

**Keyport Bayfront Business Cooperative
Board of Directors Meeting Minutes
Wednesday, April 16, 2025 at 7:00pm
70 West Front Street, Keyport NJ 07735**

Call to order: 7:02 pm

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
Jaqueline Machado (arrived 7:27)
Al Litwak
Jason Faltings
Jetmir Kacaj
Yulia Kravchin (via Zoom 7:05)

Absent:

Council Member Stephen Gross
Joe Pesce
Doug Weider

Also in Attendance:

Joseph Manfredi, KBBC Attorney
Jack Straub, KBBC Administrative Coordinator

Approval of Minutes for March, 2025

MOTION to approve minutes for March 2025

Motion: Al Litwak

Second: Elena Burke

Voice vote, all approved

President's Report - Mayor Araneo

Doug Weider has resigned the Board.

Treasurer's Report - Jack Straub

First quarter assessment check was received and deposited. Most of the bigger bands for the year have been booked, we are issuing their 50% deposits.

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

Motion: Elena Burke

Second: Jason Faltings

Roll call, all approved.

Administrative - Jack Straub

Hop and Shop on April 5 was a cold and rainy day, for the first time we had no participants for the event or the Keyport Cash.

Keyport Historical Society has sold out their Tea by the Sea event for April 26. They have asked for a donation of Keyport Cash for each of their 160 participants.

MOTION to give 160 Keyport Cash \$10 certificates to Keyport Historical Society for Tea by the Sea on April 26.

Motion: Elena Burke

Second: Jason Faltings

Roll call, all approved.

The Keyport schools student art will once again be posted in local businesses for I Love Keyport Day. The locations of each grade will be distributed at the KBBC registration table the day of the event.

We have requested student volunteers from Keyport High School to help on I Love Keyport Day, we have asked for a total of six volunteers split between morning and afternoon. Student volunteers might be available throughout the summer since some students are still looking for volunteer hours.

Jack Straub has been working with JSMT to try to recover the previous KBBC email, KBBC@visitkeyport.org. We have been locked out because whoever last changed the password is no longer associated with KBBC.

We are also working with JSMT about a possible replacement for Eventbrite for event prepayments, they are recommending Stripe.

The Asbury Park Press Summer Guide will be published on Friday, May 23. We have secured a premium glossy full page position in the front of the publication.

MOTION to purchase a premium glossy position in Asbury Park Press Summer Guide for \$3,620.

Motion by Chris Matey

Second by Jason Faltings

Roll call, all approved.

Social Media Update -

Elena Burke stated she and JoJo had interviewed candidates for Social Media Coordinator and have decided Michael Carelli, who is in attendance, is the best choice.

MOTION to hire Michael Carelli as a contract (1099) employee as Social Media Coordinator for a monthly salary of \$1,100.

Motion by Al Litwak

Second by Jason Faltings

Roll call, all approved.

COMMITTEE REPORTS

Events - Genevieve, Yulia, Jackie, Elena

Elena stated Hop and Shop was a dud.

Jack Straub reviewed the bigger bands which have been booked for major events.

Jack Straub reviewed status of upcoming I Love Keyport Day and Taste of Keyport. Keyport Princess will not be available that day, the captain is in the process of switching boats and he will not have one available for I Love Keyport Day.

Trolley is ordered, Mayor Araneo offered to order supplies. Jack Straub will order I Love Keyport cups, which will have KBBC and visitkeyport.org printed on them. Events Committee has not yet signed up any restaurants. Mayor Aranero stated we are way behind, Jack Straub said he would take care of signing up the restaurants. Last year we sold 167 tickets through Eventbrite, Yulia stated it is ready to go live. Wristbands will be \$30, we will cap sales at 300.

Jack Straub suggested raising the stipend given to restaurants to \$100 from \$75.

Keyport Cash for I Love Keyport Day and Taste of Keyport. Suggestion was for Keyport Cash to be given only to people buying wristbands for Taste of Keyport. Donna Purcell said we shouldn't exclude those who are not paying \$30 for wristband. Consensus was to give up to 300 \$10 certificates for Taste of Keyport participants, up to 100 \$10 certificates for first 100 people who sign up with their email. Keyport Cash was already budgeted for the event, does not need to be approved again.

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

Joseph Merla updated status of the proposed locations for the two new KBBC signs to be installed at the base of the MiniPark and on West Front Street across the street from Fireman's Park. The proposed ordinance was introduced at last night's Borough Council meeting and will be voted on next month.

Hank Young has volunteered to take over the St Patrick's Parade next year, he will be at the next meeting with all the information. He would like KBBC's support, Joe stated we have a team already.

Garden Club has asked any businesses with flower pots to please refresh them in time for the Garden Walk in June.

Suggested a thank you letter go out from the board to the two candidates for the social media position who were not chosen.

Would like to get KBBC t shirts made for board members and volunteers at KBBC events. Elena Burke said she could have them done in a week.

MOTION for Elena Burke to design and print 3 dozen t shirts up to \$1000 dollars.

Design will be sent to board members before printing.

Motion by Mayor Araneo

Second by Jason Faltings

Roll call all approved, Elena Burke abstained (will be printing t shirts).

