

Keyport Bayshore Business Cooperative Minutes of the 6/12/19 Executive Board Meeting

Attendees:

Jack Straub, President
Lorraine DiVizia, Vice President
Larry Vecchio, Treasurer
Paul McKeefry, Secretary
Ann Boyce
Joe Merla
Mayor Collette Kennedy
Donna Purcell
Chris Sanborn
Kat Galli
Councilwoman Delia Sosa McDermott
Stephen Gallo, Business Administrator

Absent:

George McMorrow

The meeting was called to order at 6:35.

Joe Merla thanked the Board for the love and donation in honor of his late brother Charles and former KBBC Board Member after his passing.

The Sunshine Law Notice was read by Jack Straub.

Public Session

Delia Sosa McDermott made a motion to open the public session. This was seconded by Collette Kennedy and Approved by voice vote.

Martin Slezak from Kiwanis Club introduced himself and addressed the Board to point out:

- Kiwanis is an international organization focused on community service and supporting children
- They run the flea market in town (Fireman's Park Lot) every Sunday
- Wants to strengthen the relationship with the KBBC
- Want to partner and discuss solutions for potential problems
- Two ways Kiwanis can help:
 - Spot Light a Business every week and have that business sponsor some kind of door prize
 - Get town's businesses to supply food and drink at the flea market

Mr. Slezak left corporate sponsorship forms

Mayor Collette Kennedy informed the Board that:

- She and Steve Gallo met with Mr. Slezak earlier and suggested that we start with Cheezin as a food truck and wanted to have Donna Purcell address rules, etc.
 - Donna explained the need for fees and inspections
 - Mobile food vendors are a different type of license

Jack Straub suggested handing out the Restaurant Guide at the flea market

Then encourage the businesses to do Sunday specials or deliver to the flea market

Mr. Slezak also informed the Board that Kiwanis will be giving the Borough money from the proceeds of the flea market

Mr. Slezak also discussed the sign/beautification program within the organization and with the Fire Department and the Garden Club

Also discussed were the trees bordering Fireman's Park and whether they are staying.

Mr. Slezak left information that includes his contact information.

Jack Straub made a motion to close the Public Session, which was seconded by Delia Sosa McDermott and approved by voice vote.

Minutes from 5/8/19 Meeting and Minutes from the 5/15/19 Special Meeting

A motion to approve the minutes from both meetings was made by Delia Sosa McDermott and seconded by Lorraine DiVizia. The motion was approved by voice vote with Paul McKeefry abstaining since he was not present for the 5/15/19 meeting.

Presidents Report

Financial Statements for May were presented.

Jack Straub reported that the Sidewalk Sale wasn't great because vast majority of the businesses on West Front Street aren't retail stores

- Jack believes we should continue to tweak this effort

Kat Galli expressed that she doesn't think Memorial Day Weekend is a good weekend for this

- Somewhat embarrassing because people from out of town were asking where the Sidewalk Sale was
- She suggests having the sidewalk sale during the garden walk

Delia Sosa McDermott expressed that she and her sisters went into many shops during the Garden Walk

Donna Purcell expressed the opinion why have a sidewalk sale at all

Jack Straub believes we don't have enough retail and suggested that maybe we can get an exemption for Thursday and Friday nights to allow shops to put something out on the sidewalk.

Issue to be discussed further.

Jack Straub reported that first Thursday night concert went off well.

Jack Straub also expressed that he and Larry Vecchio discussed adding a banner as a skirt to the stage to promote the concerts.

Ribbon Cuttings:

Jack Straub and others presented that the new businesses in town for the next ribbon cutting are:

- Lash Lounge
- Hamburger's Patty's
- Salt
- Country Farms (Mike O'Dwyer is has new owner)

July 13 was suggested as the potential date for these ribbon cuttings. And email will be sent to advise the Board and Borough Council.

Grants Update

The Music Festival grant is getting pushed to 2020 based on fact that the grant won't come in until September 2019.

The Highway 35/36 Grant application has been sent.

