

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

Call to order: 7:03

Sunshine Law notice read by Attorney Joseph Manfredi

Roll Call Attendance:

Present:

Mayor Rose Araneo, President
Susan Montanti, Vice President
Genevieve Andrews-Kelly, Secretary
Jaqueline Machado, Treasurer (phone)
Council Member Stephen Gross
Joseph "JoJo" Merla
Yulia Kravchin
Chris Matey
Jacqueline Machado
Jetmir Kacaj
Jason Faltings (phone)
Doug Weider

Absent:

Joe Pesce
Nicole Gangino, Social Media

Also in Attendance:

Joseph Manfredi, Attorney
Jack Straub, KBBC Administrative Coordinator

Approval of Minutes for October, 2024

Motion: Stephen Gross

Second: Jason Faltings

voice vote, all approved

President's Report - President Araneo

Nothing to report.

Treasurer's Report - Jack Straub

Review of October financials and payment of bills. Jack Straub reported bill list is very high this month, as he has been stating throughout the year many expenses occur during the fourth quarter. Also Mr. Manfredi's charges include administration of KBBC elections and associated printing costs. Icon Construction invoice for fall decorations was double last year's invoice. President Araneo asked to open to public so John Merla could address. Opened to public, John Merla explained last year's did not include Maple Place light poles, added backdrop at waterfront and 100 more pumpkins, added second cornstalk and decorated front of Borough Hall, which was done by Ann Boyce last year. Donna Purcell questioned whether there was a contract for Jerry Agro for Halloween photos, Susan Montanti stated his services were discussed and approved. Motion to close to the public, all approved.

President Araneo asked about painting of the store windows, Jack Straub reported the charges are more than last year because his final balance for 2023 was not paid until January of 2024. Joe Merla asked if there is a list of stores on the website, Jack Straub explained the contractor has his own list from past years. President Araneo asked why the third year of the holiday decorations contract was less than last year, \$16,084 instead of \$17,500.

President Araneo asked about the GoFundMe account on the balance sheet, Jack Straub explained that is the initial \$1,000 transfer from the main account to set up the GoFundMe account. President Araneo also stated she wanted on the record that she was used on a political flyer which was critical of the GoFundMe account, which was not political but was done to help the affected businesses.

Jack Straub explained there are still a few outstanding accounting issues on the P&L which will be addressed before the end of the year. The largest is a \$7,100 accrual which has not been charged, he believes this is for audit services which have not been charged.

Jack Straub also stated by next month he will have a preliminary budget for 2025, he suggested board members should start to pre plan for next year in regards to allocation of funds by category.

President Araneo asked about some old outstanding checks on the bank reconciliation, Jack Straub stated those are the outdated Keyport Cash reimbursements which we will be issuing on a one time basis before instituting an expiration policy.

Motion to approve financials and payment of bills.

Motion: Joe Merla, Second: Stephen Gross

Roll Call, Joe Merla abstained for Icon Construction and GoFundMe; Susan Montanti abstained for her reimbursement payment and Violet Grace Photography (Jerry Agro), all others approved, all other board members approved.

Administrative - Jack Straub

GoFundMe was previously discussed.

For the Christmas Tree lighting, Jack Straub explained he has been working with other groups in town for the event. He has arranged for two choral groups to perform before the tree lighting, one is the Senior Center Chorus, and the other is the Central School Chorus. KBBC is also paying for a DJ, skating, and the train on West Front Street. President Araneo stated Recreation will be doing crafts in Borough Hall during the day presented by Green Team, Keyport Yacht Club and Municipal Alliance. recreation will also supply cider.

After discussion it was decided Santa will come up West Front Street at 6pm, Seniors will perform at 4pm, Central School at 5pm, and the actual tree lighting will be at 5:30pm. Jack Straub explained the tree will arrive Wednesday, November 20, DPW has been notified. President Araneo said there will be a meeting with DPW and the BA on Friday; decorating will be Saturday December 23, volunteers are needed, Denise will be posting something asking residents to volunteer. For the installation of the tree on December 20, Ryan Burlew has volunteered the use of his truck, Home Depot truck may not be necessary. Joe Merla said he also has a bucket truck on the waterfront.

Social Media

President Araneo stated since Nicole will be leaving at the end of the year, her position will need to be discussed at the December meeting. Susan Montanti stated we don't have a contract, we don't know what to base it on, Mr. Manfredi said we need a scope. President Araneo said we need to work on some ideas for a job description for the next meeting. Yulia stated she has an email from proposals when Nicole was hired, President Araneo asked her to forward to the board. Jack Straub explained how Nicole had been doing the social media posts when she was the resident board member in 2020. She left the board at the end of 2020, and after a period of time was hired by KBBC on a contract basis for the job, which she has continued to date. Mr. Manfredi stated he had something to add but it would have to be added in closed session. Joe Merla asked if Jack Straub's position is up. Jack Straub stated he is not on a contract, Mr. Manfredi agreed. President Araneo said he was hired until the end of the year, Mr. Manfredi said it was based on the resolution. He also stated the board had to decide at the meeting next month, and in the interim as the mayor said will need the scope.

