

**Keyport Bayfront Business Cooperative
Board of Directors Meeting Minutes
Wednesday, February 12, 2025 at 7:00pm
70 West Front Street, Keyport NJ 07735**

Call to order: 7:00

Sunshine Law notice read by Attorney Joseph Manfredi

Roll Call Attendance:

Present:

Mayor Rose Araneo, President
Joseph "JoJo" Merla, Vice President
Genevieve Andrews-Kelly, Secretary (Zoom)
Elena Burke, Treasury, Treasurer
Council Member Stephen Gross (Zoom)
Yulia Kravchin (Zoom)
Jacqueline Machado (Zoom)
Jetmir Kacaj
Jason Faltings
Chris Matey
Joe Pesce
Al Litwak

Absent:

Doug Weider

Also in Attendance:

Joseph Manfredi, Attorney
Jack Straub, KBBC Administrative Coordinator (Zoom)

Approval of Minutes for January 8, 2024

Voice vote, all approved

President's Report - Mayor Araneo

Mayor Araneo stated the need for more Board members to volunteer with events and other committees. KBBC budget will be voted on at next Council meeting, February 18.

Treasurer's Report - Jack Straub

Before Treasurer's report, Jack Straub mentioned that although the KBBC events schedule is usually presented to Borough Council for approval, there appears to be nothing in the KBBC bylaws or Borough ordinance which makes it a requirement. Mr. Manfredi said he will check.

January financials are very simple since we are only one month into the year. The old outstanding checks which had been carried for over a year have all been cleared. There is still a \$7,100 liability on the balance sheet, that is a potential charge for audit services which has carried over. The GoFundMe checks have still not been issued, we are awaiting calculation of the gross amount to be distributed. Mr. Manfredi stated he had that amount and would send to Jack Straub. Payment of bills, the Board suggested withholding the final payment to the window painter until we can confirm all windows have been taken care of.

Motion to approve financials and payment of bills, excluding check to window painter until all windows have been finished.

Motion Jason Faltings, second Joseph Merla, roll call all approved.

Administrative - Jack Straub

We will again be running a 2 page ad in the Monmouth County Tourism Guide, and we will also look into running in the Asbury Park Press Summer Guide. There are additional funds allocated to advertising this year, which will enable KBBC to further promote events in traditional media such as print and the Thunder 106 promotion which ran last year. Thunder 106 will be making a presentation at this meeting for the 2025 proposal.

New Business

Presentation by Ashley Cunio, Thunder 106 radio.

After the presentation, Mayor Araneo stated the board still needs to go over the 2025 events schedule, at which time they will decide which events may be used for Thunder 106 promotions.

Presentation for Order Sons and Daughters of Italy by John Merla and Anthony Lotito. Discussed their interest in holding an Italian Festival in Keyport later this year.

Proposed date is September 6, a family friendly event to support local businesses and attract visitors to Keyport. Mayor Araneo suggested they fill out the event form and return to KBBC to be submitted to Council.

Motion to approve by Joseph Merla, second by Jason Faltings, voice vote all approved.

Presentation by John Merla and Chester Jackiewicz regarding sign on corner of Route 36 and South Main Street. Proposal is to turn existing static sign into a digital message board. Would require Borough electronic sign on Route 36 near entrance to IHOP/ Dunkin to be converted to a static sign. If KBBC is in favor, will present written proposal to Mayor and Council.

Social Media

Mr. Manfredi announced the ad for the Social Media position was placed in the Asbury Park Press and on the NJ League of Municipalities website, it closes February 22. There have already been two responses which will be forwarded to the Executive Committee.

Joe Pesce shared some ideas and suggestions regarding social media postings on facebook and instagram.

Visual Improvements - Joe Merla

MOTION to open to the public

Motion: Jason Faltings

Second: inaudible

Voice vote, all approved

John Merla stated Visual Improvements will be having a meeting including volunteers, Increased budget will allow for big improvements. Design standards will establish a consistent look for new signage. Jack Straub mentioned the KBBC sign at Stop and Shop is outdated, he has had discussions in the past with the management company of the property about replacing it with a digital sign. He will reinitiate discussions with the management company to determine if they still have an interest.

Elena Burke mentioned cigarette butts and trash in curb in front of businesses on West Front Street. Mayor Araneo asked Council Member Gross to include in his report at the council meeting. Property maintenance needs to enforce.

MOTION to close to the public

Motion: inaudible

Second : Joseph Merla

Voice vote, all approved.

Marketing - Yulia Kravchin

Yulia suggested it may be worthwhile to revisit the NJ Advance Media proposal from last year. She is compiling all of the information being discussed in this meeting regarding advertising and marketing, and would like to have a marketing committee meeting to discuss. Joe Pesce has also joined the marketing committee.

Yulia has also designed a new KBBC logo for consideration by the board.

Bylaws - Doug Weider

Doug not in attendance, nothing to report.

Events - Genevieve Andrews-Kelly, Jackie Machado, Yulia Kravchin

Mayor Araneo has compiled a summary of all of the KBBC events which will be submitted to Borough Council for approval. Mr. Manfredi stated all events could be voted on together as a consent.

Board went through each of the events individually.

MOTION to approve KBBC events.

Motion: Joseph Merla

Second : Jason Faltings

Roll call all approved, with the exception of Yulia Kravchin who was no longer on Zoom.

New Business

Joseph Merla asked for an update regarding the Boathouse. Mr. Manfredi stated he reviewed the lease, and he had placed a call to the Borough Clerk to determine if the licensee had provided his notice of renewal by the January 15 deadline. Mayor Araneo asked Council Member Gross to include in his report to Council at next week's meeting that KBBC would like to rent the Boathouse.

Public Session

MOTION to open to the public

Motion: Joseph Merla

Second: Jason Faltings

voice vote, all approved

Donna Purcell asked if KBBC rents the Boathouse, would the office be moving there.

Mayor Araneo stated the KBBC office would remain in Borough Hall.

MOTION to close public session

Motion: Joseph Merla

Second: Jason Faltings

Voice vote, all approved

MOTION to adjourn meeting

Motion: Joe Merla

Second: Jason Faltings

Voice vote, all approved

Meeting adjourned 9:24pm