



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

Minutes of July 14, 2021 for KBBC Board of Directors Meeting

Attendees:

Shauna Burlew (President)
George McMorrow (Vice-President)
Councilwoman Delia Sosa McDermott (Secretary)
Mayor Collette Kennedy
Joseph Merla
Ann Boyce
Catherine Galli
Michael Mulcahy
Joseph Manfredi (Attorney)

Also Present:

Jay Delaney (Borough Administrator)
Mike Carlon (Accountant)

Absent:

All members present

Meeting held via Zoom and commenced at 6:33 pm ET

Sunshine Law notice read by Shauna Burlew

Roll call with names present/not present above

Approval of June 9, 2021 Minutes:

Shauna Burlew mentions the change made to the minutes relating to her and Ann Boyce's vote regarding the parking lot. Motion made by Shauna Burlew to approve the June 9, 2021 minutes. Seconded by George McMorrow. All other members present vote in favor, Catherine Galli and Michael Mulcahy abstain.



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Public Session:

Motion by George McMorrow and seconded by Delia Sosa McDermott to open the meeting to public session. All members present vote in favor. The motion passes and the public session is opened.

John Merla mentions the complaints received relating to the smell of the dumpster located at the waterfront. Merla questions if the KBBC could power wash the dumpster in order to remove the smell. John Merla mentions he will receive quotes for this service.

Michelle Knox, president of the Art Society of Key Port, introduces herself to the board. Additionally, Michelle Knox and Roberth Angeles inform the board of some upcoming events and projects relating to their business.

Jay Delaney provides an update on the status of the parking improvements as requested by Mayor Collette Kennedy. Delaney states he spoke with a contractor and was assured they will be onsite the week of August 2nd.

Melissa O'Connell from Keyport Funhouse questions why the KBBC will be paying for the stage. Shauna Burlew states the stage had already been purchased over a year ago by the KBBC and the borough. Burlew mentions she was not referring to the actual stage but rather the exchange in her comment.

Motion by Delia Sosa McDermott and seconded by Shauna Burlew to close the public session. All members present vote in favor, no abstentions. The motion passes and the public session is closed.

President's Report:

Shauna Burlew mentions the student volunteers began the watering of the flowerpots around town. Additionally, the "Grow Keyport" t-shirts were printed. Burlew also mentions there has been efforts to create an updated restaurant guide.



Shauna Burlew states she received quotes from JSMT for an admin directory totaling \$1,200. Also, for more thorough business directory totaling \$3,600.

Shauna Burlew states KBBC has not been notified of any new business openings in 2021. No new information regarding ribbon cutting ceremonies has been received.

Shauna Burlew and Nicole Gangino created a social media campaign and have been in contact with various businesses. Including antique shops, in hopes to bring more people into the stores.

Since the last board meeting the farmers market has not stopped. Shauna Burlew suggests that the board does not request a \$150 fee in 2021 in an effort to rebuild the farmers market and attract more vendors.

The contact for Salsa Monday was reviewed by Joseph Manfredi and signed by Shauna Burlew and George McMorrow. The event will begin on July 26th.

Shauna Burlew received approval from the accountant to purchase the ramp for the stage for \$1,000.

Mike Carlon and the board review the outstanding bills. Shauna Burlew mentions setting up a Venmo account for the KBBC. Mike Carlon and Joseph Manfredi inform Shauna Burlew that using a Venmo account as a method of payment is not legally advisable. Joseph Manfredi states that there is a local government finance notice form the state stating that in order to do election transfers a policy needs to be adopted. This policy would need to designate a single individual to oversee the payments, specifically a treasurer.

Motion by Shauna Burlew to appoint Ann Boyce as treasurer. Seconded by Joseph Merla. Roll call. No abstentions, the motions passes.

[Mayor Collette Kennedy exits the meeting at 7:33 pm ET]

Motion by Shauna Burlew to pay the outstanding bills in the amount of \$11,946.50. Seconded by George McMorrow. Roll call. Mayor Collette Kennedy abstains, the motions passes.

Joseph Manfredi states that at the previous meeting there was a discussion and motion to hire Nicole Gangino to manage the social media accounts. Including, a discussion of the legalities of hiring her. Joseph Manfredi reminded the board that this issue was subject to legal review. Joseph Manfredi suggests that the board should renew their resolution with knowledge of the new data, including the laws and IRS regulations.



