

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

**Call to order:** 7:01pm

**Pledge of Allegiance**

**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  
Elena Burke, Treasurer  
Chris Matey  
Doug Weider  
Joe Pesce  
Jaqueline Machado (arrived 7:52)  
Al Litwak

**Absent:**

Council Member Stephen Gross  
Yulia Kravchin  
Jetmir Kacaj  
Jason Faltings

**Also in Attendance:**

Joseph Manfredi, KBBC Attorney  
Jack Straub, KBBC Administrative Coordinator

**Approval of Minutes for February, 2024**

Motion: Joseph Merla

Second: Al Litwak

Voice vote, all approved

## **President's Report - Mayor Araneo**

Mayor Araneo mentioned an issue had arisen at a Borough Council meeting regarding KBBC compliance with NJDCA registration of charitable organizations. Mr. Manfredi stated the registration requirement applies to organizations receiving charitable donations in excess of \$10,000, which does not apply to KBBC. He also stated he had a conversation with a NJ state representative, who acknowledged KBBC is exempt and will send a letter stating such. Jack Straub also mentioned that in the past, KBBC financial statements had shown a charitable contribution from the Borough, which was an in kind donation of rent for the KBBC office in Borough Hall. Also, the DCA listing for the KBA (previous version of the Keyport BID) should be shown as "retired" instead of "not compliant".

Mayor Araneo also stated four resumes have been received for the social media position, they will be given to the interview committee. In the interim, Jack has been monitoring the social media accounts and sharing facebook posts by Keyport businesses to the Visit Keyport page. KBBC events were approved at the last Borough Council meeting, with the exception of the Italian Festival, which will be voted on at the next meeting. Mayor Araneo asked the events committee to work with Jack to secure bands and vendors for the approved events.

## **Treasurer's Report - Jack Straub**

Jack Straub stated that the KBBC assessment check for the first quarter has not yet been received. A change to the process for issuing the checks was approved at the last Borough Council meeting. There will now be four quarterly checks issued, instead of the two checks which had previously been issued during the year. The total assessment amount remains the same. The first quarter 2025 check should be approved in the payment of bills at the next Council meeting.

MOTION to approve February 2025 financials, including March payment of bills

Motion: Elena Burke

Second: Genevieve Andrews-Kelly

Roll call, all approved.

### **Administrative - Jack Straub**

The KBBC events flyer 3ups have been printed and distributed with the first quarter Borough water bills. The 2 full page ads for the Monmouth County Tourism magazine have also been finalized and submitted.

Keyport Central School will again be providing student art for the windows of some Keyport businesses during I Love Keyport weekend.

Keyport Central School will again be holding a Career Day, this year on April 10. Businesses are invited to attend to discuss their work with 6th, 7th, and 8th grade students. A flyer was presented to KBBC board members.

Jack Straub has met with Keyport High School coordinators and will be asking for KHS student volunteers for future KBBC events.

### **Social Media Update -**

- Mayor discussed in President's report

### **Events - Genevieve, Yulia, Jackie, Elena**

- Mayor stated events committee should meet to finalize bands, vendors
- She also stated Jack has submitted request to Borough for Farmers Market in Fireman's Park, as part of Mayor's Wellness.
- Italian Festival will be submitted for approval at April 1 Council meeting.

### **Visual Improvements - JoJo, Chris, Jason, Joe P.**

- JoJo stated John Merla will review visual improvements
- a movie will be shooting in Borough Hall soon, using elevators in Borough Hall on March 25

- JoJo mentioned parking issues in the borough, lack of enforcement of yellow zones and three hour parking. He also asked Mayor if there was any progress on KBBC request to change parking to 20 minutes adjacent to Old Glory. Mayor Araneo said in discussions with Chief Ferm, he doesn't believe there should be 20 minute parking but he is still researching.
- Mayor Araneo will be reaching out to News 12 to see if they may want to again do a feature on Keyport businesses, since we have a number of new ones.
- Jack stated we have a few businesses ready for ribbon cuttings, will look to resume in April.
- Mayor Araneo asked Mr. Manfredi if he had an update on the boathouse at Beach Park, he stated the Borough attorney is working with the vendor to address that issue and will report back to us.

**Marketing** - Yulia, Stephen, Joe P.

- Jack Straub explained the Y106.3 radio promotion which was presented at the February meeting, the board needs to decide whether to renew last year's promotion, or extend an additional two months.

MOTION to renew the Y106.3 radio promotion, extended to December.

Motion: Joseph Merla

Second: Elena Burke

Roll call, all approved

**Bylaws** - Doug

No changes.

**New Business**

JoJo said we had already covered his new business items.

**Public Session**

MOTION to open public session

Motion: Joseph Merla

Second: Elena Burke

Voice vote, all approved

- John Merla
- mentioned Jay could not attend meeting because of a fire at Italian Touch, everyone is OK but the outside sign caught fire.
- suggested if News 12 is unable to return to Keyport for another segment, could possibly hire someone to do the same thing to run on facebook live.
- there has been a change in leadership at Order Sons and Daughters of Italy in America (Keyport Chapter), Anthony Lotito is now President, John is Vice President. If the Italian Festival is approved by Borough Council, right now they have 44 food vendors committed for the event.
- Visual Improvements committee will meet Tuesday, March 25 in Borough Hall conference room, everyone who was sent text message has confirmed their attendance.

- Donna Purcell
- need to establish fee structure for Farmers Market as soon as possible
- did the boathouse vendor renew their contract by January 15?  
Mr. Manfredi stated they did, Mayor Araneo said we are trying to get them to give us the house.

MOTION to close public session

Motion: Joseph Merla

Second: Elena Burke

Voice vote, all approved.

Mayor Araneo thanked the board members for all working together.

MOTION to approve March payment of bills (superseding prior approval)

Motion: Al Litwak

Second: Elena Burke

Roll call: All approved except Joseph Merla, abstained (GoFundMe distribution)

MOTION to adjourn meeting

Motion: Al Litwak

Second: Doug Weider

Voice vote, all approved.

Next meeting Wednesday, May 14, 2025.