

**Keyport Bayfront Business Cooperative
Board of Directors Meeting Minutes
Tuesday, September 10, 2024 at 7:00pm
70 West Front Street, Keyport NJ 07735**

Call to order: 7:04

Sunshine Law notice read by Attorney Joseph Manfredi

Roll Call Attendance:

Present:

Mayor Rose Araneo, President
Council Member Stephen Gross
Susan Montanti, Vice President
Genevieve Andrews-Kelly, Secretary
Joseph "JoJo" Merla
Yulia Kravchin
Chris Matey
Jetmir Kacaj (arrived 7:05)
Jason Faltings (via phone)

Absent:

Genevieve Andrews-Kelly, Secretary
Jacqueline Machado
Doug Weider

Also in Attendance:

Joseph Manfredi, Attorney
Jack Straub, KBBC Administrative Coordinator

Approval of Minutes for August 14, 2024

Motion: Joseph Merla

2ND: Council Member Gross

Voice vote, all approved

President's Report

President Araneo stated she had discussed the proposal discussed at the August KBBC meeting, for 20 minute parking adjacent to Old Glory, with Captain Ferm, Borough Administrator Kim Humphrey, and Borough Engineer Trevor Taylor. They will be reviewing.

Green Acres approved the sign to be installed at the base of the MiniPark, however there are some restrictions on what can be promoted. Borough Administrator is working with Green Acres to request KBBC as well as Borough Recreation events listed on the sign.

Children's Business Fair will be this Sunday, September 15 at the First Aid building, ribbon cutting will be at 10:45am. This event for Young Entrepreneurs is coordinated by Tulika Hijli of Sav-On Drugs.

Treasurer's Report - Jack Straub

Jack Straub reviewed the YTD P&L which had been sent to the board. Assessment revenue for 3rd and 4th quarters has been received from the Borough and deposited in Valley Bank account. Bank reconciliation is not yet available but there is nothing out of the ordinary with the account.

Go Fund Me account needs to be withdrawn before October 9, 2024.

Reviewed the payment of bills for September.

Motion to approve financials and payment of bills, motion by Joseph Merla, seconded Council Member Gross, roll call all approved except for Chris Matey who abstained.

Administrative - Jack Straub

Children's Business Fair was discussed previously.

Snapper Contest by Harbor Commission was a big success, the DJ was supplied by KBBC and \$5 Keyport Cash certificates were given out to all participants (107 total).

The Monmouth 250 bus was requested for the Bewitched event, but it is not available. We will put in a request for the Miracle on Front Street on November 30.

A new business directory has been added to the KBBC website, starting with the 14 category lists that had been compiled by Melissa. We will be adding categories and businesses, but the old inaccurate information and link has been removed.

We have new rack cards promoting the KBBC fall events. These were provided by Monmouth County Tourism at no charge. Next year we are planning to have our full schedule of events listed in the spring.

Deb Muller of Smokey's Doggy Cafe has asked to speak to the board tonight regarding the Howl-O-Ween event, the board agreed to open for public comment when she arrives.

Nicole Gangino was not able to attend the meeting, there was nothing to report. She will continue to promote upcoming fall events.

Upcoming events

Board discussion regarding Keyport Cash at events.

Discussion about upcoming Jeep Show, logistics of where everything will be located. Autocades will be in small lot adjacent to bottom level of MiniPark. Radio station will be on the top level of MiniPark on West Front Street. Jeeps will be along American Legion Drive and in Waterfront Park parking lot.

Public Session

Motion to open to public, motion by Joseph Merla, seconded by Council Member Gross, all approved voice vote.

Deb Muller, Smokey's Doggy Cafe. Deb has been coordinating vendors for Howl-O-Ween, she is concerned not enough vendors have registered. There is a conflict that day with a large trade show in Sussex County which has affected participation. She would rather not put on an event with poor vendor attendance. Board discussion, most feel the event should go on regardless of the number of vendors. There is a dog costume party and parade for residents and visitors to enjoy with their pets.

Decision was made to have parade on portion of West Front Street between Broad and Main, the rest of West Front to Beers will still be closed for use as a pedestrian (and dog) plaza.

Motion to close to public by Joseph Merla, seconded Stephen Gross, voice vote all approved.

Resumed Keyport Cash discussion. Jason Faltings was in favor of giving Keyport Cash to the first 100 spectators at the Jeep Show. After discussion, board agreed to give Keyport Cash in addition to trophies for top prizes. \$50 for first place, \$30 for second, \$20 for third. Motion for Keyport Cash as prizes only by Joseph Merla, seconded Stephen Gross, roll call vote. Jason Faltings voted no, all others voted yes, motion passed.

Visual Improvements - JoJo Merla

Nothing to report for Visual Improvements, but he stated he did install a sign on his building at the corner of Maple Place and Broad Street saying Welcome to Historical Keyport. He mentioned Mayor Araneo was looking into an old ordinance regarding historical preservation which may be revisited, to assist in establishing standardized streetscapes and storefront appearance.

Marketing - Yulia Kravchin

Marketing meeting was held, mostly discussed topics for next year. Suggested boosted post for social media next year. Yulia mentioned Instagram link on KBBC website may not be working properly. Marketing committee also wants to look into a digital version of Keyport Cash.

Yulia also presented an idea for partnering with NJ Advance Media, the marketing arm of nj.com. It is an advertising opportunity on their digital platforms. Minimum spend is \$1500 per month, three month minimum. President Araneo asked if they could attend a board meeting to make a presentation.

Bylaws - Joseph Manfredi presented since Doug Weider was not in attendance

First change recommended to bylaws is anti-nepotism policy, prohibiting board members who are related from serving simultaneously.

Second change is to permanently move nominations for board members to October; it has changed annually for the past few years.

Once approved by board, changes will be submitted to Borough Council for approval. Because Borough Council approval can not happen until October, KBBC board will need to once again move the September nominations to October for this year. Next year will automatically be held in October, assuming Council approval in October.

Motion to approve and authorize the extension of all board election deadlines by 30 days. Motion by Joseph Merla, seconded Council Member Gross, roll call all approved.

Motion to approve two bylaws changes and submit to Borough Council for approval, motion by Joseph Merla, seconded by Council Member Gross, roll call all approved.

New Business

Jack Straub informed the board that the Keyport Recreation Committee had again requested Keyport Cash be distributed to runners in the 5K race, to be held on September 21. There is enough money allocated in the budget for Keyport Cash to provide for a \$10 certificate for every runner, they are anticipating approximately 250 runners this year. Recommendation is to make the expiration date the same day as the race for the 5K. Motion to provide \$10 in Keyport Cash to every runner in the 5K, motion by Joseph Merla, seconded Council Member Gross, roll call all approved.

Public Session

Motion to open public session by Joseph Merla, seconded Council Member Gross, voice vote all approved.

John Merla - 34 Broad Street

Regarding visual improvements, he has been tending to some flower pots in town which will need tending to. Decision should be made regarding what fall decorations are needed throughout the borough. Susan will get in touch with Ann Boyce to determine what and where decorations should be placed.

Motion to allocate up to an additional \$1000 to Keyport Garden Club for fall decorations, Susan will work with Garden Club. Motion by Joseph Merla, seconded Council Member Gross, roll call all approved.

Motion to adjourn meeting by Joseph Merla, seconded Council Member Gross, voice vote all approved.