Events - Susan Montanti, Yulia Kravchin

Yulia explained there will be Saturday events for five straight weeks beginning with Miracle on Front Street on November 30. Ugly Sweater was based on business participation which as we know is difficult. Last year there was a photo contest with prizes, as well as Keyport Cash. Jack Straub distributed a flyer from last year's event which listed participating businesses. Yulia stated last year the attendance was very weak, she suggested in the future possibly combining with other events.

The following week is the holiday vendor market, Yulia said last year she put it together with Moms of Business, but she didn't particularly love the way it was done. Main Street will be closed off again this year, and she will be willing to run the holiday market again. Yulia also suggested possibly asking businesses to do a combined vendor event.

Genevieve noted the holiday vendor market is scheduled for Broad Street parking lot, not Main Street. Jack Straub stated he would make the changes to the event request for approvals from the Police Department and Borough Council. Several board members supported having a brochure with a map of participating locations.

Last December event is Sip & Shop for December 21, mostly a social media push to visit individual businesses in town. President Araneo again mentioned the need for volunteers at events, Susan Montanti agreed to work the table for December 7. There will be no Keyport Cash for holiday market or sip & shop so no need for the KBBC table or volunteers. Jack Straub stated the Central School will again be doing art for downtown windows for the Ugly Sweater day, as they did for the Halloween events.

Visual Improvements - Joe Merla

Joe Merla said he has been working on repairing sidewalk pavers in front of businesses as well as removing tree stumps along West Front Street.

Visual Improvements committee is still in favor of 15 minute parking in the municipal lot alongside Old Glory, as has been discussed previously.

Jack Straub mentioned there may be some spare pavers at Beach Park which might be available as replacements for West Front Street. He also gave a brief update on the progress at Beach Park playground by NPP.

Marketing - Yulia Kravchin

Yulia asked about the possibility of more of the budget being available for marketing next year if events are going to be scaled back.

Jack Straub asked to go back for a minute to confirm what decision had been made for Elf on the Shelf (Elf Bingo), which was held last year on Small Business Saturday, the day of the tree lighting. He suggested it may be too late at this point to try to put it together for that day. President Araneo suggested moving it to Ugly Sweater day, December 7.

Bylaws

Mr. Manfredi stated he submitted bylaws changes for approval by Borough Council, Genevieve signed the resolution for Michele Clark approving the amendment and new bylaws. Jack Straub asked for copies of KBBC resolutions, to be posted to the website. Mr. Manfredi said he would scan KBBC resolutions and forward them.

New Business

President Araneo stated she had just turned over 9 KBBC election ballots which just came in, to add to 15 or 20 already received. There were a number of ballots returned as undeliverable.

Public Session

MOTION to open to the public

Motion: Joe Merla

Second: Susan Montanti

voice vote, all approved

Ann Boyce asked if the truck used to install the Christmas tree will be driven directly on the pavers in the MiniPark. The consensus was that the truck last year was driven up onto the first level. She also asked about recreation taking over the tree lighting, since they are now paying someone. Donna Purcell stated although KBBC has been doing the tree lighting the past few years, it may be time for the Borough to take back responsibility, since the tree lighting is a community event and not a KBBC event. KBBC could continue to do events prior to the tree lighting and to send customers to the businesses. President Araneo suggested a meeting in January with the BA and Recreation to determine responsibilities for next year.

Ann Boyce asked if there is a written contract for the attorney, President Araneo stated yes there is. Jack Straub stated the KBBC office should be given a copy as well. Ann

Boyce also asked if the IRS tax penalties had been resolved, President Araneo stated there is still one left which is being worked on. Mr. Manfredi said that was the last one, from the 2021 tax year. Ann Boyce asked for the cost of the ballots which went out for the KBBC election, Mr. Manfredi said it was \$1900. Costs were broken down on his monthly invoice, Jack Straub confirmed. She also asked whether Jenn from HereHere was originally working on a business list. Mr. Manfredi stated he had worked with both Jenn and Benny, they were all charged with getting together a list and never did. The list we work off of is always provided by the Borough and this year Jack provided an extra 185 names.

Donna Purcell suggested it might be time for KBBC to reconsider hiring an Executive Director.

John Merla suggested having post event follow up meetings to go over what worked well and what could be improved for the next year. John volunteered to coordinate with Keyport Elks and First Aid to again provide hot chocolate and hot cider in front of Borough Hall for Miracle on Front Street, he agreed to set it up.

President Araneo said the rabbi from last year's Menorah lighting provided a contact to purchase a new Menorah, which the Borough is doing. The Menorah lighting will be December 26 at 6:30pm.

John also asked for cameras to be installed in our parks, he will be bringing it up at Borough Council. Mayor Araneo has asked for them to be added to the Borough budget.

Donna Purcell suggested taking a close look at the schedule for all of the events for Miracle on Front Street, to ensure there is enough time between events.

MOTION to close public session

Motion: Joe Merla

Second: Stephen Gross

Voice vote, all approved

MOTION to adjourn meeting

Motion: Joe Merla

Second: Stephen Gross

Voice vote, all approved.

Meeting adjourned 8:52pm