

**Keyport Bayfront Business Cooperative  
Board of Directors Meeting Minutes  
Wednesday, October 15, 2025**

**Call to order:** 7:07 pm

**Sunshine Law notice** read by Attorney Joseph Manfredi

**Roll Call Attendance:**

**Present:**

Mayor Rose Araneo, President (MRA)  
Council Member Joseph Merla, Vice President (CJM)  
Council Member Stephen Gross (CSG)  
Elena Burke, Treasurer (EB)  
Jason Faltings (JF)  
Yulia Kravchin (YK)  
Jaqueline Machado (JM) - will be via Zoom  
Jetmir Kacaj (JK)  
Chris Matey (CM)  
Joe Pesce (JP)  
Al Litwak (AL)

**Also in Attendance:**

Jack Straub, KBBC Administrator (JS)  
Michael Carelli, Social Media Coordinator (MC)  
Joseph Manfredi, KBBC Attorney (AJM)

**Pledge of Allegiance**

**Approval of Minutes for September 17, 2025**

MOTION by CSG, second JF, voice vote all approved.

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

Copies of examples of holiday window stickers from Joe Pesce were handed out, to be discussed during events.

Trunk or Treat with Recreation this Sunday will include Jeep Show which was postponed due to weather. Jeeps will bring candy in lieu of registration fee.

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

In addition to monthly financials, board members were also sent a listing of all Keyport cash distributed this year through September. \$9,125 has been reimbursed this year.

Reviewed payment of bills.

Added \$500 to DJ Jerry for Trunk or Treat / Jeep show.

MOTION to approve financials including payment of bills by CSG, second JC, roll call all approved; CJM abstained from Sun Moon Studio and ICON Construction, EB abstained from Sun Moon Studio, Chris Matey abstained from his reimbursement, JP abstained from Legacy Customs and DJ Jerry.

## **Administrative Updates - Jack Straub**

Keyport Central school Halloween artwork for downtown businesses will be put up next week, before Bewitched.

JS presented an alternative to welcome kit folders, a zippered transparent vinyl sleeve. Passed around examples, will get pricing.

7:23 Chris Matey left the meeting.

Four ribbon cuttings this Saturday, announcement has been posted on social media.

## **Social Media Updates - Michael Carelli**

We have added a new facebook page, Visit Keyport NJ, but we are still posting to Visit Keyport as well. Eventually the algorithm should migrate everything over to the new page, we will start boosting and adding paid boosts. Bewitched, Trunk or Treat and Jeep Show have all been promoted.

MRA mentioned Father Rene from Our Lady of Fatima Church has offered space in the church bulletin if we would like to promote any of our events or announcements.

7:26 Jackie Machado joined the meeting via Zoom.

## **Committee Reports**

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

JS reviewed Trunk or Treat this Sunday, KBBC will have a table for candy.

MRA suggested giving out Keyport Cash. JF has been promoting Jeep Show on car show pages. MOTION to approve additional Keyport Cash for Trunk or Treat / Jeep show by CJM, second EB, roll call all approved.

YK reviewed preparations for Bewitched, tote bags are printed. Businesses have been approached for items to put in the tote bags. Drop off is at The Parlour, tote bags will be put together at 3BR. JS reported DJ, radio station, Butterfly, Autocades, and Perna Dance are all set. Arts Society of Keyport will be offering kits for pumpkin painting. MOTION for KBBC to pay ASK for kits, up to \$200. Motion by CJM, second YK, roll call all approved. YK reviewed pumpkin carving contest, will give \$50 Keyport Cash to winner.

Winter Wonderland - JS reported tentative arrival date for tree is Thursday, November 20. EB will give more details for Christmas event at next meeting. JP reviewed five versions of holiday stickers for business windows. Board discussed options for offering to businesses. JP would be selling vinyl to KBBC, installation would be up to businesses. AJM stated board will need to go into closed session later to discuss.

**Visual Improvements - JoJo**

Will be replacing wayfinding signs three at a time. New trash cans for downtown business district have been ordered. CJM mentioned Bayshore Community Bank in Holmdel is interested in hosting a reception for Keyport businesses.

**Marketing - Yulia**

No updates.

**Bylaws - Al**

MRA stated nothing on that yet.

Property Maintenance attended last meeting, he sent out a lot of information for the board to start reviewing, ordinances etc. AJM stated he would send to the entire board.

**New Business - Board of Directors elections.**

Before elections, JS asked board to approve Keyport Cash for Keyport Historical Society Candlelight Tour. MOTION to approve 500 Keyport Cash \$10 certificates by AL, second JF, roll call CJM no, all others approved.

**NOMINATIONS FOR KBBC BOARD OF DIRECTORS**

MRA announced six seats will be expiring at the end of 2025: Elena Burke, Jay Kacaj, Yulia Kravchin, Jackie Machado, Joe Pesce, Al Litwak, and one open seat.

AJM stated nominees must provide Certificate of Occupancy and proof of taxes and utilities (sewer and water) paid within five days. Information can be downloaded from the Borough website.

MOTION to open to the public for nominations by CJM, second JF, voice vote approved.

MRA nominates Al Litwak.

JF nominates Joe Pesce and Jetmir Kacaj

CJM nominates Adam Hady (Buy and Sell, 24 West Front Street)

MRA nominates Vihar Pate (The Chill)

EB nominates Elena Burke and Yulia Kravchin

John Merla, 34 Broad St, nominates Dr. John Boulos, Foot and Ankle 103 Hwy 36

AJM confirmed that C of O requirement is for business owners, proof of taxes paid is for commercial property owners.

## **Public Session**

MOTION to open to public by CJM, second JF, voice vote all approved.

Suzanne Sokolosky, Vice President Arts Society of Keyport. Would like to request Keyport Cash to give out as prizes at their members Halloween Costume Contest. MOTION to provide \$100 in Keyport Cash (10 certificates). Motion by EB, second AL, roll call all approved.

John Merla, 34 Broad Street. Pumpkins for Waterfront Park will be set out the day of Bewitched event. He also mentioned a company he found which did windows for some businesses in Hazlet, he provided information to EB.

John confirmed there are 23 wayfinding signs for replacement, CJM asked for list to coordinate with Bill at DPW.

MOTION to close public session, motion by EB, second CSG, voice vote all approved.

AJM stated board will be going into closed session for approximately five minutes.

MOTON to return to open session by JF, second EB, voice vote all approved.

MRA stated board will be going in a different direction on the window stickers, AJM will explain. AJM stated we will secure a different vendor since Joe Pesce is a board member. JS asked what the dollar amount is for when a board member cannot be involved to provide a service. AJM stated this was a significant expense.

## **Adjournment**

MOTION to adjourn, motion by EB, second CSG, voice vote all approved.

**Next meeting Wednesday, December 10, 2025.**