

**Keyport Bayfront Business Cooperative
Board of Directors Meeting Minutes
Wednesday, September 17, 2025**

Call to order: 7:02 pm

Sunshine Law notice read by Mayor Rose Araneo

Roll Call Attendance:

Present:

Mayor Rose Araneo, President (MRA)
Council Member Joseph Merla, Vice President (CJM)
Elena Burke, Treasurer (EB)
Jason Faltings (JF)
Yulia Kravchin (YK) - via Zoom (left meeting 8:16)
Jaqueline Machado (JM)
Chris Matey (CM)
Joe Pesce (JP)
Al Litwak (AL)

Absent:

Council Member Stephen Gross (CJM)
Jetmir Kacaj (JK)

Also in Attendance:

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

Pledge of Allegiance

Before approval of minutes, Mayor Araneo stated Paul Murphy, Keyport Property Maintenance Officer, was in attendance and available to discuss property maintenance issues which have surfaced in recent KBBC meetings.

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

Mr. Murphy spoke at length regarding what he can and cannot do regarding enforcement. He also addressed questions from the board.

MOTION to close public session by CM, second JF, voice vote all approved.

Approval of Minutes for August 13, 2025

MOTION by CJM, second JF, voice vote all approved except CM abstained (was absent from that meeting).

President's Report - Mayor Araneo

Italian Festival large storm came through, many businesses left trash on ground. It is important to get a signed contract for events. Mr. Manfredi has contracts. Perhaps in future take deposits, overtime for DPW cost a significant amount. If we are doing a collab with someone like Sons and Daughters we should have a contract.

JS asked to move Social Media report ahead of Financial Report.

Social Media Updates - Michael Carelli

Social Media is doing well, Instagram has doubled followers since April. Businesses have gotten into a routine of sending information, we have been doing business spotlights. Only problem is we still don't have full access to facebook, which is tied to a business page of a former board member. Suggestions for starting a new facebook page, possibly Visit Keyport NJ.

Financial Report - Jack Straub

Discretionary Goodwill on last month's statement included a \$500 donation to Keyport Board of Education, for their cereal box promotion.

Reviewed payment of bills.

There was a question about a vendor for a background check, MRA explained it is a new Borough policy for volunteers, KBBC is adding a new board member.

MOTION to approve financials including payment of bills by EB, second JF, roll call all approved.

Administrative Updates - Jack Straub

We have received two requests for Keyport Cash, from Friends of the Keyport Library for \$300 in prizes in Scarecrow Contest, and from Recreation for runners in the 5K race. MOTION for 300 \$10 Keyport Cash certificates for 5K race, and 30 \$10 certificates for the Scarecrow Contest. Motion by JF, second JP, roll call all approved.

Keyport Central school will again be doing artwork for downtown businesses the week of Bewitched.

Mayor Araneo stated Lenora's said she was done with Keyport Cash, because last year we never paid her. JS reported in 2024 Lenora's received over \$500 in Keyport Cash, including \$240 in November.

Committee Reports

Events - Jay Faltings gave an update on the second classic car show, stated some businesses had good foot traffic, but other businesses were closed. Hoping for a big turnout for next week's Jeep show. Next year will take a look at the schedule for all car shows in the area, to avoid having ours on the same day. Jeep show will have Keyport Cash prizes for People's Choice and Best in Show (1st), 2nd, 3rd overall, along with trophies for all winners and sponsor trophies. MOTION for \$150 Keyport Cash for prizes in Duck Duck Jeep, motion by AL, second JP, roll call all approved.

Yulia no longer in meeting. MRA reviewed email from Yulia regarding open items for Bewitched. Events Committee needs to meet to work out details before next KBBC meeting.

MOTION to approve preliminary budget of \$2,000 for Bewitched event. Motion by JF, second CJM, roll call all approved.

JS stated just the pumpkins, hay bales etc last year were \$2,975.

AMEND previous motion to approve up to \$5,000 for Bewitched. Motion by EB, second JF, roll call all approved.

Visual Improvements - MRA asked about quotes for the 20 trash cans in the downtown business district, Mr. Manfredi reported three quotes were requested and we received two proposals, \$9,500 from Madsen and Howell and \$10,417 from Uline. Third vendor did not respond.

MOTION to approve \$9,500 to Madsen and Howell for 20 trash cans. Motion by EB, second JF, roll call all approved.

MRA mentioned we will discuss directional (wayfinding) signage at the next meeting. John Merla stated there are 17 signs, asked Mr. Manfredi if we needed to go out to bid. Vendor will be Joe Pesce, he will need to abstain. Total cost will be roughly \$125 per sign. Mr. Manfredi stated if under \$2,650 no other bids are required.

Marketing - No updates.

Bylaws - MRA stated we received AL's revision, there are a couple of other things we might want to add to it, we might have it by next quarter to bring to Council. There will be no changes to voting requirements for this year's KBBC elections.

New Business - No new business.

Public Session

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

John Merla - need to start working on St. Patricks Parade committee. Also maybe Elena can work with Joe Pesce on designs for holiday windows. Want to thank KBBC for their help with Italian American festival.

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

Adjournment

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

Next meeting Wednesday, October 15, 2025.