

# Keyport Bayshore Business Cooperative

## Minutes of the 11/13/19 Board of Directors Meeting

### Attendees:

Jack Straub, Executive Director  
Lorraine DeVizia, President  
George McMorrow, Vice President  
Larry Vecchio, Treasurer (arrived at 7:25 PM)  
Paul McKeefry, Secretary  
Mayor Collette Kennedy  
Donna Purcell  
Ann Boyce  
Joe Merla  
Councilwoman Delia Sosa McDermott  
Steve Gallo, Borough Administrator

### Absent:

Cat Galli  
Chris Sanborn

Meeting called to order at 6:35 PM

Executive Director read the sunshine notice.

### Minutes from the 10/9/19 meeting

A motion to accept the minutes was made by Collette Kennedy and seconded by Donna Purcell. The motion was passed by voice vote.

### Public Session

The public session was opened at 6:39 PM based on a motion by Collette Kennedy, seconded by George McMorrow, and approved by voice vote.

### Attendees:

Donna Bonk, a resident, expressed her desire to become more involved and to help the BID. Donna was a volunteer during the music festival. Jack Straub explained the mission of the BID

Pete Hilker from New Jupiter then explained the current issues with our website and his company's ideas to improve it.

- Our current website was designed and coded by different company, so making updates/changes are problematic.

- A new website look/feel and approach that would allow us to make many of the updates and do maintenance on our own was presented.
- The new site would be built through the WordPress platform.
- There would be no limit on the number of event that can be listed. And the site could do featured events, so bigger events can have more prominence.
- Images/photo throughout the site can be completely custom.
- The domain was not registered and we got that secured this year as a trademark and as a web name. We also own KeyportNJ.net (and possibly .org).
- This new site would integrate with our Visit Keyport efforts.
- For the reconfigured site, New Jupiter would construct a staging site and then launch the revised site all at once.
  - Future changes would be handled the same way.
- We could do looping graphics on the header to make the site more dynamic
- And we can adjust graphics throughout to reflect the current season.
- Financial commitment is \$5,000 to set up the site. Maintenance would continue to be \$250 per month. And, the majority of changes could be handled in house.
- A YouTube channel could also be added.

Discussion was held on whether we needed to obtain competitive bids. Jack Straub believes, based on his research and the opinion of our auditor, that we do not, but Steve Gallo will check on that with the Borough's attorney. Although Jack Straub discussed the site with other potential vendors, he agreed to get two quotes from CMDS and prior website company. Jack Straub will also request a Scope of Work document and formal proposal from New Jupiter.

Paul McKeefry motioned to close the Public Session. This was seconded by Delia Sosa McDermott and passed by voice vote.

## **Executive Director's Report**

### **Financial Statements and Music Festival**

- Results of October Election were finalized and Lorraine DeVizia and Chris Sanborn were elected to a new 3-year terms
  - Mayor Kennedy pointed out the ballots needed to have a write-in line in the future.
- October financial statements were not provided at this time since nearly all of October activity was for the Music Festival, but detailed summaries for both 2018 and 2019 Music Festivals were provided.
  - Jack Straub stated that he believes this year's festival was better and at a lower cost.

- Ann Boyce questioned the assignment of the lighting in 2018. Jack Straub stated that one of the lighting invoices for \$5,600 was paid in January and assigned to visual improvements.
- The final bill from SunSpark wasn't submitted until January.
- Biggest problem in the accounting for 2018 was how for the \$3000 cash bank was accounted for.
- The 2018 figures for the festival is from the audit and was produced by the auditor within the last week.
- Jack Straub would like to see the net for the festival get down to \$20,000 in 2020. But believes we are definitely moving it in the right direction.
- Mayor Kennedy wants to get an overtime report from DPW and KPD and get a number from Tom Fallon on where the cost is to the Borough.
- Mayor Kennedy thinks KPD did a great job with the traffic flow this year but there were still issues. Maybe a temporary traffic light. Also the Fire Marshall wants to be part of the planning process next year.
- Mayor Kennedy and Steve Gallo agree that this event is a benefit to the town, but we need to look at a total cost benefit analysis.

### **Visit Monmouth Magazine**

Jack Straub reported that he got a last minute deal to renew our sponsored editorial content in this publication (that we did last year). But want to use the photo from Sgt. Dixon (bottom photo). Content would not include dates of events and we would add the music festival.

Cost for the ad is \$1,900, unless it requires additional art services from the magazine.

Discussion ensued and the Board recommended:

- Taking "Day" off of St. Patrick's Day Parade
- Not listing Memorial Day Parade

Paul McKeefry motioned to approve up to for \$2,300 for this advertising program. This was seconded by Ann Boyce and approved by voice vote.

Paul McKeefry recommended adding a prominent message and functionality on our website to allow visitors to sign up for updates emails and texts.

### **Committee Reports**

## **Events Committee**

Paul McKeefry reported on the post-music festival meeting of the events committee (separate notes attached).

Key points:

- 1,850 wrist bands were applied by security staff
- 290 people utilized the shuttle bus to/from Matawan Train Station
- 10 sponsors contributed \$8,900
- 3 tents for sponsors
- 10 venues for music including the main stage with 24 acts
- 26 barrels of beer were consumed in 7 hours (almost 4 per hour)
- Need to discuss crowd estimate with KPD, but committee believes attendance to be between 4,000 and 5,000 people over the course of the day.

