee:

Given board election, continued discussions on who is going to be involved in search committee for Executive Board position and make sure all are on same page. Full time versus part time discussions. It included what is required for 30 hours minimum employment such as benefits, sick time, etc. It was asked if Mayor can be hired. She respectfully declined. Joe would like Council & Mayor involved to help given they are part of the board. As previously shared, KBBC minimize using borough resources. It includes all past Executive Directors previously hired. It was recommended to move as parttime given COVID19 pandemic with flexibility to flex up hours as needed. The person at part-time would grow into full time at hourly rate of work as events or activities pick up in 2021. Looking at 2018 minutes, it was combined Executive Director with borough picking up benefits at about 40% of salary. No objections at 25 hours starting. Since events were not done in the past 9 months, we can revisit to full time or increase hours as gatherings are lifted with good programing in support of our businesses.

Search committee: Ann asked to be taken off since Shauna was President now. Fulltime is 25 hours. We will start at 20 to 25 hours, not 25 hours which makes it fulltime. Jojo, Shauna, Mayor, Cat, & Chad



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totaling 5 members. Board had no issues with Mayor involvement in Search Committee. Criteria to be added in job is Social media/digital marketing professional.

Check Signatures:

Signing of checks, President and Treasurer confirmed as authorized signers.

Committees:

Now, we should start sub-committees such as Visual Improvement, Events, Marketing. New committee Hospitality Committee recommended. The Executive Director would be on this new committee and work on developing welcome letter & packet. In the past, some committees had non-KBBC board members such as Events. KBBC will need to decide on committee memberships once we finalize KBBC committees. Given that no money was spent, we should focus on visual improvements. In previous years, Events were KBBC's focus.

Visual Improvement:

Ann had gathered two quotes for sidewalks and would meet with Jay about Borough requirements. The cost was \$60,000. Can use two governing body board members to present information to Jay or any other Borough staff to prevent Board members taking questions directly to them and have us work efficiently. Ann mentioned we might need to contact the business owners in writing confirming whether they want them and will maintain them. Ann disagreed that past KBBC pavers were not correctly put in place. KBA was the one who did it with no property owner notification. This was disagreed by other board members. KBBC is not responsible for what was done in the past. Ann's plan was to put new pavers from Broad Street to Borough Hall. It was requested that Ann send proposals to Mayor & Councilwoman for review with Borough. Ann wanted to reach out to businesses and let them know that KBBC is thinking of doing this & detailing what they would have to do. No commitment only. It was suggested to extend beyond W Front Street and open to other areas with responsibly and liability. Ann expressed that having property owners invest their own money will not happen. Documentation or forms would be recommended holding all liable. The cost of \$60K during a pandemic may not be the best way to help all businesses in Keyport, not just downtown area. Clarification was asked of Michael as current Borough Property Maintenance Officer asking who is responsible for maintaining pavers or sidewalk. As he began, he thanked the Borough for having a board and paid staff to run this versus volunteers. Property Owner is responsible for maintenance, not business owner. He cannot write summons or notices to business owners, only property owners. Ideas such as 60% KBBC/40% property owners. Other issues were brought up. Michael directed those to be reported using the borough non-emergency request form on Borough website via [Submit a Service Request](#) (Spatial Datalogic). It will lodge any questions or complaints. Then, the respective borough staff is dispatched to address for assessment and/or follow up visit. Based on current conditions, Ann expressed that replacing sidewalks not possible, only pavers. The idea of selling monogrammed pavers by Michael of about \$250/paver which was done in municipalities such as Bayonne where about \$70K was raised. Another idea was to send communication with a reduced cost of 10%-15% off to fix pavers or pay fee per brick. Other considerations were these are County roads, where Public Right of Approval may be needed beforehand. Most board members thought the charge back whether it was reduction in paver cost or



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charging per paver were good ideas. Hiring an Executive Director who is familiar with Grant writing can help us get funding for projects like pavers, etc.

Shauna asked about using JCP&L poles. Ann shared that Matawan will no longer be able to use poles as this was last year confirmed by someone who works in Matawan. Borough of Keyport does have a JCP&L contact to ask about using their poles and adding electricity. Mayor informed us that we do have a contact & work on the request in preparation of next meeting.

Role of Executive Director tasks:

George asked who will take over what is needed by Executive Director until we hire someone. Ann expressed that the President would do this. Shauna said she will do this. All items should be turned over to her like passwords, what was done, Keyport Cash payments to businesses, etc. Shauna would work with executive board on tasks needed. According to past updates, Executive Director was taking photos of Keyport Cash and paid by check. Executive board is comprised of President, VP, Treasurer, & Secretary.

Announcements:

Shauna will be opening Chickee 366 Board Street in Keyport focusing on chicken. Goal of opening in mid-March. Dominos has left too which is near her.

COVID19 updates such as expansion of 65 or older and Keyport VNA has vaccination due to COVID19 saliva testing. Keyport First Aid was administered vaccinations as priority. Then, we were able to have Keyport Fire & Police Department. Due to vaccination limitations, larger locations are being selected versus smaller pharmacies. Shauna shared that she could provide information on COVID19 testing resources due to testing positive.

Other Items:

As a follow up from previous discussion, Councilwoman McDermott updated everyone that the link to Borough non-emergency requests was added to Chat box in zoom for 'Everyone'. Questions about zoom such as saving Chat conversations or adding users were asked. Councilwoman McDermott shared that you could save using the 'Save Chat'. Adding licenses or users is possible for up to 5 profiles. To know what we can do, we need to review the account details and cost.

Shauna thanked Lorraine for being President and an asset to Keyport with long standing business and KBBC Board of Director member. Lorraine appreciated it & wished her best of luck. Mayor Kennedy thanked everyone for our work tonight & staying focused on common core.

Closure:

Motion to close with All in favor motion by Mayor Kennedy & seconded by Shauna at 1:41 after start. Full board voted in favor by voice & video. No abstentions. Meeting ended.