



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

Minutes of February 10, 2021 for KBBC Board of Directors Meeting

Attendees:

Shauna Burlew (President)
Chris Sanborn (Treasurer)
Councilwoman Delia Sosa McDermott (Secretary)
Ann Boyce
Catherine "Cat" Galli
Chad Simmons
Mayor Collette Kennedy
Joseph "JoJo" Merla
Lorrain DeVizia
Michael Mulcahy

Not Present/Absent:

George McMorrow (Vice-President)

Meeting started at 6:37 pm ET

2020 KBBC Secretary, Councilwoman McDermott Delia Sosa McDermott, read the Sunshine Notice.

Discussion:

Confirmed that waiting room was disabled.

Role Call with names present/not present above.

Approval of January 13th, 2021 minutes

Before approving, Councilwoman McDermott asked if there were any items/edits. Lorraine DeVizia asked if Mayor voted for President. It was Confirmed with that addition noted. The election for President by the Board of Directors initially resulted in a 5 to 5 split vote with Ann Boyce and Shauna Burlew. Michael Mulcahy abstained as to being a new board member. Chad Simmons resulting in 5 to 4 majority in favor of Shauna with not silent vote via Chat & text message. Lorraine thanked Secretary for the detailed minutes reported. Shauna requested confirmation which the Mayor did confirm that she voted as Board member like Councilwoman McDermott. Shauna motioned to approve with those edits. Catherine seconded the motion. Full board voted in favor by voice & video. No abstentions. Minutes for 1/13/2021 approved.



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Public Session:

Mayor Kennedy motioned to open to public. Shauna seconded. Full board voted in favor by voice & video. No abstentions. Opened to public. Councilwoman asked that you state name, business or entity that you represent, & residency for recordkeeping.

John Merla (address unclear/difficult to hear) asked that KBBC help with street or parking clearing involvement. It would help with borough property within commercial property or district. Snow was present 7 days after storm around Town & Country which had snow causing kids to walk on street. Use contractor to shovel or remove snow. In the past, we hired to help. It would be an emergent contract and people available to help. He understands we had a lot of snow which built complaints. Due to pandemic, many businesses could not handle it themselves. It would have KBBC go into a contract only if snows with three to four different ones with pricing. Help public works. He provided his observation.

Mayor Kennedy added a suggestion to offer a contractor business owners at a reduced discount and help advertise. If someone is in the Keyport district, then they would receive a 5% discount. As KBBC, we cannot take on snow removal for all businesses and property owners like car dealership, Stop & Shop. Mayor thanked Joseph Merla for helping to clear up areas in business district in December on his own. We can see how many BID members contractors are also too.

Ann asked about snow blower at Waterfront. Mayor clarified that it was Borough equipment. DPW was down three employees in the last storm which could not have them keep up to pace. Ann asked about the equipment. Mayor Kennedy clarified that Borough does have one. Given that we were on an ongoing three-day storm using school shared services, five additional were added to help clear out the areas. Borough is looking into adding other shared services to help DPW. The idea of networking with existing contractors is a good resource with discounted rate offerings. County and State should handle these properties, not KBBC. Lorraine recommended we send letter to County. Mayor shared that communication to those is happening already.

Catherine asked for clarification from John. The intent is to help offer contractor support to business or property owners. Mayor Kennedy clarified that Borough property will be handled by Borough. Councilwoman asked John to send over any references to President and her. Lorraine asked if her business would receive discount. It was more of a conversation. Lorraine always had her property cleared when it snows. In the last 48 hours, Michael shared that he wrote 37 summonses for lack of snow removal.

John added additional resources such as snow, maintenance of overgrowth, mowing, etc. can be considered as well. Lorraine shared that the blind woman could not walk on the sidewalk requiring police escort. Councilwoman McDermott reiterated to report these or any other concerns on the non-emergency link. This program when information is collected will help promote and partner with businesses. Mayor recommended using the contact list via email blast that offer these types of services. Shauna also shared that we could help promote businesses by having them send in their weekly updates on Sundays.

Chad wanted to share and will add his conversation to new business.



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No further conversations from public session. At 18:59 after start, motion to close public session by Mayor & seconded. Full board voted in favor by voice & video. No abstentions. Public session closure approved.

