

**Keyport Bayfront Business Cooperative
Board of Directors Meeting Minutes
Wednesday, June 11, 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
Council Member Joseph “JoJo” Merla, Vice President
Genevieve Andrews-Kelly, Secretary
Elena Burke, Treasurer
Council Member Stephen Gross
Jason Faltings
Yulia Kravchin - Zoom
Chris Matey
Joe Pesce
Jaqueline Machado - arrived late, Zoom
Jetmir Kacaj - arrived late

Absent:

Al Litwak

Also in Attendance:

Joseph Manfredi, KBBC Attorney
Jack Straub, KBBC Administrator

Jack Straub stated minutes from the May 14, 2025 meeting will be presented for approval at the next meeting.

President’s Report - Mayor Araneo

Lease agreement was signed with the Borough for the signs (base of MiniPark and across from Fireman's Park). Mayor is calling the area next to Apollo the Rose Garden. Car show was wonderful and drew a lot of people, Mayor thanked all involved.

Treasurer's Report - Jack Straub

There were a lot of checks distributed last month, because all of the restaurants which participated in Taste of Keyport received a \$100 stipend check. Mayor had inquired about closing of the GoFundMe account, Jack Straub stated after the last two checks have cleared we can close the account.

Keyport Cash will be distributed at Woofstock as prizes only, not for emails.

Reviewed the payment of bills, including the Asbury Park Press Summer Guide ad. Jack Straub explained that since the ad did not run in the reserved spot, APP has offered a make good of an additional 100,000 impressions over the summer in the digital Summer Guide. Board agreed to accept the offer.

MOTION to approve financials including payment of bills.

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

Administrative - Jack Straub

Garden Walk went very well even though there was a little rain on Saturday, Jack Straub manned the tent both days. This was the first year KBBC distributed Keyport Cash directly, instead of the Garden Club including it with their materials. We handed out 104 certificates Saturday and 186 Sunday, for a total of 290. KBBC received thank you notes from Joe Sheridan and the Keyport Historical Society for the donation of Keyport Cash at their Tea by the Sea event, and from the Garden Club for the Garden Walk donation.

Farmers Market opened last week, Hauser Hill had a tremendous first day. Tony's Pickles has also joined the market. Jack Straub posted photos of both vendors on facebook, which received good viewership. The recent post which received the highest number of views recently was for the Ghost Walk, which received over 30,000 views. Mayor Araneo mentioned that a few businesses complained about the Food Truck Festival, she suggested we hand out Keyport Cash at the next one to encourage people to go into the businesses.

MOTION to open to the public.

Motion by Jason Faltings, second by Joseph Merla.

Voice vote, all approved.

Presentation by Kathryn Lazano, New York Life Insurance Company.

Discussed various products which she would like to present to Keyport businesses.

MOTION to close to the public.

Motion by Joseph Merla, second Jason Faltings.

Voice vote, all approved.

COMMITTEE REPORTS

Events - Genevieve, Yulia, Jackie, Elena

Yulia stated Bewitched is the next big event, would like to recreate a lot of the activities which were successful last year. Would like to again have a spooky vendor market on Main Street, but would like to do it ourselves this year. Feedback from scavenger hunt last year were not positive. Businesses feel people are not spending time in their stores, participants stated some businesses were not open. Events committee suggests handing out tote bags, businesses can put information in bags. Will come back next meeting with estimated costs.

Jason Faltings stated feedback from car show was positive, would like to do another car show before the Jeep show. Mayor mentioned it will have to be submitted to Borough Council for approval.

Chris Matey suggested in addition to regular trophies, we could ask businesses to sponsor additional trophies with their names on them.

MOTION for a car show on West Front Street on Thursday, August 14.

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

MOTION for a \$500 budget for car show trophies.

Motion by Elena Burke, second by Jason Faltings, roll call all approved.

(Roll call included Jaqueline Machado and Jetmir Kacij.)

Visual Improvements - JoJo, Chris, Joe P.

Joseph Merla stated John Merla will discuss visual improvements. On new business, he will be meeting with Bill from DPW to go over where the KBBC sign will be placed in the Rose Garden on West Front Street across from Fireman's Park. He spoke with Chief Ferm about two 20 minute parking spots in the municipal lot adjacent to Old Glory.

Marketing - Yulia, Stephen, Joe P.

Yulia - no updates.

Bylaws - Jack Straub will be meeting with Al Litwak to go over the bylaws. The board had previously agreed with the proposed change to turn the vacant borough seat into a business owner seat, Mr. Manfredi is moving it forward to borough council.

Not related to bylaws, Jack Straub mentioned there was one more item regarding payment of bills. Two invoices from Apollo were turned into KBBC from the borough finance office, for services at KBBC events from 2022 which remain unpaid. Mayor Araneo said we need to check on it.

Public Session

MOTION to open to the public.

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

John Merla, 34 Broad Street. Regarding visual improvements, the markouts have been made for the new sign in the MiniPark. Visual improvements will be having a meeting with the full committee including volunteers, to discuss updated directional and "welcome to" signs .

He would also like to suggest to the committee that a standard trash can be established for the business district. John has suggesting looking into the cans that Freehold Borough uses.

He is forwarding to Jack a potential vendor for the Farmers Market, Bay Bee Honey.

John mentioned the abundance of weeds in the business district, and stated it is a property maintenance and enforcement issue. In addition many poles have stickers attached to them. Garbage is also not being enforced. Businesses should be maintaining their storefront area, but they are not doing so. He suggested KBBC should

look into hiring someone to clean the downtown business district. Joe Merla asked the board what they thought of the idea. Jack Straub was asked to get a quote for what possible cost might be.

Joe Merla suggested a property maintenance representative should attend a KBBC meeting.

MOTION to close public session.

Motion by Stephen Gross, second Jason Faltings. Voice vote, all approved.

MOTION to adjourn to closed session.

Motion by Chris Matey, second Jason Faltings, voice vote all approved.

After closed session, Mr. Manfredi stated the board had adjourned to closed session to discuss legal matters of attorney client privilege. Exiting closed session there are two matters before the board for consideration. The first is to engage Polcari and Company to perform the audit for the year 2024 at a fee of \$7,400.

MOTION to hire Polcari and Company to perform KBBC audit for 2024.

Motion by Joseph Merla, second Jason Faltings. Roll call, all approved (Jacqueline Machado no longer on the call.)

Mr. Manfredi stated the need for a resolution to approve and authorize a petition to the director of the New Jersey DCA for an extension of time to complete and file the Keyport BID annual audit.

MOTION by Joseph Merla, second Jason Faltings, roll call all approved.

Jack Straub asked if an RFP was sent out for the auditing services. Mr. Manfredi responded that the matter was covered in closed session, and that he didn't think there are any appropriate questions at this time from the administrative side, unless you are asking as a member of the public, Jack Straub said he would ask as a member of the public.

MOTION to open to the public.

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

Mr. Manfredi stated a solicitation was done by he and the QPA for an auditor, nine firms were solicited and one responded. The response was in the amount of \$15,000 by HFA, Bob Allison's firm (Borough auditor). The price was double the price of Mr. Polcari's at \$7,400. He had spoken to the Mayor and Kim (Borough Administrator), and

Kim had stated a solicitation would be more time effective than an RFP, and also would be compliant. Jack Straub asked why the KBBC had to apply to DCA for an extension, Mr. Manfredi stated KBBC did not formally engage an auditor yet for this year.

MOTION to close to the public.

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

MOTION to adjourn.

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

Next meeting Wednesday, July 9, 2025.