Donna Purcell discussed the need for better signage for food vendors and perhaps bathrooms.

Some board members brought up that they would like to see more craft vendors (like Bell Works), but Donna Purcell reminded them that this event is truly a music festival.

All members agreed that it's great to have bands inside the venues that are businesses in the town.

Paul McKeefry mentioned that \$715 was collected as tips at the beer truck and recommended donating that money to charitable organizations within the borough. After discussion on how to allocate the funds, Ann Boyce made a motion to donate \$500 to the Food Pantry and \$215 to the American Legion. This was seconded by Lorraine DeVizia and approved by voice vote.

A separate meeting will be held with the borough (KPD/DPW/Fire) to identify issues and potential changes for next year. Meeting scheduled for 11/26/19 at 5PM.

For 2020, Ann Boyce made a motion to add Keyport First Aid to the list of recipients. Lorraine DeVizia seconded the motion and it was passed by voice vote.

## **Visual Improvement Committee**

An update was given on the NPP Grant and highlighted the fact that the grant now applies to the downtown area and not the highway district. They did point us to another program for highway development. (A map was distributed to the Board showing the NPP Grant area.)

## **2020 Committees**

Jack Straub mentioned that he would like to see more ad hoc committees put together for different things. More discussion to be held on this at the January meeting.

## **Old Business**

### **Trunk or Treat**

Jack Straub reported that the Trunk or Treat in the Stop & Shop parking lot was a surprising success even though Stop & Shop manager ended up in hospital a few weeks before. But, the event attracted plenty of kids and enough cars to keep them happy.

Stop & Shop wants to do other events. Jack Straub to follow up. Mayor Kennedy suggested doing the parade at Stop & shop in conjunction with PBA. Or do a movie in the parking lot after the parade.

It was noted that next year Halloween is on Saturday.

### **Henry Hudson Trail Bridge over Route 35**

At a prior meeting, there was a discussion about painting the Henry Hudson Trail Bridge over Route 35 with Keyport messaging. But, first, ownership of the bridge needed to be determined.

Lorraine DeVizia reported that Monmouth County Parks owns the bridge and the conversation about painting it has been started.

## **New Business**

Letter from Monmouth County Clerk about discounts for Veterans had been received. Kurt from MyTown Marketing sent out an email to all businesses on this topic to get them listed in the directory.

- Jack Straub mentioned that as part of this program, If we complete enough tasks, we can earn points from the county and earn a Veteran-friendly designation.
- Jack to liaison with Joe Sheridan on this effort. And report back to the KBBC Board

### **Monmouth Facade Program**

Mayor Kennedy reported that she attended a check presentation at Bath Fitter on Route 35 for this program. In addition, she is already working with Down2Earth, VRI Realty, and Gerber Salon regarding this program

Mayor Kennedy gave everyone a handout and reported that Monmouth County official will come to a January or February meeting to explain the program.

The program area stops at Broad Street based on census track maps.

Jack Straub also had more details on this from Susan at county and said there are no plans to stop this program in the near future.

- Each business has to contact the county on their own and meet certain criteria.

KBBC to send an email to all businesses regarding this program.

### **St. Patrick's Parade**

Mayor Kennedy gave some background this event:

- Started as a fundraiser for the fire dept and volunteerism is down.
- Their current cost/benefit analysis doesn't really support doing the parade.
- Hank Young has been chairman for last 10 years.
- Mayor Kennedy and Steve Gallo have wanted to help.
- Each bagpipe band is \$5,000.
- Chris Sanborn, Collette Kennedy, and Hank Young met and KFD is willing to give parade another shot.
- Next year is March 21, 2020.
- One idea is for various organizations to sponsor a fire truck.
  - Paul McKeefry suggested that perhaps this event would be more successful, less costly, and attract more bands if we made a ½ Patrick's Parade (around September 17).
  - Paul McKeefry also mentioned that Fair Haven does a sponsor booklet for their parade (Jack Straub to get a copy from his contact in Fair Haven.)
- Hank Young will come next month to discuss the parade with The KBBC Board.

### **CMDS**

Larry Vecchio reported that the Marketing Committee has a report from CMDS on social media activity and engagement. Larry believes the results are impressive.

Jack Straub stated that things went smoothly during the summer, but, because of a change in personnel in the September, things fell apart for the fall. However, CMDS was able to pull it back together by the Music Festival.

Proposal from CMDS for 2020 is same program and fee structure as 2019 and can be voted on next year.

Many on the Board agreed that there is a need to add normal posts in early part of the year and not just concentrate on Spring through Fall.

### **Other Grants and Borough News**

Steve Gallo advised that:

- TAP grant will renovate Fireman's Park. And can extend that work to the strip between the Fireman's lot and the old Ye Cottage Inn parking lot.
- The Borough recently acquired Hot Dog Bob's property and is working to get it surveyed.
- Regarding the former Ye Cottage Inn property, the Borough and the Fishery are trying to make a deal on bulkhead restoration versus taxes.

### **Adjournment**

Larry Vecchio made a motion to adjourn, which was seconded by Lorraine DeVizia and approved by voice vote. Meeting adjourned at 8:28 PM