

**Keyport Bayfront Business Cooperative
Board of Directors Meeting Minutes
Wednesday, August 14, 2024 at 7:00pm
70 West Front Street, Keyport NJ 07735**

Call to order: 7:03pm

Sunshine Law notice read by Attorney Joseph Manfredi

Roll Call Attendance:

Present:

Mayor Rose Araneo, President
Susan Montanti
Genevieve Andrews-Kelly, Secretary
Joseph "JoJo" Merla
Doug Weider
Yulia Kravchin (via Zoom)
Chris Matey
Jetmir Kacaj

Absent:

Council Member Stephen Gross
Jason Faltings (joined Zoom late)
Jacqueline Machado - arrived 15 minutes late

Also in Attendance:

Joseph Manfredi, Attorney
Jack Straub, KBBC Administrative Coordinator
Nicole Gangino, Social Media

Approval of Minutes for July 12, 2024

Motion: Susan Montanti

2ND:

Voice vote, all approved

Presidents Report

New business in town, Lucy's Mexican American Restaurant, we had a ribbon cutting on Sunday which was very well attended. They also had a grand opening with music throughout the day.

President Araneo suggested revisiting an evening social for businesses, mentioning that we now have two business lists. Jack Straub stated Melissa's list is actually fourteen separate lists, broken down by categories. Doug Weider offered to merge Melissa's lists into one document. Jack Straub answered a question which had been asked at the previous KBBC meeting regarding committee assignments. He stated that at the January 2024 meeting, the following committees were formed:

Events - Melissa, Jackie, Yulia, Genevieve, Susan; Visual Improvements - JoJo and JoAnne; Marketing - Yulia, Stephen, Susan; Bylaws - Doug.

New Committees:

Events - Genevieve, Yulia, Susan (lead), Jackie

Visual Improvements - JoJo (lead), Susan, Chris

Marketing - Yulia (lead), Stephen, Susan

Bylaws - Doug

Treasurer's Report

Jack Straub reviewed financials which were distributed to board members prior to meeting. Third quarter assessment check from Borough should be coming soon. There are still some outstanding checks which had been issued in prior years for Keyport Cash which have still not been cashed, totaling \$620. Board agreed to reissue these checks, the policy moving forward will be checks must be cashed within 90 days.

Further board discussion regarding Keyport Cash in the future. Susan stated she analyzed a 2023 summary of Keyport Cash provided to her by Jack Straub, and she is proposing next year we no longer issue Keyport Cash. Last year we spent over \$13,000, there are a lot of other things we could do with that money for marketing. Some board members agreed many of the people spending Keyport Cash would most likely still visit those businesses. The board agreed to look into the issue for possible changes going into the new year.

Motion to reissue outstanding Keyport Cash checks (total \$620) for one time only, in the future there will be a 90 day limit for reimbursement. Motion by JoJo Merla, second Susan Montanti, roll call all approved.

Discussion regarding the business directory on Visit Keyport, Jack Straub explained the board had decided to end the contract with Brilliant Directories, and should be replaced with another directory. He suggested starting with the 14 category lists from Melissa, and once that directory is up and running it can be expanded from there. He stated he would contact JSMT and come up with a basic directory to replace the previous one.

Motion to approve financials including bill list, motion by Jay Faltings, second by JoJo Merla, roll call all approved.

Committee Reports

- **Bylaws** - Doug Weider

Doug reported on Susan's request to see if a board member could appoint a designee if the board member could not attend a meeting. He determined a change would have to be made to the Borough Ordinance to allow. Mr. Manfredi said he and Doug would check to see if alternates could be appointed as is the case with the Planning Board.

Administrative

Jack Straub reported the GoFundMe account needs to be withdrawn by October 12 or the funds will be returned to the contributors. Motion to close account and distribute proceeds made by Susan Montanti, seconded President Araneo, roll call JoJo Merla abstain, all others approved.

The Monmouth 250 bus may be available for the Bewitched event. Once we make the request they have to verify availability with the Monmouth County Sheriff's office. Board agreed to ask for the bus for Bewitched event.

KBBC highway sign is ready for new display, board agreed to post fall events once we get into September.

Snapper Contest by Keyport Harbor Commission has a DJ for music and announcements during the contest on October 7. KBBC paid for the DJ last year and budgeted for the same this year, cost is \$450. Motion by Jay Faltings for KBBC to pay for the Snapper Contest DJ, seconded by Susan Montanti, roll call all in favor, JoJo Merla abstained (member of Keyport Harbor Commission).