President's Report:

Shauna transitioned all matters aside from banking as Valley Bank required January approved minutes to place Shauna & Chris as dual signers. It will be resolved after tonight's meeting. New Jupiter Media has been contacted about the outstanding bill of three months. We are setting up a zoom presentation to Executive Board to see what New Jupiter Media can offer KBBC. She has been personally updating the website with 2021 changes. There are double charges such as QuickBooks, bookkeeper, accountant, Paychex at a total cost with one employee exceeding about \$10,000 USD. January 2021 bank & QuickBooks activity has been reconciled herself. She shared that it is simple and easy to do. She will follow up. Jack Straub was paid for February through hard or electronic check. Councilwoman McDermott asked if we could not stop anything until we had approved minutes. Shauna confirmed last statement & added that Jack was the only signer for checks & debit card. Lorraine corrected that she was authorized to sign. Shauna shared that she learned this from Kathy Clayton. Ann said it requires two to sign checks. After two weeks, Shauna got access to accounts & other things requiring passwords due to incorrect ones listed. Chris corrected that Jack Straub was paid only for January, not February 2021 as all ACH was stopped, according to Kathy Clayton who is KBBC accountant. Lorraine said that the check is for work done the month before. Shauna was previously advised that paychecks were paid one month ahead of time with possible automated payment service. She is not sure if check was cashed & when it ended. She will follow up with board if paid after January 12th. Ann asked that we should only confirm the date of last pay. Mayor shared that we should resolve this once Shauna and Chris can review the bank activity and paychecks. There were outstanding invoices. Items requiring checks have been placed on hold until bank authority is transferred. Anything electronic has been paid to avoid service disruption. For example, the KBBC ATT cell phone past due two months at about \$250. Everything changed and streamlined for transition.

Lorraine asked if Chris or Shauna will pay bills. Chris shared that both Chris or Shauna have to sign and will pay.

Visit Keyport Employee status changed to 'Employment Opportunity' & created a job post from Job Search Committee meeting using MS Office Forms. All can submit questionnaire and resume to alias email apply@visitkeyport.org. The resume and responses are sent to Job Search Committee members for review at no cost.

Overages such as Snowflakes will be returned to store for refund or credit. Lorraine thought that we voted we would order as many as possible for yearly events. Since it was delayed, it was not distributed to all businesses. Shauna is hopeful and looks to bring all of our ideas together to benefit our town. She shared with clarification that she can purchase and return what is not used for another idea/event. Ann shared that what we spent in snowflakes should not be spent on hearts or another cost. Shauna shared



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that there are other items such as lights, etc that are in the way. Ann clarified that we should look at spending on all things and discuss it. Lorraine and Shauna discussed the amount which as 600 not 1000. Mayor expressed that we could work together to focus on getting money back or keep in storage until next year.

Typically, publishing meetings is not required, only notifying the public to newspapers. It There are exceptions such as budget & annual notice of all standard meetings. Shauna has changed all meetings into a reoccurring zoom link to help mediate doing this every month. It cost is about \$1200 saving for the year.

For first quarter, Chris recommended we keep the bookkeeper and accountant until March 31, 2021 to enable learning and transfer of bills, process, etc. Concerns of why bills were not paid since October were asked especially around accountability. We have outstanding website bill not paid since November, cell phone charges for the last two months, and other items that are coming in now. Concerns of meeting and communicating these was not shared with board on a regular basis were expressed. Councilwoman McDermott asked for a formal motion. Mayor Kennedy motioned to continue our CPA and bookkeeper through March 31st and review again in March meeting. Lorraine seconded. Role call: Shauna Yes; George Not Present; Chris: Yes; Delia Yes; Ann Yes; Catherine Not Present; Chad yes; Mayor yes; Joseph Yes; Lorraine Yes; Michael Yes. 9 Yes; 2 Not Present; Motion passes to keep Bookkeeper and CPA until March 31st with further consideration in March meeting if action is required. Note: Catherine left the meeting which caused the not present vote count.

Treasurer's Report:

Chris could not report on P&L, ledger, etc. not available until access to bank accounts.

New Business:

Shauna asked to discuss New Jupiter Media. Based on her findings, Pete Hooker from New Jupiter Media was removed from Facebook in April 2020. It was asked if we can find out what happened or caused removal from Jack or find best method to resolve. We are paying a monthly \$250 plus Mailchimp \$35 per month totaling about \$300. She has attempted to reach as well as others. Contact was finally returned yesterday. Pete instructed to send over updates. Shauna would like to entertain a meeting with New Jupiter Media. Joseph shared that they are no longer tenants in Keyport as they relocated to Bell Works. The hope is to have zoom presentation to executive board and evaluate what they can offer and entertain other offers. Ann recommended that we see what they offer until March. Examples of enhancements are surveys, polls, or different things. Lorraine clarified that they are webhosting. Shauna shared that we are paying for maintenance. Lorraine thought we should move forward from them. Any updates need to come from us to be implemented. Past Executive Director was expected to be able to update, add, and do these updates. Ann asked that we add to job post. We kept them for updates. Jack was not knowledgeable in doing this. Since we are paying a monthly charge for bookkeeping, CPA, annual audit fee charge and other reoccurring fees, we use QuickBooks, Paychecks (payroll provider) to file taxes and transfer other items to better support our operations. Ann did share that Lori (former employee) updated QuickBooks. This task should be added to job posting.



