

**Keyport Bayfront Business Cooperative  
Board of Directors Meeting Minutes  
Wednesday, July 12, 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  
Susan Montanti  
Genevieve Andrews-Kelly, Secretary  
Stephen Gross, Council Member  
Joseph "JoJo" Merla  
Jason Faltings  
Doug Weider  
Yulia Kravchin  
Chris Matey  
Joseph Manfredi, Attorney  
Jack Straub, KBBC Administrative Coordinator  
Nicole Gangino, Social Media

**Absent:**

Jetmir Kacaj - arrived 5 minute late  
Jacqueline Machado - arrived 15 minutes late  
Chris Matey

**Approval of Minutes for June 11, 2024**

Motion: Stephen Gross

2ND: JoJo Merla

Roll call: Doug Weider and Yulia Kravchin abstain (absent from June 11 meeting) all others yes, approved

**Presidents Report**

President Araneo stated the KBBC Keyport Car Show was a great event with huge attendance. Not having enough volunteer help seems to continue to be a problem with events. We did get feedback from The Parlour asking that when the end of Main Street is closed to traffic that we direct people to that area. Jack Straub mentioned that the retired Keyport fire truck parked in that area was actually a registered vehicle in the car show, from the Wall Fire Museum, which also won a prize.

President Araneo also asked if we could remind businesses that when West Front Street is closed for events they may put a table on the sidewalk in front of their storefront. Another request from some businesses was if they could put tables near the food trucks at the next Recreation Food Truck Festival.

It was mentioned that inside the food truck area is for their vendors only. Jack Straub mentioned that if the entrance to the festival is reconfigured to be at the bottom of the walkway from the MiniPark, businesses could use the MiniPark since it will be outside the food truck fence.

### **Treasurer's Report**

Jack Straub stated the YTD financials show the first six months of activity. There was an update to the balance sheet which had been emailed to board members, reflecting a minor Quickbooks error regarding the Go Fund Me account. A corrected balance sheet was distributed.

He also pointed out to the board that although the financials show the first six months of 2024, the KBBC budget calls for more expenses in the second half as compared with the first half. In addition, the 2024 budget was provided to the board for comparison with the actual numbers.

### **Committee Reports**

JoJo Merla asked if we have a list of committee members. Jack Straub said he believed they were assigned in the January meeting, and would check those minutes. President Araneo stated the need for committees to have meetings to work out details between monthly board meetings.

### **Social Media**

President Araneo read the social media update from Nicole Gangino, who was not in attendance. Swiftie event is on for tomorrow, it continues to be promoted on social media, as well as the rest of the summer events. Nicole would like to start preparing for the fall events and would like to reach out to News 12 in September to mention our Halloween event. She also gave a thanks to Deb Muller for coordinating the Woofstock event.

President Araneo suggested we should ask the Monmouth County 250 celebration bus to appear at one of the upcoming KBBC events, possibly the Bewitched event.

### **Administrative**

President Araneo asked that we include a monthly reminder at board meetings that the Go Fund Me account needs to be withdrawn before October 9, otherwise funds will be returned to contributors. She also asked that board members continue to encourage donations to the Go Fund Me account.

Jack Straub asked for help for the Swiftie event tomorrow with getting the tent from the office to the MiniPark, as well as manning the KBBC tent in the MiniPark. He explained that the original plan for the Swiftie event was to only give out \$50 in Keyport Cash from a ticket drawing. Brief discussion regarding how much Keyport Cash is available, Jack stated there is enough Keyport Cash available to give out 100 certificates at the Swiftie event. Susan Montanti asked if the emails collected at events are being input into Mailchimp, he advised he has started turning those over to Nicole, beginning with the car show and working back to the beginning of this year.

President Araneo recommended that Borough Hall should be opened as a cooling center the day of the Swiftie event because of the anticipated extreme heat. Brief discussion regarding the use of Borough Hall restrooms during KBBC events, Jack Straub explained a check had been requested but not issued to pay the Borough for use of restrooms. President Araneo stated she did not believe KBBC should be charged for those.

Motion by JoJo Merla to distribute \$500 in Keyport Cash (50 certificates) at the Swiftie event. Seconded by Jay Faltings, roll call, all approved.

Brief discussion regarding vendors, contracts, and establishing procedures for next year.

For the Swiftie event, JoJo agreed to send someone to pick up the KBBC tent and take it to the MiniPark, Rose volunteered to staff the KBBC tent with Jack for distributing Keyport Cash.

### **Visual Improvements**

No meeting was held in the past month.

President Araneo announced she received confirmation that Borough Hall we be open as a cooling center for the Swiftie event.

### **New Business**

Marketing Proposal - Jerry Agro

This digital signage proposal consists of flat screen displays installed in businesses which would promote other businesses in Keyport. Marketing costs are \$40 per month per screen, with a one time charge for the flat screen of \$200 per screen.

Bylaws - Mr. Manfredi and Doug Weider will be meeting to discuss

### **Events**

Keyport Classic Car Show recap

Upcoming - Swiftie Dance Party July 13 - discussed during administrative report

Boogie Nights Disxco in the Park July 18

### **New Business**

Recommendation for Susan Montanti to become Vice President

Motion by JoJo Merla to elect Susan Montanti as KBBC Vice President, seconded Jason Faltings, roll call all approved.

Motion by JoJo Merla to approve July 2024 financials, seconded Jason Faltings, roll call all approved.

Brief discussion by Board regarding Jack Straub's compensation. In addition to his administrative duties he has been handling KBBC monthly financial and bookkeeping requirements.

Motion by JoJo Merla to pay Jack Straub and additional 5 hours per week for preparing KBBC monthly financials, maintaining Quickbooks, and processing KBBC payments. Seconded Jason Faltings, roll call all approved.

### **Public Session**

Opened to public 9:15pm, John Merla recognized.

9:37 Motion by JoJo Merla to close meeting, seconded Susan Montanti, voice vote all approved.  
Meeting adjourned 9:37pm.

Next meeting Wednesday, August 14, Borough Hall Council Chambers