There is a request from Friends of the Keyport Library for Keyport Cash for their Scarecrow Contest in October. As in past years, they are requesting three \$100 Keyport Cash certificates for prizes. The funds have been allocated in the 2024 KBBC budget. Motion to approve by JoJo Merla, seconded by Doug Weider, roll call approved all.

Social Media - Nicole Gangino

Next two events are Light Up The Bay and Boom Box 80's Dance Party, after that we want to start working on promoting September events. Restaurant Week is listed for September 7. Jack Straub mentioned that since Restaurant Week was moved from the spring, nothing has really been done to set it up, so it is probably too late to try to put it together at this point. It might be best to postpone until next year, when the board can determine when and how it wants to plan the event. There are a lot of events in mid September even without the Restaurant Week. Board agreed to postpone Restaurant Week until next year, Jack Straub will put a notice on Visit Keyport.

Car Show Jeeps and 4x4s - Nicole asked Jay if Jeep show registrations will be on Eventbrite. Yulia set up registrations on Eventbrite, Rose sent a message to Yulia asking if she could set up for the Jeep show. Nicole will set up an event on facebook.

Visual Improvements - JoJo Merla

JoJo thanked John Merla for tending to maintenance of KBBC highway sign area . JoJo stated he would like to again address the possibility of adding some 20 minute parking for businesses. He mentioned specifically spots in the Broad Street municipal lot closest to the Broad Street entrance. He also suggested the need for a uniform sign policy, for example banners being left up long after a promotion or opening.

Events

Next event is tomorrow night, rain date for Light the Bay. President Araneo asked Jack if he had any help, he said he did not but thought he might be able to cover it by himself.

Brief discussion about creating a pool of volunteers, possibly from students.

80's Boom Box Party is next week (August 22). DJ in MiniPark, also Autocades. President Araneo again asked if anyone could help, no one was available, Jack stated he could handle it.

Board voted to distribute 100 Keyport Cash certificates each night for Light the Bay and 80's Boom Box Party. Motion by JoJo Merla, second by President Araneo, roll call, all approved.

Keyport Car Show Jeeps and 4x4s, Yulia to set up Eventbrite. Jack Straub stated the Eventbrite registration needs to state the cutoff time for pre registered vehicles to show up, after which their spots will be given away. Chris Matey agreed to take care of getting trophies for the show. President Araneo described using ducks as markers when voting for favorite Jeeps. Motion by JoJo Merla to purchase ducks and trophies for Jeep Show, seconded Jason Faltings, roll call all approved.

New Business

Jack Straub stated Friends of the Keyport Library request had already been discussed.

JoJo Merla suggested KBBC doing something for the St Patricks Parade in September, such as a banner. Susan Montanti suggested sponsoring the judge's table.

JoJo Merla also mentioned the public access TV channel owned by Keyport High School which is currently blank, asked if KBBC could do something with it. He also suggested KBBC start a house decorating contest for Halloween, it was mentioned that Recreation may already be doing that. It was then suggested as a possibility for business storefronts.

Susan Montanti asked about a rolling list of vacant business locations, which could be used to try to attract specific types of businesses. She also suggested that moving forward KBBC should try to mention Keyport as an historic borough.

Public Session

Motion to open to public by JoJo Merla, seconded Jay Faltings, voice vote all approved.

Deb Muller, business owner, Smokey's Doggy Cafe. She is suggesting that KBBC move the Howl-O-Ween event (September 5) from American Legion Drive to West Front Street. Discussion by board regarding moving the location of the event. President Araneo stated any change would have to be requested by tomorrow to make the agenda for the next Borough Council meeting. Jack Straub said he could get all the necessary paperwork submitted the next day and would meet with Captain Ferm. Motion to request change of location for Howl-O-Ween from American Legion Drive to West Front Street, motion by Jay Faltings, seconded by JoJo Merla, voice vote all approved.

John Merla, 34 Broad Street. Spoke regarding the issue of visual improvements and the need for business owners to take better care of their own locations. Board discussion regarding property maintenance and (lack of) enforcement.

Motion to close public session by JoJo Merla, seconded Susan Montanti, voice vote all approved.

Motion to adjourn by Susan Montanti, seconded Jason Faltings, voice vote all approved.