

**Keyport Bayfront Business Cooperative
Board of Directors Meeting Minutes
Wednesday, July 9, 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 “JoJo” Merla, Vice President (CJM)
Genevieve Andrews-Kelly, Secretary (GK)
Elena Burke, Treasurer (EB)
Council Member Stephen Gross (CSG)
Chris Matey (CM)
Jaqueline Machado (JMachado) - Zoom
Jetmir Kacaj (JK)
Al Litwak (AL) - Zoom (joined late)

Absent:

Jason Faltings (JF)
Yulia Kravchin (YK)
Joe Pesce (JP)

Also in Attendance:

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

Pledge of Allegiance

Approval of Minutes for June 2025

MOTION by GK, second EB, all in favor.

President's Report - Mayor Araneo

Not much to report, first Thursday night July concert was rained out after starting.

Treasurer's Report - Jack Straub

Financials reflect the first six months of the year.

Credits from Eventbrite for Taste of Keyport and Woofstock will be reflected in next month's statement.

Last GoFundMe check was cashed, account can be closed after transferring funds to main account.

Also discussed was opening a separate non checking account for the KBBC large balance, and transfer funds to the checking account when needed. J Manfredii stated one person needs to be designated to make transfers, MRA said it will be the Treasurer.

Reviewed payment of bills.

JS confirmed to the board that the November 2022 outstanding invoice from Poor John's (Apollo) was for a KBBC event, the tree lighting. The second outstanding invoice could not be confirmed, Jack Caddle agreed to write off the second invoice if we will pay the November invoice.

The payment to Certegy Payment Solutions is for renewal of kbbc@visitkeyport.org through GoDaddy. In the process of recovering our email and domain, JS discovered two payments were made by KBBC in 2022 to a fraudulent domain renewal service.

After notifying Valley Bank, they informed us those fraudulent charges may have been the source of the check washing we were hit with last year.

Motion to approve June financials and payment of bills.

MOTION by CM, second by EB, roll call all approved.

Administrative Updates

Asbury Park Press Summer Guide - KBBC accepted their offer to run additional digital ads at no charge because our print ad ran in the wrong location, those ads are now running. They will approximately double our reach. The digital ads have also been updated to include our new KBBC logo.

Farmers Market is going well, the new vendor Tony's Pickles is very happy, and Hauser Hill is off to a good start as well. We have a potential new vendor, a Keyport resident who makes products from honey, including lip balm, soaps and other products made from honey. Board was all in favor of accepting the new vendor.

As mentioned earlier, the first July Thursday concert was rained out shortly after starting, the band is local and will reschedule for a later date.

All of the bands we tried to book for Light the Bay were not available because it is Labor Day weekend. There is a possibility the band that was rained out could perform that date. MRA mentioned Jay Faltings had contacted Lakehouse Music, they have a school and bands of both kids and adults. They would be able to play for \$500. JS suggested if the band from the rainout is available from 6-9, perhaps Lakehouse could perform in the afternoon, and we could add some kids' activities. All on the board agreed.

Social Media Updates - Michael Carelli

Michael verified he is working with JS to get full facebook access, since we now have been able to retrieve our email and domain. He is active in Instagram, creating all graphics for facebook and Instagram, and constantly looking for promotions by Keyport businesses which he can share to our pages. He is also starting a KBBC X (twitter) account, will share with board when running, as well as boosting posts for KBBC events. JS added our facebook views are very strong, particularly for events and Farmers Market. Sansone Kia grand opening did very well, over 22,000 views when JS posted the morning of.

Committee Reports

Events - Elena and Yulia are combining for an event with ComicCon micro event at 3BR and Sun Moon Studio this Sunday. Genevieve has started working on vendors for Bewitched. Genevieve announced she is resigning from the board, she will be attending graduate school. She will remain a volunteer on the Events Committee to run the Bewitched event.

JS announced MicSquared has given us a proposal for Bewitched and Winter Wonderland. The initial proposal included a price increase, he has since agreed to hold both events to last year's prices. Board agreed to use him again for those two events, they were budgeted for and approved earlier in the year.

Visual Improvements - CJM mentioned a Visual Improvements meeting and a recommendation to purchase new trash cans, as well as the first sign replacement at the recycling center. John Merla will provide more details on both. He also mentioned the purple directional signs throughout the borough which are about 20 years old. The need for standards regarding property maintenance was also discussed.

Marketing - YK and JP not in attendance, nothing at this time.

Bylaws - AL will have something for the next meeting. JS asked Mr Manfredi if the resolution to change the seat on the KBBC board would be presented at the next Borough Council meeting. MRM stated it would be for the August meeting. Mr Manfredi said the Borough Administrator had put him in touch with the Borough Counsel.

New Business

KBBC relocation

Mayor Araneo stated the Borough needs the KBBC office to make some adjustments for the people upstairs. They have given us a spot at the Senior Center, Jack's going to have a little desk there. JS explained to the board that it is the board's authority to decide where to relocate. He then gave a brief review on the video screen of the Senior Center options as well as some other potential locations in Keyport, and suggested this might be a good opportunity for KBBC to become independent of the borough and establish its own identity. He showed the space available at the Senior Center and explained it would work for storage, but not as an office.

Mayor Araneo asked JS if he could work from home until the board makes a decision about office space, he agreed he could.

EB discussed having a promotion during November and December for the downtown businesses (mainly retail, not restaurants). The board asked her to put her specific ideas together and present to the board.

JS also mentioned a possible gift card promotion, where customers would pay for example 80% of the cost and KBBC would cover the other 20%.

Public Session

MOTION to open to the public by CJM, second CM, all approved.

John Merla mentioned the Italian Festival, stated he had walked all the businesses along the location route and will extend the registration deadline. He will be scheduling a meeting with Chief Ferm and Jack Straub, and another meeting with Donna Purcell and Tony Vecchio. Right now they have about 20 vendors signed up.

John also reviewed pricing for potential new uniform trash cans for the business district, as well as an update on signs which need replacing.

Mike Tedesco, owner of JSMT mentioned the relocation of storage to the Senior Center. He said he would be concerned about storage of items if the basement is moldy or has water issues. He also mentioned the need for chain of custody of login and password information.

MOTION to close public session by CJM, second EB, all approved,

Adjournment

MOTION to adjourn by EB, second GK, all approved.

Meeting adjourned 9:33pm.

Next meeting Wednesday, August 13, 2025