



Keyport Bayfront Business Cooperative
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Minutes of September 29, 2021 for KBBC Board of Directors Special Meeting

Attendees:

Shauna Burlew (President)
George McMorrow (Vice-President)
Ann Boyce (Treasurer)
Councilwoman Delia Sosa McDermott (Secretary)
Mayor Collette Kennedy
Joseph "JoJo" Merla
Douglas Weider
Yulia Kravchin
Dolores Rilho

Also Present:

Joseph Manfredi (attorney)

Absent:

All members present

Meeting started at 6:35 pm ET

2020 Recording Secretary Councilwoman McDermott read the special meeting Sunshine Notice. "In accordance with the New Jersey Open Public Meetings Act, N.J.S.A. 10:4-6 et. seq., as amended from time to time, notice of this Special Meeting of the KBBC Board was delivered to The Independent and the Asbury Park Press newspapers, delivered to the Borough of Keyport Clerk's Office, and prominently posted on the Borough of Keyport's website and at Keyport Borough Hall."

Discussion:

Roll Call with names present/not present above. Review of packet was shared on screen receipt of agenda with images of ice sculpture. Sales quotes or vendor provided statements of work were not provided. It was requested to provide these in any KBBC board review and approval in full packet. Since not provided, these will be discussed with no action until next KBBC meeting.

New Business:

Fall events were discussed with no decision. Corn stalks on poles would require approval by Council in 2nd meeting of October as agenda was closed already. The timeline did not work this year. Councilwoman McDermott recommended discussing these Fall events in summer so that for planning and Borough/Council approval. Photo contest with scene was part of 2019 Music Fest with hay and cutout. Trunk & treat sponsored by KBBC held at Stop & Shop will not be held as Recreation Committee will host Trunk & Treat on October 23rd at Fireman's lot and submitted plans for approval by Council on October 5th meeting. Store front decoration contest to be considered next year. Mayor Kennedy shared

that having the fall events will be strain on KBBC board members given the short time to get everything approved, communicated, and installed.

Moved on to Christmas events on agenda. After lengthy discussion, Christmas tree lighting event from 6 pm to 9 pm was agreed upon for November 27th with closure of West Front Street. Mayor Kennedy asked for Shauna Burlew to provide an email request asking for approval of closure from Council on October 5th Council meeting with details such as date, time 6 pm to 9 pm and desired street closure. Details of event will need to be provided for Borough and Council review and action as appropriate. Mr & Mrs. Santa Claus was brought up by Shauna Burlew. Mayor Kennedy shared that this service is provided by the Keyport Fire Department and can share the contact information of KFD Chief.

Ice carving concept was shared by Shauna Burlew with options as follows: 2-hour event at \$850 with two pieces such as Rudolph and Snowman or 3-hour event for \$1200 with 2 or 3 pieces with one larger sleigh. Discussions to have one or two on stage at minipark & one at top of Minipark. No objections to consider the three-hour event once official sales quote is provided at next regular meeting for board member vote.

Carolers were brought up to have on that day as well. Shauna shared that Event committee thought of having them perform on December 4th, 11th, & 18th. Board members though that having Carolers perform on November 27th as well the other three dates would be a good idea. Preliminary cost shared by Shauna Burlew was \$2000 for 2 hours with 4 Carolers in full regalia. Official sales quote with the four dates and hours, locations and other plans will be provided for review and consideration of vote at next KBBC meeting.

Dolores Rilho left meeting at 7:05 pm ET.

Holiday snowflakes purchased in 2019 are available for anyone to pick up and personalize at all stores on November 27th. Also, it was shared that we may want to give these out at event instead of stores. Whoever does one can put on banisters like years past.

Elf on the Shelf scavenger hunt in December was briefly discussed. Additional details to consider will need to be discussed at next KBBC meeting for board including not renaming 'Elf on the Shelf' due to trademarking concerns.

ChristmasCon discussion for December 4th from 1:30 pm to 6:30 pm starting at Up the Creek. Then over to Smiths, Burlews, 3BR. Old Glory, McDonagh's, ending at Uptown. Concerns with how the crowds would be handled. Discussions to continue at next KBBC meeting.

Holiday Storefront Decorating was discussed. It was involve hiring an artist to paint storefronts in holiday themes. Shauna Burlew and Ann Boyce provided two prices of either \$60 or \$90 per store or group rate. All board members supported this and asked for Events committee members to provide sales quote for approval at next meeting. Requested to create a KBBC official form that business or property owners can sign up and sent to KBBC for enrollment and tracking of interested business



Solar string lights pricing was verbally provided by Shauna Burlew at \$50 per case. These would go from black lamp posts to storefront properties along West Front Street. Concerns about getting authority to put these on private property, having official approval signed from property owners, the brightness or working as the solar lights may be under lights which may not turn on. Given that executive director or administrator is not hired, it was recommended that we review again in Spring when we should have staff to help communicate and manage this versus KBBC board members who are volunteers.

Holiday decorating contest idea having businesses compete in decorating the interiors of the stores. Customers would judge on December 18th in their ugly sweaters. Additional details needed for how this would happen at next meeting for KBBC board consideration.

Holiday decorations will need to be purchased. Pricing of non-breakable holiday decorations quotes to be provided at next KBBC meeting including lights for Christmas holiday tree if needed.

Keyport Kash requests received from Borough of Keyport's Municipal Alliance Committee (MAC) for the Keyport Public School open house on October 28th and Friends of the Library at Keyport Library's Scarecrow Contest winner's announcement event on October 23rd. Joseph Merla motioned to approve \$50 (5) Keyport Kash with second from Councilwoman McDermott. Roll call: Shauna Burlew: Yes; George McMorrow: Yes; Ann Boyce: Yes; Councilwoman Delia Sosa McDermott: Yes; Mayor Collette Kennedy: Yes; Joseph Merla: Yes; Douglas Weider: Yes. Motion passed with 7 Yes and 0 no/abstain. Joseph Merla motioned to approve \$300 (30 Keyport Kash) to Friends of Library with second from Councilwoman McDermott. Roll call: Shauna Burlew: Yes; George McMorrow: Yes; Ann Boyce: Yes; Councilwoman Delia Sosa McDermott: Yes; Mayor Collette Kennedy: Yes; Joseph Merla: Yes; Douglas Weider: Yes. Motion passed with 7 Yes and 0 no/abstain.

Adjournment:

Meeting Closure:

Motion to close by Mayor Kennedy & seconded by Joseph Merla at 8:08 pm. Full board voted in favor. No abstentions. Meeting ended.