

**Keyport Bayfront Business Cooperative
Board of Directors Meeting Minutes
Wednesday, July 8, 2026**

Call to order:

Sunshine Law notice read by Attorney Joseph Manfredi

Roll Call Attendance:

Present:

Jetmir Kacaj, President (JK)
Joseph Merla, Vice President (JM)
Mayor Rose Araneo (MRA)
Councilmember Vinny Kyne (CVK)
Chris Matey
Donna Purcell

Absent:

Joe Pesce

Also in attendance:

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

Pledge of Allegiance

Approval of minutes May 13, 2026 meeting

MOTION by MRA, second JK, voice vote all approved except DP abstained, she was not yet a board member and did not attend that meeting.

President's Report

JK said since there was no June meeting, he would like to thank everyone involved in making Taste of Keyport / I Love Keyport such a success, as well as the July 4 event. He welcomed new KBBC board member Donna Purcell.

JK stated he, JM and CVK met with Perch Advisors to discuss their proposal for KBBC. Topic is on the agenda to be discussed at tonight's meeting.

Treasurer's Report

JS stated he emailed the balance sheet, P&L, and bank rec to all board members on Monday. He asked if there were any questions, there were none. Payment of Bills was then reviewed. JS stated per AJM direction, the June Payment of Bills was approved by the Executive Committee, since there was no June board meeting. JS introduced two additional items to be included, first is \$362.53 to Chris Matey as reimbursement for car show trophies from Awards of Brick. JS also stated since the board approved the purchase of a KBBC laptop last year, the price has increased by \$200. He also recommends adding a 3 year Apple Care protection plan to both the laptop and cellphone for \$300.

MOTION to approve bill list as amended, motion by MRA, second JK, roll call all approved.

Administrative Updates - Jack Straub

JS reported Taste of Keyport, I Love Keyport, and KBBC support of the GardenWalk were all very successful, as well as keeping costs down. Light the Bay was also very successful despite the heat, and the patriotic music on the 4th of July was very well received.

Social Media Updates

MC reported we pushed out a number of notices for the Light the Bay event, we now will be shifting to promote summer events. Our following continues to grow and we are always seeking out businesses to promote. We are also starting to promote different themed posts throughout the week, such as restaurants, auto, and beauty. JS asked JK if Taste in Monmouth had filmed in his store, he said they had but it has not yet run. JS suggested once it does run, we could do a similar post for the other two pizza shops in Keyport.

COMMITTEE REPORTS

Events - MRA said she is the only one on the Events Committee. JS said the car show is next week, we need volunteers from anyone on the board available. The next KBBC event after this week's car show is on the schedule for August 15 as the Strawberry Festival & Baby Parade, we can have an event that day since the space is reserved, but at this point without an events committee it will probably need to be something else. Recreation may want to be involved and make it a kids event. We already have a road closure for American Legion Drive, we can have a band and add some kids events. MRA suggesting calling it a summer festival, JS said this could be SummerFest since our tree lighting is now called WinterFest. MRA suggested handing out Keyport Cash to encourage shopping on West Front Street since the event is on American Legion Drive. MRA suggested if there is no National Night Out, we could invite the Keyport Police Department to join SummerFest to grill as they did at last year's NNO.

Visual Improvements - JM said nothing really to report on signs. He will go forward with getting three quotes for wayfinding signs. DP stated she had a conversation with Sophie in zoning, Sophie had stated she gets many complaints from businesses regarding confusion over sign regulations. They both agreed the ordinance might need to be looked at for revision, and they may be able to work together to try to suggest improvements.

Marketing - JS said as more board members are added, we may be able to restart the committee work that he had been helping with Yulia and Mike Tedesco. MRA said there are a few new potential board members being considered. JS mentioned a business owner (BB Blends) asked about having a booth or table at the Car Show on West Front Street. Board discussed, we have always told businesses they can have a presence if space is available. Board agreed she could have a spot somewhere in the MiniPark, anyone else interested could be accommodated first come first served while space is available. Another possible spot could be the closed portion of Main Street between West Front and entrance to the municipal parking lot.

Bylaws - AJM stated he had a few items to address with the board in closed session.

NEW BUSINESS - CVK announced he, JK and JM had met with an organization (Perch Advisors) which specializes in working with non profits and dealing with BIDs, mostly in New York. Discussion among board members about what this firm would do for KBBC. CVK mentioned KBBC elections and trying to increase participation. JS stated the board has approved a bylaws change to remove the two restrictions which may have contributed to the low turnout, those requiring proof of taxes paid and certificate of occupancy. CVK stated proposal is for \$35,000 for four months. MRA asked if they could come out and make a presentation to KBBC. It was discussed an RFP may need to be sent out. AJM stated he had information to share with the board in closed session. MRA left the meeting.

PUBLIC SESSION

MOTION to open public session by JM, second CM, voice vote all approved.

Suzanne Sokoloski, VP of Arts Society of Keyport - Presented KBBC with a Certificate of Appreciation from ASK for supporting the arts and community in Keyport. Thanks and applause from KBBC board. Suzanne also mentioned the rock garden at the Charlie Merla Memorial may be expanded, there may be an opportunity for KBBC to participate.

John Merla, 34 Broad St - Commented on things said by members of Borough Council at both last night's Council meeting and tonight's KBBC meeting. Mentioned the Card in the Garden sign at the July 4 event was donated, no cost to the borough or KBBC. He also spoke about businesses in Keyport, his daughter recently opened one. He stated over 68% of Keyport businesses are owned or operated by women.

Lori Davidson, Maple Place - Based on her prior experience on both KBBC and Borough Council, she cautioned about bringing in an outside company to tell you how to run your organization. She suggested changes to bylaws and ordinance should be handled internally.

MOTION to end public comment by JM, second CM, all approved.

MOTION to enter closed session by JM, second CM, all approved.

MOTION to return to open session by JM, second CM, all approved.

AJM stated three resolutions were discussed during closed session

MOTION to award social media contract to Cindaco Consulting LLC.
Motion by JM, second JK, roll call all approved.

MOTION to award QPA contract to JMC Municipal Consulting. Motion by JM, second CM, roll call all approved.

MOTION to reject all administrative services proposals. Motion by JM, second DP, roll call CVK abstained, all others approved.

MOTION to adjourn, all approved.