

# Keyport Bayshore Business Cooperative

## Minutes of the 12/11/19 Board of Directors Meeting

### **Attendees:**

Jack Straub, Executive Director  
Lorraine DeVizia, President  
George McMorrow, Vice President  
Paul McKeefry, Secretary  
Mayor Collette Kennedy  
Donna Purcell  
Joe Merla  
Cat Galli  
Chris Sanborn  
Councilwoman Delia Sosa McDermott

### **Absent:**

Larry Vecchio, Treasurer  
Ann Boyce

Meeting called to order at 6:35 PM

Executive Director read the sunshine notice.

### **Minutes from the 11/13/19 meeting**

Mayor Collette Kennedy noted that in the section about the façade program, the “she” that is referred to is Erin from Monmouth County. Mayor Kennedy also noted that St. Patrick Parade notes should say that the bands are \$5,000 total not \$5,000 each. Motion was made by Mayor Kennedy to accept the minutes as submitted with the two edits. This was seconded by Donna Purcell, and approved by voice vote. (Revised minutes were submitted by the Secretary to the Executive Director on 12/12/19.)

### **Public session opened at 6:39**

#### **Public Attendees:**

Shawna Burlew from Burlew’s Restaurant (interested in becoming involved)  
Debra Muller from Down2Earth Wellness  
Chief Hank Young

#### **St. Patrick’s Parade**

Hank is here to discuss his thoughts to get KBBC more involved in the St. Patrick’s Parade

Trying to get less fire trucks and more marchers.

He'd like to see something get put in the water bill to try and get sponsors and people to march

Mayor Kennedy interjected with the following points:

- 15<sup>th</sup> year of the parade
- This is Hank's 10<sup>th</sup> year running the parade
- Netted \$2,000 last year
- In past KFD has focused on getting business to sponsor the t-shirts.
- Mayor Kennedy suggests we email business to get them to sponsor t-shirts
- Majority of focus goes to the larger scale restaurants and need to get the smaller businesses involved
- Idea is to have a battle of the pipe bands
- North Jersey Houle Players and others might want to play in some of the businesses ala the music festival

Jack Straub suggests that the KBBC become more involved and be the sole sponsor of the t-shirt

Lorraine present the Idea of doing a Shamrock Stroll Event

Hank wants help but wants the parade to continue o be a Fire Department Event

Mayor Kennedy put forward the Idea to adopt a truck

Try to keep sponsorship within Keyport

Shawna Burlew suggested that a percentage of sales from the restaurants for the day go back to Fire Department

Another idea is a Shamrock tip jar

Hank asked for two people to work with him regarding donations

Paul McKeefry suggested that the fire department consider making this a ½-Patrick's event in 2021 to enable KFD to have access to more bands and make the parade a bigger event overall by eliminating the competition with other town.

Paul McKeefry made a motion for the KBBC to become a major sponsor and promotor of the St. Patrick's Parade. This was seconded by Joe Merla and approved by voice vote.

### **Wellness Crawl**

Debra Muller is present to talk about the Wellness Crawl

- April or May
- KBBC will be plugging dates into the events calendar at the January meeting

- May 2 is the day proposed by Debra (calendars of other towns to be checked)

Paul McKeefry motioned, with no further discussion apparent that the public session be closed. This was seconded by Lorraine DeVizia and passed by voice vote. The Public Session closed at 7:20 PM.

## **Executive Director's Report**

### **2020 KBBC Board of Directors Calendar**

Jack Straub submitted a proposed calendar to all 2020 meetings and the first meeting in 2021

- All meetings on the second Wednesday, except January which wouldn't be the 8<sup>th</sup> but the 15<sup>th</sup>.
- November 11 is Veterans' day, so we may need to move that. Jack will get that published and notified

### **November financial statement**

Provided in packet to all meeting attendees

### **2020 Budget**

Jack Straub is working on the 2020 budget and it should be ready for the January 15 meeting for approval and then introduced at the January 21 Council Meeting

Jack Straub reported that there is going to be a carry over, but there are three reasons we have a substantial one this year:

- There was an initial \$30,000 carried over
- No executive director in 2019, although we had budgeted for one.
- \$25,000 was budgeted for the stage, but \$4,600 was the actual spend

### **Stop and Shop Sign**

Jack Straub has reached out to Stop and Shop about updating the sign on the outside of North end of the store (it now looks like an old movie marquee) to one that looks a TV screen.

- Jack Straub will explore some options and advise the Board

Jack Straub also reported that he has established a relationship with the property manager for the plaza. The management company is located on 5<sup>th</sup> Avenue in NYC.

### **Value our Veterans**

Two initiatives - one Monmouth county that we sent an email blast out to the businesses

Other one is a state initiative and we will work with Joe Sheridan to work toward getting veteran-friendly status

### **NPP Community survey to be put on KBBC Facebook page**

- Language to be something like “Help the borough of Keyport complete this survey” so it is not perceived as a KBBC survey

### **New Businesses Update**

Two Ribbon Cutting to be held on Saturday (December 14)

- Keyport Italian Mini Market 11:00
- Mansion House 11;20

Sister and Brothers is not ready yet for a ribbon cutting

Town and Country Diner is opened and it’s been packed

Joe Merla reported that a business called “Plug-it’ (an appliance sales business) is operating out of the back of the Single System laundry mat

Jack Straub to ask for an end-of-year new business report from the building department.

## **Committee Reports**

### **Events Committee**

Paul McKeefry reported on the meeting held with borough entities as a wrap up to the Music Festival. (Report attached.)