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Motion by Shauna Burlew to hire Nicole Gangino, given the other two proposals, to continue to manage the KBBC social media accounts. Given that all board members have seen the comparables and reviewed all supporting documents. Seconded by Ann Boyce. Roll call. Michael Mulcahy abstains, the motions passes.

Old Business:

Motion by Shauna Burlew to approve the gateway project totaling \$44,480, which includes installation upon engineering approval and easements. Seconded by Joseph Merla. Roll call. Ann Boyce votes no, no abstentions, the motions passes.

[Mayor Collette Kennedy enters the meeting at 7:51 pm ET]

Motion by Shauna Burlew to have a \$0 fee for all vendors participating in the 2021 farmer's market. Seconded by Ann Boyce. Roll call. Delia Sosa McDermott abstains, the motions passes.

[Mayor Collette Kennedy exits the meeting at 8:01 pm ET]

[Mayor Collette Kennedy enters the meeting at 8:12 pm ET]

Motion by Mayor Collette Kennedy to allocate \$20,000 from reserves into music to cover lighting and band expenses. Roll call. No abstentions, the motions passes.

Motion by Shauna Burlew for social media integration from JSMT in the amount of \$450. Seconded by Mayor Collette Kennedy. Roll call. No abstentions, the motions passes.



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Motion by Shauna Burlew to allocate \$1,200 to JSMT for an admin-based directory. Seconded by Mayor Collette Kennedy. Roll call. No abstentions, the motions passes.

Shauna Burlew discusses the proposed changes to the by-laws. Burlew states this is necessary in order to be able to fill any vacancies on the board.

The board discusses the LED Advertising Truck for \$100 an hour. Motion by Shauna Burlew to allocate \$600 a week for the truck for 6 weeks. Seconded by George McMorrow. Roll call. Ann Boyce votes no, no abstentions, the motions passes.

Motion by Shauna Burlew to hire a landscaper for the highway sign on route 36, pending approval from property owners. Seconded by George McMorrow. Roll call. Delia Sosa McDermott votes no, Michael Mulcahy abstains, the motions passes.

Motion by Shauna Burlew to purchase the stage ramp from Hazlet Resident contingent upon approval. Seconded by Joseph Merla. Roll call. No abstentions, the motions passes.

New Business:

Shauna Burlew states the upcoming August 11th board meeting will be held in person.

George McMorrow questions Joseph Manfredi about using personal emails. Joseph Manfredi states if the board establishes an email just for the bid their personal emails would become immune.

Mayor Collette Kennedy questions about the picnic blankets. Shauna Burlew states they will be handed out on Salsa Mondays starting July 26th.

Public Session:

Motion by Shauna Burlew and seconded by Delia Sosa McDermott to open the meeting to public session. All members present vote in favor. The motion passes and the public session is opened.

John Merla questions the board regarding having an election for KBBC members.



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Larry Vecchio states he believes there should be a time limit on KBBC board meetings as it will be more efficient. Additionally, Larry Vecchio discusses the stage cover that had been ripped due to kids skating on it. Mayor Collette Kennedy states she will follow up with the police and find out why there has been no restitution.

Jack Straub makes a statement relating to a comment Mayor Collette Kennedy made that half of the nominated board members from last year resigned. Straub states it was not half.

Motion by Ann Boyce to spend \$3,600 to JSMT for business management directory, amending the previous motion for \$1,200. Seconded by Shauna Burlew. Roll call. No abstentions, the motions passes.

Debra Muller states she wants to do the wellness weekend the same weekend as the 5K. Motion by Mayor Collette Kennedy to give \$500 for the creation of a graphic for the event. Seconded by Shauna Burlew. Roll call. No abstentions, the motions passes.

Melissa O'Connell questions Joseph Manfredi if they are allowed to meet together as businesses. Joseph Manfredi states that the goal is to work through the KBBC so the board members can take direct action.

Closure:

Motion by Delia Sosa McDermott and seconded by Joseph Merla to adjourn the meeting. All members present vote in favor. The motion passes. The meeting is adjourned.