

**Keyport Bayfront Business Cooperative
Board of Directors Meeting Minutes
Wednesday, March 13, 2024 at 7:00pm
70 West Front Street, Keyport NJ 07735**

Call to order:

Sunshine Law notice read by Attorney Joseph Manfredi

Roll Call Attendance:

Present:

Mayor Rose Araneo, President
Melissa O'Connell, Vice President
Stephen Gross, Councilman
Jason Faltings, Resident
Joseph "JoJo" Merla
Doug Weider
Genevieve Andrews-Kelly
Susan Montanti
David Colonnello
Jetmir Kacaj

Joseph Manfredi, Attorney
Jack Straub, KBBC Administrative Coordinator

Absent:

JoAnne Colonnello, Treasurer
Yulia Kravchin, Secretary
Jacqueline Machado

Approval of Minutes for February 2024

Motion: Joe Merla
2ND: Susan Montanti
Approved, all in favor

Presidents Report

President Rose Araneo - nothing to report

Treasurer's Report

Jack Straub has been working with Treasurer Susan Montanti on consolidating the KBBC financial information. He went over the 2023 year end P&L statement and noted the 3rd and 4th qtr KBBC assessment checks which had been deposited in January 2024 had been moved to reflect receipt in December 2023. President Araneo asked who had made the accounting adjustments, JS stated it had been done in Quickbooks without his knowledge.

KBBC auditor Tony Polcari was in attendance at the meeting, and he stated he was sure the accountants made the entry. Mr. Polcari then mentioned the modified accrual basis of accounting, which he stated the State of New Jersey prescribes for a special district, and he offered to provide that information to the board. He also suggested having a conversation

between himself, the KBBC Administrator and the accountant to go over methods of accounting for KBBC.

Bills presented for approval: Geltrude bill for accounting services June 2023 - February 2024 \$1,650. President Araneo asked for a more detailed breakdown before approving payment. Nicole Gangino two invoices, \$1,276.50 and \$1,026.50. Photo Offset Printing three invoices, \$120.00, \$56.00 and \$79.00. Motion by Jay Faltings to approve payment to Nicole Gangino and Photo Offset Printing. Seconded by Susan Montanti, roll call vote, all approved.

President Araneo asked Mr. Polcari to address 2022 and 2023 audits and tax returns. He stated he needed to update 990s (IRS tax returns) to reflect correct board members, and said before the next meeting within the next few days he would send each of the board members a copy of each audit report and each 990.

Committee Reports

Social Media Nicole Gangino

Examples of promotional announcements for upcoming events were included in the meeting packet.

Nicole reported she is working with Melissa on forms for future events to send to businesses.

St Patrick's Parade has been promoted in various media outlets, Asbury Park Press, Monmouth County Tourism, etc. President Araneo asked to also forward future information to TapInto Keyport, Nicole said she currently does with the Patch but can include TapInto.

Administrative Jack Straub

KBBC sign Hwy 36

- contacted DOT to see if permit is required, confirmed it is
- presented another possible location, on the grass at the base of the Mini Park
- board in favor of pursuing, JS will investigate approval requirements from Green Acres

Ribbon Cuttings, three booked for Saturday April 6

- 12:30pm Legacy Auto Customs
- 1:00pm Aangara Indian Cuisine
- 1:30pm Garden State Barber Shop

 Melissa asked if restaurants could be done during Restaurant Week

Mailchimp JS now has access

Brilliant Directories invoices from Larry Vecchio, need to confirm

- Melissa said we are contracted until July, Yulia is working on a pin directory which will replace Brilliant Directories

Marketing Melissa OConnell

- website google business directory, Yulia working on, will replace Brilliant Directories
- will start workin on new dine, shop, stroll brochure to replace restaurant guide
- car shows possibly develop automotive directory to hand out
- may update Keyport Cash window sticker; Jay add QR code?
- Monmouth County Tourism magazine two page ad will be in 2024 issue
- would like to know if everyone would like to again print a brochure to hand out
- Recreation ordered a nice tablecloth for event tables, would like to order one for KBBC, cost was \$80 for Recreation, KBBC may be more if logo used
 - motion by Joe Merla to purchase tablecloths and 2'x3' coroplast signs, seconded Jay Faltings, roll call all approved
- Jack is working on welcome kits