Marketing - Yulia, Stephen, Joe P.

Stephen and Joe not in attendance. Yulia said nothing to report, will be coordinating marketing plans with new Social Media Coordinator.

Bylaws - Doug

Mayor Araneo stated nothing to report on bylaws.

Jack Straub asked Joseph Merla inform the board of an idea he had proposed.

Joe suggested that since Doug Weider's seat was now vacant, that seat be replaced with a commercial property owner / business owner. Jack Straub explained and handed out the section of the current bylaws which establishes the makeup of the board.

Mr. Manfredi stated the Borough Council has to amend the ordinance before the KBBC can vote to change the bylaws.

New Business

Mayor Araneo stated we will be discussing the Administrative Coordinator position held by Jack Straub. She stated he had approached her asking to address his compensation.

[Mr. Manfredi stated that Jack Straub had been issued a Rice Notice, and he has waived his right for the discussion to be held in a closed session, and would prefer to have the matter discussed in open session.]

Jack Straub addressed the board, stating that since he has been taking on significantly more tasks than originally assigned, his compensation should be adjusted accordingly. He proposed the board consider upgrading his position to Executive Director possibly later this year, and in the interim increasing his current salary to adjust for the additional

work he has already been performing and changing his title from Administrative Coordinator to Administrator. After some discussion by the board, a decision was made to increase his salary.

MOTION to increase salary for Jack Straub to \$875.00 weekly, up to 30 hours.

Motion by Chris Matey

Second by Jason Faltings

Roll call, all approved.

Mayor Araneo stated she wanted to bring up one more item under new business, regarding Mr. Polcari (auditor). Mr. Manfredi stated it is time we issue our procurement for an auditor, he spoke with the mayor earlier today and he would like to issue a solicitation and get a good list of auditors to send the solicitation to. Mr. Manfredi will check with the Borough Administrator to see if the borough auditors could be included in the solicitation. Mayor Araneo stated we have had communication issues with the auditor, and we also had problems with sending out the 1099s this year. Jack Straub pointed out the problems with 1099s were with the accountant, not the auditor.

MOTION for Mr. Manfredi to see if borough auditor could also be KBBC auditor, and report back to KBBC Executive Committee.

Motion by Joseph Merla

Second by Jason Faltings

Voice vote, all approved.

Public Session

MOTION to open public session

Motion: Joseph Merla

Second: Elena Burke

Voice vote, all approved

John Merla stated Keyport Garden Club has ordered flowers and will be replacing and cleaning up the flower pots in town. It came up in committee on garden club about painting the flower pots, suggesting black. Maybe ask Public Works to assist in painting. Joseph Merla asked if borough or the garden club own the pots, John Merla said the borough owns them. Joseph Merla said he would donate his workers to paint 10 pots, John Merla said there are about 23 of them.

The two new KBBC signs were recently approved by Borough Council, would recommend the signs being worked on have a similar look. Joseph Merla said the second sign is ordered, it is identical to the one stored at Matawan Sign.

John Merla is working with Joe Pesce on the design for the entering Keyport signs being worked on, will have some pictures for the next KBBC meeting.

Donna Purcell stated she would like to commend the board for finally recognizing the need to increase compensation for the person doing the work for KBBC.

She also asked what is going on with the Farmers Market. Mayor Araneo stated we have Hauser Hill, also possibly a honey vendor and a pasta vendor. Mayor said last year Farmers Market was under Mayor's Wellness, Hauser Hill was not charged. Board had a discussion about what to charge vendors other than Hauser Hill. Consensus was \$300 each for first half and second half, \$500 for the full season in advance.

MOTION to charge \$300 per half season and \$500 for full season.

Motion by Mayor Araneo

Second by Jay Faltings

Voice vote, all approved.

MOTION to close public session

Motion: Joseph Merla

Second: Jason Faltings

Voice vote, all approved.

Jay Faltings mentioned he reached out to the searchlight company, for a three hour time frame they will charge \$650 (we are tax exempt). Anything past three hours will be billed at \$150 per hour, we would not need more than three hours. This would be for the Light Up the Bay event on August 30, possibly the Jeep show.

MOTION to have searchlights for the Jeep show for three hours for \$650.

Mr. Manfredi asked Jack Straub if there is money in the budget, which he confirmed.

Motion by Elena Burke

Second by Jason Faltings

Voice vote, all approved.

Jack Straub asked Mr. Manfredi if KBBC can get some kind of credit card to bill expenses, right now some social media charges are still being billed to Nicole Gangino. He stated State of New Jersey under local finance law prohibits us from doing so, Jack Straub asked if that applies to BIDs as well as municipalities. Mayor Araneo asked if we could get a prepaid Visa card. Mr. Manfredi said he would send the board the opinion stating what we are allowed to do. Jack Straub stated he has always advised against reimbursing board members for expenses, which results in financial statements showing payments to board members.

Jack Straub advised the board that Sansone Jr's Kia of Keyport is nearing completion, he has spoken with them and we will do a ribbon cutting when they are ready, possibly early summer.

Motion by Joseph Merla
Second by Jason Faltings
Voice vote, all approved.
Adjourned 9:30 pm

Next meeting Wednesday, May 14, 2025