Restaurant Guides

Jack Straub reported the the new Guides are in.

Marketing

Jack Straub presented the efforts that CMDS has put forward in the first week.

Jack Straub also howed new design for Keyport Kash (removing the large KK).

Jack Straub also presented info on Shore Shack Food Truck who would like to participate in the Farmers Market

- A motion by Ann Boyce to allow up to three outside food trucks/vendors at a price of \$250 for the season with the proviso that they need to be there every week. And this

will be announced to all the businesses. And we will allow any business in town to sell at the farmer's market.

- This motion was seconded by Chris Sanborn and approved by voice vote.

Dumpsters

Jack Straub and Collette Kennedy updated the Board on the installation of an enclosure for common dumpsters along American Legion Drive. Larry Vecchio stated that he wouldn't have put the dumpster there.

Committee Reports

Events Committee

Dogs Night Out is set for June 20 with Paul McKeefry, Jack Straub, Delia Sosa McDermott, Donna Purcell, and Lorraine DiVizia set to volunteer to set up and run the event.

Ann Boyce reported that:

She is meeting with the borough on Monday on details of street closure and logistics.

There will be 4 categories for \$50 in Keyport Kash (ugliest dog will not be included this year).

There will also be 1 drawing for \$50 in Keyport Kash pick from the people who submit a ballot.

Thursday Concert Series

After explanation on the budget from Paul McKeefry, Ann Boyce made a motion for another \$1,000 to summer concert. This was seconded by Lorraine DiVizia and approved by voice vote.

Kat Galli suggested that we hashtag all events using
#ivisitKeyport

And promote that the business also use #visitkeyport

Visual Improvements Committee

Lorraine DiVizia reported that she is still looking at lighting options and one vendor coming tomorrow.

Lorraine to update Board at next meeting.

Ann Boyce reported that new picnic tables (plastic) have been ordered and that 2 are in gazebo by boat house

The DPW will be repainting the old ones and that we have those for KBBC events

Business Support Committee

Collette Kennedy reported that:

- Second Summer kick-off at 10 AM at Gazebo for Monmouth County Tourism on June 21.
- All Bayshore towns are in for the 2020 campaign
 - 2020 event dates by are wanted by October

Collette Kennedy also reported that on Monday night she went to Jersey Shore Partnership Event and distributed the Music Festival Sponsorship pamphlet

Marketing

Paul McKeefry to provide Steve Gallo with a list of bands to put in *Independent*.

Steve Gallo also reported that the Business Intern wants to talk to business owners about direct install energy saving program. The Board had no objection to that initiative.

Snapper Contest

Collette Kennedy brought up a discussion of the Snapper Contest to be held on August 17 (9 to 12 on the waterfront). (The Snapper Contest is run by the Harbor Commission.)

Ann Boyce made a motion to support the Snapper Contest with \$500 in cash to help pay for prizes and to establish a presence for the KBBC with a tent and to ask the Harbor Commission to share the email addresses of attendees.

This motion was seconded by Lorraine DiVizia and approved by voice vote.

5K race

Jack Straub motion to support the 5K with \$3,000 in Keyport Kash as long as the KBBC gets a sponsorship spot on t-shirt. This motion was seconded by Paul McKeefry and approved by voice vote with Delia Sosa McDermott abstaining.

- It was noted that this year's 5K was being marketed by an agency that specializes in races.

Keyport Kash

Jack Straub reported that the list of businesses that take Keyport Kash will be reposted on the website. However, the Keyport Fishery is still hesitant to take Keyport Kash even after Jack met with Kevin.

KBBC WebSite

Jack Straub reported that we are working within limitations on our website because the Site was originally developed by Direct Development and that New Jupiter is constrained by the current frame structure and old code.

- Jack will seek a proposal from New Jupiter to update the site.

Arts Society

Kat Galli reported that The Arts Society is alive and will go forward with Michelle Knox as the new President and Kat Galli as the Vice President.

The meeting adjourned at 8:32 PM.

Next meeting July 10 at 6:30.