Events Melissa OConnell

- Easter Eggs need to be delivered to JS for distribution before March 16 event
- July 4 concert propose moving to July 11 (was rain date)
- Swiftie dance party had two choices, first was acoustic guitar player with band, second choice is impersonator with DJ. Melissa applied for Monmouth County Tourism for sponsorship again, may be able to use for bracelets etc for Swiftie concert. Impersonator does costume changes, will bring tent since concert will be on the grass in Waterfront Park.
- Light Up The Bay, will try to see if Keyport Yacht Club could get more boats involved
- Want to see if Keyport businesses want to volunteer for events table (tent)
- Need to start working on Taste of Keyport

New Business

- Joe Merla would like to set up a Visual Improvements Committee meeting
- motion to open to public for presentation by Autocades
- motion by Joe Merla, seconded Jay Faltings, all approved
- Brian Betcher, Autocades LLC, mobile arcade business
 - would bring truck with arcade games to KBBC events
 - Melissa will get pricing and bring for vote in April meeting

Continue open to public:

John Merla, 34 Broad Street - had asked previously about KBBC assessments going through direct deposit, President Araneo said it was looked into but CFO recommended against it. Also wanted to know when KBBC event posters will be ready, Melissa stated will be printed when all events are confirmed. John is in favor of locating 2nd KBBC sign at the base of Mini Park; years ago there was also another sign near Shell station on Hwy 36, he spoke with the person who has it and thinks KBBC could ask him to return to KBBC. Joe Merla will investigate costs to reinstall if KBBC is interested. John Merla also stated that the food truck festivals (Recreation) may have a negative impact on Keyport businesses, and most businesses are not aware of the event. President Araneo stated since it is a Borough event (through Recreation) it does not need Council approval; approval for street closure went through Chief of Police. Recreation Commission member Mary Holtz stated residents have been asking for a food truck festival for some time.

Ann Boyce, 42 Broad Street. Did food trucks have to get ABC approval? Answer was yes, they had to go through all ABC regulations. Ann would also like to be on Visual Improvements Committee.

Donna Purcell, 396 Maple Place. There has always been pushback on food trucks, but this is a Borough event and is only one or two days. Agrees that it will bring people to town, also in favor if it is something residents have been asking for.

John Merla - Would volunteers from Sav-On Drugs event be willing to help at KBBC tent?
President Araneo - September 15 next event.

Joe Merla left meeting.

Tracy Mills, Bayshore Christian Fellowship. They would like to have a table with KBBC at Cinco de Mayo event to give out free plantings. Melissa stated it had already been approved, Susan said she would be working KBBC tent and will coordinate with them.

Motion by Melissa OConnell to close public session, seconded Susan Montanti, all approved.

President Araneo stated meeting would be going into executive session.

Attorney Joseph Manfredi asked for a motion to go into executive session to discuss matters of attorney client privilege and pending and contemplated litigation.

Motion by President Araneo, second Jay Faltings. Roll call all in favor, Joe Merla not in attendance.

Return from executive session, no action from board arising from closed session.

Melissa would like to discuss another proposal under new business. Jay Faltings presented a proposal from country radio Station Thunder 106. Total cost is \$7,050 for morning read sponsored by KBBC, minimum six months, do not need to be consecutive. Also includes three live events onsite. Advertising is \$1,000 per month, six months, plus \$350 per event for three events. Melissa said an individual business could also pay the \$350 per event to have additional live locations at their business. Melissa would like the first live event to be I Love Keyport on May 18.

President Araneo said she wanted to open to the public.

Ann Boyce thinks there should be something in writing before board votes on it.

Susan Montanti suggested having a special meeting to vote once the board has seen the contract.

Susan also stated she thinks two board members should sign every contract.

Board agreed to a special meeting for approval of radio advertising. To be held 7:00pm Monday April 25, will be a Zoom meeting.

Donna Purcell asked if anything has been done with the bylaws, President Araneo stated she had just received a copy from Mr. Manfredi.

Motion to close to public by Melissa OConnell, seconded by Jay Faltings, all approved.

Motion to adjourn by Jay Faltings, seconded by Susan Montanti, all approved.