From the sponsors there are two checks needed (from Kean University and Bayshore Hospital) and we expect both to be in hand by year end.

Jack Straub gave an update on the Visit Monmouth Magazine initiative (aerial photo from the festival was too low res to use and another photo was substituted)

### **Marketing Committee**

George McMorrow reported that the committee met. The key outcomes of that meeting were:

Market committee wants to get more involved in promoting events on Facebook  
For Facebook:

- Larry no longer admin on Facebook
- Kurt from MyTown Marketing is on as an admin
- KBBC is an admin
- So that log in can be passed to other people
- CMDS can access as our ad agency

One recommendation is to allow someone on the marketing committee to have access

### **Photos**

- A Photo contest idea was put forward with Keyport Kash as the prize
- Put a catalog of photos on a google drive
  - Jack Straub supplied about 150 photos to CMDS

Other issues identified by the marketing committee

- Need to define relationship between CMDS and the Marketing Committee
- Survey to business about what we do that's working for them
- Marketing committee and Jack need to meet to discuss roles
- Will need to decide whether we going to continue relationship with CMDS
- CMDS doesn't want to bid on site because their minimum site comes it at \$20,000 but we aren't a big enough client for them.
  - Kurt could do the paid Facebook posts for us
  - Chris to give us the name of their new web marketing company to Jack
  - Jack Straub is leaning toward not renewing CMDS, but won't do that without a couple of alternatives
  - But Lorraine DeVizia says that the CMDS posts are very professional and well worded

## Old Business

### Bids and thresholds

Jack Straub summarized this situation

- Steve Gallo believes we are held to the public contracts act
- Steve Gallo sent an email to the borough attorney
- Attorney agrees that we are held to the public contracts act
- However, in 2013 Borough Council approved an ordinance that the KBBC doesn't have to adhere the public contracts ordinance
- However, there is a rule is that the state statute supersedes the ordinance
- Jack Straub has consulted an attorney for KBBC who says that if the task is assigned to the BID by the Borough we have to adhere to State Law. If we take the task on ourselves we don't.
  - Not a local attorney
  - Bob Goldsmith \$535 per hour
    - Steve his associate is \$335 per hour

So, an opinion letter by the attorney is \$335

Discussion ensued with Mayor Kennedy questioning the spending of over \$300, but Jack Straub responded that the threshold is \$500 for expenditures without additional approval.

George McMorrow made a motion to hire Greenbaum Rowe Smith Davis on a retainer basis for legal matters (He represented the KBA in 2011). This motion was seconded by Lorraine DeVizia and passed by a roll call vote with all member approving except Mayor Kennedy and Delia Sosa McDermott who abstained.

### **Web Site Update**

Jack Straub reported that he had asked a third company to bid on website development but they never got back to him.

Mayor Kennedy made a motion to hire New Jupiter to build a new Website for up to \$5500. This was seconded by Lorraine DeVizia and approved by voice vote. Joe Merla abstained because New Jupiter is a tenant of his.

### **Mayor's Report**

Mayor Kennedy reported on the following:

- Monmouth County Tourism had their annual meeting and Mayor Kennedy attended on our behalf, but there were no other mayors there. MCT got a \$150,000 grant from the state for each of the next 3 years
- She'd still like to know the cost of DPW and KPD for music festival
  - Paul McKeefry reported that this was requested at the follow-up meeting with the borough

It is a personal pet peeve of the Mayor that the thing that is photographed the most is the clock tower and it never works, and we are not telling the world that we are here.

- Mayor Kennedy would like to see the area cleaned up and have information about our town there.
- Jack Straub agrees and would like to see it made into a bench but still something people want to take a photo in front of
- KBBC could take this on as a project

### **Shuttle Bus Idea**

- Because of the success of the shuttle bus for the Music Festival, Mayor Kennedy would like us to explore the shuttle bus idea from Matawan Train Station for other events with perhaps a local company like Helfrich providing the service.
- Jitney idea is a bigger vision with stops in town and a business jitney on Friday and Saturdays
- Need CDL drivers with passenger endorsement

Executive Director Contract

The Board of Directors entered a closed session to discuss extending the contract of Jack Straub as Executive Director through December of 2020.

After discussion, a voice vote was taken and Jack Straub was Unanimously approved for the 2020 calendar year. Mayor Kennedy and Councilwoman Delia Sosa McDermott abstained from the vote.

Upon his return to the meeting, Jack Straub informed the Board that

- He is being paid as an employee but we should put a contract in place
- Kathy Clayton from our auditing firm recommended Executive Director should be paid as an employee
- Paychex does all the accounting on this
- Jack to deliver information back to the board on salaried employee, especially on the aspect of paid leave (it is believed that for every 30 hours worked and employee accrues 1 hour of paid leave up to 40 hours a year)
- The Board requested a statement from Jack Straub regarding not needing health insurance

### **New Business**

Paul McKeefry informed the Board that he has asked Mayor Kennedy to appoint another person as the resident representative to the KBBC for the coming year. Paul expressed his opinion that this position be regularly rotated in order to get more involvement and varied opinions from the citizenry. Paul expressed his thanks to the board for supporting the Music Festival and Thursday Night Music.

Lorraine DeVizia made a motion to donate \$250 to Calvary Church to support the holiday meals program. This was seconded by George McMorrow and approved by voice vote.

A motion was made to adjourn at 9:21PM by Paul McKeefry. This was seconded by Lorraine DeVizia and approved by voice vote.