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Old Business:

As continuation to last meeting, Ann has received a couple of proposal for sidewalks at a cost of \$60,000. She will work to get two more & would like to send email to property owners advising that KBBC is considering this. Inform them what will be done and get feedback. Councilwoman McDermott asked if the Board would be interested in moving forward with this to ensure that we utilize Ann's time well.

Shauna wanted to see what NPP and other borough programs will do. Thoughts to use concrete versus pavers. The proposals would be the strips only where pavers are located. Ann received Downtown Jersey article. NPP program may focus on areas like minipark. The focus is to help beautify areas like adding an ADA ramp. Recommended holding off on replacing pavers.

Mayor Kennedy shared clarification for board members. NPP grant is Neighborhood Preservation Plan grant that existed eight years ago, was defunded for 8 years, and now funded. We became eligible for it. It was originally approved for the highway district to draw traffic into the downtown area and beautify the corners on the highway. On how or why it was switched is not known. Mayor was not part of the switch. Then, State notified us what was approved is no longer approved. It had to be in commercial district area with a larger neighborhood presence within a certain delineated region in downtown area. Within the first year, we had a pandemic. It would be one-year renewable grant each year for up to 5 years. In the heart of midyear one, the NJ budget moved from June to September due to pandemic did not include NPP funding in 2020 which impacted additions and upgrades to murals, fireman's lot, repairs to library, and other items in NPP program. When the NPP funding was being cut, we found out that the state was distributing CARES ACT portion of NPP funding to municipalities. Since we did such an amazing job with some committee members in this board, we able to go wider and longer than original scope of NPP mini grants awarded to businesses. One municipality that was not following NPP rules had money defunded. It was reallocated to towns that were meeting the NPP requirements, approximating to an additional \$10000 USD Care ACT grant funding. Another road in the December 2020 gave more grants to businesses in NPP area designated back in October 2020. It goes from Up the Creek to Drews to boat ramp and 711. All those eligible businesses were able to apply for minimum of two grants cycles. This does not include Monmouth County CARES ACT funding. The businesses on highway or out of NPP area could apply for Monmouth County grants but not any NPP grants. All programs required businesses to be open prior to Jan 2020. It has excluded our new businesses in downtown area. We are one of a few municipalities that have new businesses opening in 2020 which is good news for us. No updates on NPP funding in 2021 are confirmed for years 2 through 5 years of NPP.

<http://www.keyportonline.com/npp> This plan is meant to address some of these challenges and to improve the aesthetics and infrastructure of the "Downtown Keyport" District. The proposed improvements will take the already existing appeal of the beautiful Bayshore setting and create a downtown area that is both visually appealing and an active commercial center for the Borough. People coming to enjoy the waterfront scenery will also be drawn to the art, commerce and enjoyment offered by the adjacent areas. This plan seeks to maintain a balance between the need to modernize the appearance and facilities of this neighborhood while still upholding the treasured history that serves as a



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strong source of pride for the community and which provide the area its character. Current businesses within the "Downtown Keyport" District will reap the benefits of these improvements including a steadier flow of customers and patrons in the hopes that this plan will create or improve features to draw year-round visitors and patron instead of the peaks and valleys experienced by most shore towns. Underlying the goals of this plan is the need to improve existing infrastructure and facilities while emphasizing the spirit of community that already exists within the Borough. These improvements will further accent and highlight the things that make Keyport special and make Keyport a community, including its continued commitment to holding public events and activities within the "Downtown Keyport" Neighborhood and spotlighting the natural beauty of and the economic activity in the neighborhood.

Complete Streets is a separate concept and program available throughout the country like Strong Towns. The goal is decongesting all traffic into a downtown or district area such as one-way streets, redesign for bike use, less parking, more parking, add storm water management, bump outs for pedestrians. It is a different project started eight years ago with focus to increase the number of kids walking safely to school within the municipality. Biggest compliant was reducing congestion at the school by making Broad and Atlantic one way in & out. Then, it changed again when Borough worked on getting grant funding. The application is being worked on by a new consultant firm hired this year. Surveys were sent where Broad Street & Main Street would be one way. No funding for businesses exists Complete Streets exists now in Asbury Park, New Brunswick, 1st Street Manhattan. More pedestrian versus vehicle use.

