

**Keyport Bayfront Business Cooperative
Minutes - Board of Directors Meeting
February 12, 2020**

Attendees:

Jack Straub, Executive Director
Lorraine DeVizia, President
Donna Purcell, Secretary
Joe Merla
Ann Boyce
Chris Sanborn
Cat Galli
Nicole Gangino
Mayor Collette Kennedy

Shauna Burlew also in attendance, pending appointment approval by Borough Council

Absent:

George McMorrow, Vice President
Council Member Delia Sosa McDermott

Meeting called to order by Lorraine DeVizia at 6:32pm.

Sunshine Law notice read by Lorraine DeVizia.

MOTION made by Donna Purcell to approve minutes of January 15, 2020, seconded Nicole Gangino. APPROVED by voice vote, Ann Boyce abstained (absent from January meeting).

MOTION to open public session made by Donna Purcell, seconded by Lorraine DeVizia, APPROVED by voice vote.

Paul McKeefrey, former KBBC Board member recognized. Paul and Vinny Kyne, both key contributors to the success of the 2018 and 2019 Keyport Music Festivals, are proposing to handle hiring of bands and sound for 2020 Keyport Music Festival, as well as Thursday night concerts. They would also handle sponsorship solicitations for both events, in exchange for 20% of sponsorship revenue generated. Board listened to the proposal and agreed to take it under consideration, with intended decision date no later than KBBC March 11 meeting.

Hank Young, Keyport Fire Department former Chief and parade chairman recognized. Hank gave updates regarding the March 21 St. Patrick's Parade. Battle of the Bands idea was well received by bands and will be held on Minipark stage after the parade. Winner will be given a trophy, Hank will leave it up to KBBC to decide if Keyport Kash will also be used for awards.

MOTION made by Donna Purcell at 7:04 to close public session, seconded by Cat Galli, APPROVED by voice vote.

Executive Report

Director Straub informed Board the 2020 KBBC budget will most likely be on the agenda for approval by Borough Council on March 3. He announced that as in past years, he will be at the meeting to answer any questions from the public or Mayor and Council.

Discussion of Health/Beauty/Wellness event scheduled for May 2. Events Committee reported that at January 27 meeting, consensus was to focus on health, beauty, fitness establishments. Recommendation by Kurt at MyTown Marketing is to hold the event over three days of weekend, May 1, 2, 3. Map and stickers as in Treasure Hunt will be used to guide customers to participating businesses. MyTown fee for this event will be \$5,000, not including printing costs, plus \$500 for a dedicated Facebook campaign.

Each business will decide for themselves what type of offer customers will be given when visiting their location. Suggestions included samples, coupon for service to be used within 30 days, special over the 3 days of the event, and open house. Use of the stage for demonstrations or classes was suggested. Also mentioned was the idea of a drum circle for Saturday.

MOTION made by Lorraine DeVizia to hold Health/Beauty/Fitness event May 1, 2, 3. MyTown Marketing to administer program, KBBC to handle stage events. Seconded by Ann Boyce, APPROVED by voice vote. All agreed to use "Wellness Weekend" name for the event.

Discussion of American flags to be placed on black street lamps in business districts from approximately Memorial Day to Veterans Day. Mayor Kennedy stated Council needs to be advised what is being requested of Keyport DPW, manpower is an issue. Director Straub stated if DPW is unable to install brackets for flags, KBBC can hire a private vendor. Flags & brackets will cost approximately \$40 per set, up to 50 sets will be ordered. At last count, there were 38 street lamps in downtown and Maple place business districts. Approximate cost will be \$2,000, plus installation labor. Mayor Kennedy to bring up under new business at February 18 Borough Council meeting.

MOTION made by Ann Boyce to spend up to \$2,500 for flags and brackets, pending Borough approval to install on black street lamps. Seconded by Mayor Kennedy, APPROVED by voice vote.

Additional discussions held by board Board regarding We Value Our Veterans program, St. Patrick's Parade, Events Committee dates approved for Thursday concerts.

MOTION by Mayor Kennedy to approve Events Committee recommendation of 10 summer Thursday night concerts, beginning June 18, ending August 27, excluding July 30 for Fireman's Fair. Seconded by Ann Boyce, APPROVED by voice vote.

Further discussion of Paul McKeefrey proposal for Keyport Music Festival and Thursday concerts. Director Straub reviewed numbers from 2019 Keyport Music Festival: Music expenses \$28,215; all other expenses \$25,720. Sponsorship revenue \$8,400; beer revenue \$15,143. Board members generally in favor of proposal, agree payment of 20% commission is a major incentive for securing additional sponsorship revenue. If successful, eventually this could phase into Music Festival becoming a self funding event, with KBBC as lead sponsor. Board asked Director Straub to prepare a document for proposed agreement between KBBC and Paul McKeefrey, for action to be taken at March 11 meeting.

MOTION to adjourn at 8:55pm by Ann Boyce, seconded by Cat Galli, approved by voice vote.