

Keyport Bayfront Business Cooperative
Minutes - Board of Directors Special Meeting Teleconference
October 14, 2020

Attendees:

Jack Straub, Executive Director
Lorraine DeVizia, President
George McMorrow, Vice President
Donna Purcell, Secretary
Joe Merla
Chris Sanborn
Nicole Gangino
Shauna Burlew (arrived late)
Mayor Collette Kennedy
Council Member Delia Sosa McDermott

Absent: Cat Galli

Meeting called to order by Jack Straub at 6:36pm.
Meeting held on Zoom.

Sunshine Law notice read by Jack Straub.
Since no members of the public were on the call, a public session was not held.

MOTION by George McMorrow to approve September 2020 minutes, with correction of one typo, seconded by Donna Purcell. Ann Boyce abstained because she was not present at the September meeting, APPROVED by all other board members.

Executive Report

Director Straub referenced the 3rd Quarter KBBC financial statements, which were emailed to all board members with the October board meeting materials. The 2019 audit is completed and awaiting a draft copy, which will be forwarded to board members when received. Council Member McDermott asked if KBBC quarterly financial statements are distributed to Borough Council, Director Straub noted they are not, but Council approves the KBBC budget at the beginning of each year. The Borough Clerk, Borough Administrator, and CFO will all receive copies of the audit when completed.

Director Straub reported that the billboard campaign was extended for an additional two weeks until the end of October, as we were able to secure four additional weeks of a prime billboard on Route 35 (above future Starbucks) for the discounted rate of \$2,000 for four weeks; original quote had been \$8,000 for four weeks.

Keyport Cash was given to the Keyport Senior Center two weeks ago for distribution to its members, although they have not yet confirmed it has been sent to members. They were waiting on gift bags for other items to be included.

The November KBBC meeting will be when nominations for KBBC elections will be taken from the floor. The three current members up for reelection are Joe Merla, 3 year term; George McMorrow, 3 year term; and Shauna Burlew, 1 year term (completion of Kenny Lawlor's term). All three current board members have indicated they would like to be placed on the ballot for another term. A brief discussion was held regarding the two additional open seats on the board; those seats do not have to be filled at this time, and the vacancies can be held open until qualified candidates are identified.

There are a few new businesses in town, and we will try to schedule an outdoor ribbon cutting as soon as we can confirm a mutually agreeable date.

New Business

Director Straub reported on research from Lorraine DeVizia regarding holiday decorations. Lorraine has been working with Cowley's on a possible replacement for the thin strand lights which have been installed on the black lampposts in the business district for the past two years. The recommendation this year is to purchase 3' snowflake lights which will be installed on the lampposts, while at the same time removing the American flags for the winter. The lights have an estimated lifespan of two to three years, but we may be able to extend that by a few years. The cost is \$400 per pole for 34 lampposts, plus an annual storage fee of \$500. Extended discussion took place regarding possible future placement of additional black lampposts in other areas of the business district, as well as details of snowflake light proposal. MOTION to allocate up to \$15,000 for purchase and installation of snowflake lights on 34 black lampposts in the business district, pending permission by Borough to install on poles, and written proposal sent to board members. Motion by Donna Purcell, SECOND by George McMorrow. Roll call vote: DeVizia yes, McMorrow yes, Purcell yes, Boyce yes, Merla yes, Sanborn yes, Burlew abstain, Mayor Kennedy abstain, Council Member Sosa McDermott yes. Motion APPROVED.

Discussion regarding Holiday Tree in the MiniPark. Ed and Nancy Carew, who as volunteers have coordinated the event for many years, had advised not holding the event this year, after which they will retire from their involvement KBBC has supported the tree lighting in past years as an unofficial sponsor, and could now make this a regular KBBC event. Because of issues relating to the pandemic, the suggestion was made to have a virtual tree lighting this year. KBBC could purchase the tree and lights as in past years, and a facebook live event could be held to light the tree on the first Saturday of December, which this year is December 5. General agreement among board to have a virtual tree lighting, details can be finalized at November meeting.

Discussion as to how we can market Keyport businesses for the holiday shopping season. Suggestion to advertise late hours, although historically some local businesses have not extended hours even when we have sponsored major events at night. Ideas included newspaper advertising, billboards, facebook notices which can be forwarded and shared on other municipality and county pages.

Mayor Kennedy asked about the status of the Restaurant Guide. Director Straub explained that it was original scheduled to be revised this year, but was delayed when many business had to close or limit hours due to coronavirus. Now that most businesses have reopened, we can move forward in revising the guide.

Mayor Kennedy also asked about the status of the "Now Open" signs which were offered to businesses at no charge. Director Straub answered that to date approximately two dozen business had taken advantage of the offer and ordered signs, with a number more saying they still planned to do so.

Ann Boyce shared her thoughts for streetscape visual improvements downtown. Lorraine DeVizia offered to help in getting quotes or proposals for specific improvements. Ann stated repairing brick strips and around trees (originally done by KBA years ago) is what needs to be addressed first.

Director Straub summarized the work he has done regarding possible changes to KBBC bylaws, including information sent to board members on KBBC bylaws and examples from

other municipalities. We will tentatively schedule October 28 for a bylaws special meeting.

MOTION to adjourn by Lorraine DeVizia, seconded by Ann Boyce, all approved. Meeting adjourned 8:51pm.