<https://www.keyportstreets.com/> The Borough of Keyport is developing a Complete Streets Plan to support the construction and reconstruction of the Borough's street network with the safety, mobility, and accessibility needs of all users in mind. The Keyport Complete Streets Plan will benefit all road users and especially seniors, people with disabilities, and community members with limited transportation options. The Complete Streets Plan is being funded by a grant from the North Jersey Transportation Planning Authority, Planning for Emerging Centers Program. Visit www.KeyportStreets.com for additional information.

KBBC can work on focusing on areas with long- and short-term goals to better and benefit everyone.

KBBC strategy and goals: What do you think will benefit the community the most this year? Ideas shared one by one:

- Chris: Transparency and better understanding of KBBC and help people more. Many do not know what we do. Information distributed to community and businesses. Spending money on giving information packet out to businesses & people such as pamphlet online or hardcopy.
- Ann: Agrees with Chris. Send notices via email to businesses and property owners with zoom details. Make what we do transparent. What do you want to see done in town? More marketing for town.
- Chad: Stepped out.
- Lorraine: Agree with Chris and Ann. Spend money on marketing and visual mapping to make it more like Red Bank. She had two clients that thought it was pretty. Lacked signage for coffee shop and other businesses. Focus on marketing. Set up a visitor's center. Work with Historical

Society to map out self-paced historical walking guide. Collaborate with other groups and businesses to market and drive people into Borough. It might be expensive. With the right group or persons, it would make us stand out. Lorraine added a monthly newsletter. Increase communication in many ways. Take photos and promote what we do to increase engagement and satisfaction.

- Michael: Adding to Lorraine's point, he wanted to share that in Bradley Beach he is submitting Monmouth county Store front enhancements grant up to \$1800. Jack has worked on this on this last year with hope to have them present to KBBC board. Michael will share with us any updates after he submits it. For reference, a few businesses in Keyport have already participated in this program.
- Joseph: Welcome to Keyport archway from 36 into Keyport. See digital sign moved out of route 36. Need to confirm who owns, Borough versus KBBC. Add digital sign around clock. Remove clock since it does not work. Last year, owner of billboards inquired about putting a digital sign. There are regulations against having digital signs near each other. Property owner is willing to offer KBBC free posting in a designated area. Chris and Lorraine would like to see it. Michael added that ordinances that waterfront area may not allow digital signs.
- Mayor: Restaurant guide updated and posted on social media & website. Put those in closed newspaper holders. Create comprehensive business directory detailing all services and products. Donna who was on the board previously was a big advocate for this. Would like to see this done. Take this downtime to enhance programing and highway visual improvement projects. Expand on Lorraine's ideas and work on Sunset Stroll leaving Sandy Hook or other billboards in early spring. Give out picket table theme and blankets since outdoor dining will be larger impact than expected given pandemic. Need to confirm if last three picnic tables were assembled. Since picnic table month is July, work on campaign Picnic in Keyport from April through November. Add more cultural awareness at the Borough & partner on these such as February Black History Month, March National Women's History & Irish American Heritage Month, May Asian American Month & work with Nemo's, or all restaurants. Advise all of cultural awareness events and see if we can engage them to have focused themes around them. June is Pride & Great Outdoors Fishing month. Flag day that Chris pushed a few years ago. July is National Ice Cream, Recreational, & Picnic Month. September is Hispanic Heritage Month. October is National Pharmacist Month focusing maybe on SavOn Drugs. November is Aviation & Native American Months where we can do something around Aeromarine or Keyport Indians. Sharing this so that we know what the borough will be honoring for awareness and programing around these if agreed. Echo clock tower area improvements along waterfront. No labeling showing you are in Keyport exist. Cooperative program with KBBC to take away walls and add park benches. Then, add business directory and restaurant guides around it. Tripod with different businesses and areas of focus. Replace Big Belly posters in next meetings. Ann mentioned that Big Belly's were taken away about a week and half ago. Mayor will investigate this to see where they are.
- Chad: Put kiosk information along clock area like information center. Garbage enclosures switch over to something else. Chair or umbrella rentals. Clarification on enclosed garbage placement discussed before businesses were there. It is available to all businesses that had open garbage bins. Paving of municipal lot was done as well. Move wiring from above ground to underground. From previous understanding, the Borough had underground wiring build in the lot. Remove unused lines and move underground. Last quote provided to previous borough administrator

was 3-million-dollar quote. Mayor would like to address again with municipal representative at JCPL. Take into consideration that businesses have lost power and Hurricane Sandy wiped out all electricity from October 29 July 3 which impacted electricity.

- Councilwoman McDermott: Agree with all previous recommendations including monthly/weekly newsletter on website & email, increase social media, add QR codes to business and restaurant guides by categories. Bring technology into our world, beautify gate, add signage and partnership with Borough, Welcome to Keyport and Thank you visiting Keyport signage. Digital signage not sure yet. Use funding for visual improvement for all areas in Keyport. Offer business development solutions whether new or existing business. Communicate quicker to our businesses on grant/loan opportunities. KBBC budget for 2021 submission needs to be done. Focus on other priorities beyond events. What dollar amount are we asking. Full or reduced portion? Move more money into marketing, visual improvements, not as much on events.
- Shauna: Proactive approach focusing on iron gate like Monmouth University in Route 36 four corners gas stations, Town & Country businesses. Delivery vehicle service operated by KBBC for any business not just restaurants. Using DPW resale website for up \$10,000 USD to purchase vehicle/truck, businesses would call KBBC at no cost and staff at minimum wage or low cost would deliver to location. Open to Keyport businesses. Ann and Lorraine shared concerns such as liability, insured driver with license, hourly rate of pay. Chad liked the idea but larger undertaking and maintenance of truck on it. Shauna shared it would be marketed with KBBC branding. No business preference or priority more first come first serve. Lorraine prefers a trolley versus delivery service. Shauna shared it as an idea and would be of benefit to all businesses. When events happen again, the vehicle would work as a hub. Finalize media and website support. Michael suggested adding branding like Coke Cola. Shauna preferred to keep it only KBBC BID focused.

Lorraine left meeting at 20:51. Catherine returned to meeting.

Request for motion change title to BID administrator and wage range. Range is \$20 to \$30 per week with less than 25 hours per week. If part time administrator, then consider part time market person. Ann wanted to see job description before voting. Mayor stepped down Job Search Committee after working on job description. Ann was recommended to take over open spot. Catherine shared what is the budget and the job description is going to be hard to fill. Shauna calculated outsourcing and employee/consultant fees. Based on 2020 projected budget, we need to project what will be cost at \$42,000 USD previously budgeted. Discussion extended to delegate out between two part time workers versus one person. If marketing and administration is split, then job post and description should be clear. Mayor read January minutes to clarify points. Shauna made motion to approve administrator position to part time at \$20 to \$30 per hour up to full time hours, no more than 25 hours per week. Michael seconded. Role Call: Shauna Yes; George Not Present; Chris: Yes; Delia Yes; Ann Yes; Catherine Yes; Chad yes; Mayor yes; Joseph Yes; Lorraine Not Present; Michael Yes. 9 Yes; 2 Not Present; Motion passes to hire Administrator parttime at \$20 to \$30 per hour for up to 25 hours per week with opportunity to grow into full time.



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Committee Reports:

Motion to table to next meeting by Mayor. Seconded by Ann. Passed by all in vote and video in favor to table committee reports until next meeting. After reviewing minutes from March's meeting, we should have better idea where on where and what to focus and spend in 2021.

Old Business Continued:

JSMT reached out to develop KBBC restaurant business website with KBBC at \$500 onetime development fee and \$280 yearly hosting plus \$12 yearly domain. Access current development site and add/edit as needed.

On February invoice, New Jupiter Media charges us \$250 per month for website development and maintenance via WordPress plus \$35 for marketing email service marking monthly charge \$285 per month. Peter manages account.

Mayor asked if anyone is taking spot on Job Search Committee. Ann asked who is on it which includes, Chad, Joseph, Catherine, Shauna. Ann agreed to take Mayor's committee spot. Alias set up apply email and shared with committee for review and approve. Process will go to Committee. Review resumes. Pass forward candidates for committee interview. Final candidates are sent to full board for review and consideration/interview in standing monthly meeting or special meeting.

Budget: All were comfortable with asking for previous year funding. Councilwoman McDermott offered to help with budget & work with executive board for Board review/approval.

Adjournment:

Meeting Closure:

Motion to close with All in favor motion by Ann & seconded by Mayor at 9:26 pm at 2:53 after start. Full board voted in favor by voice & video. No abstentions. Meeting ended.