

**Keyport Bayfront Business Cooperative
Board of Directors Meeting Minutes
Wednesday, February 21, 2024 at 7:00pm
70 West Front Street, Keyport NJ 07735**

Call to order:

Sunshine Law notice read by Attorney Joseph Manfredi

Roll Call Attendance:

Present:

Mayor Rose Araneo, President
Melissa O'Connell, Vice President
Stephen Gross, Councilman
Jason Faltings, Resident
Joseph "JoJo" Merla
Doug Weider
Genevieve Andrews-Kelly
Susan Montanti
David Colonnello
Jetmir Kacaj

Joseph Manfredi, Attorney
Jack Straub, KBBC Administrative Coordinator

Absent:

JoAnne Colonnello, Treasurer
Yulia Kravchin, Secretary
Jacqueline Machado

Approval of Minutes for January 2024

Motion:

2ND: JoJo Merla

Approved

Presidents Report

Appointment of Jay Kacaj from Italian Touch, welcome

Treasurer's Report

Approve Invoices: See Treasurer's Report

Questions from Administrative Coordinator Jack Straub:

- detail from invoices, for example attorney invoice
 - Mr Manfredi indicated detail has historically been presented to executive committee; because of attorney client materials we made it available to the board but not as part of the public record
- other invoices not included in Treasurer's report
- bank reconciliation shows payments already made
 - Mr Manfredi recommended financial policy should be amended to allow ratification by the board of invoices already paid

- financial statement numbers will be off for 2024 because last two assessment checks for 2023 were not deposited until January 2024, KBBC quickbooks are on a cash basis
- unknown why audits and IRS tax filings are accrual basis
- audit for 2022 has not been completed
 - Mr Manfredi stated the auditor will attend the March 13 KBBC meeting to present both 2022 and 2023 audits
- 2022 IRS tax filing deadline was November 15, 2022
 - Mr Manfredi indicated he sent the IRS penalty notifications from past years to the auditor, and was told an abatement application would be submitted to the IRS once the current taxes were filed

Motion to approve Treasurer's Report: motion and seconded
 Roll call taken by Attorney, approved by all

Committee Reports

Social Media

President Araneo indicated since Nicole Gangino was not in attendance, she would read her report included in the meeting packet

- I Love Keyport Valentine's Day campaign was successful, received 18 submissions
- only received 3 submissions from businesses
- only received two Valentine's Day specials from businesses, pulled others from postings
- would like to highlight women owned businesses for March, will send email with form
- Melissa may have list of women owned businesses
- promoting St Patrick's Parade

Administrative Jack Straub

- BID assessment checks for first two quarters of 2024 were received today, will be deposited immediately
- emails and phone messages in KBBC office are completely caught up
- office phone is operational again, had to be reset
- visitkeyport domain was renewed but is not being used for emails, could go back to
- ribbon cuttings - 3 new businesses are ready and have COs
- last two Saturdays in March are St Patrick's Parade and Holy Saturday, recommend hold ribbon cuttings on first Saturday in April, which is April 6
- President Araneo asked if welcome packets for businesses could be updated
- 1099s had been mailed to KBBC, they were mailed out upon receipt
- there were several outstanding invoices from 2023, one for Three Hugos Landscaping to cut grass on Valley Bank property where KBBC sign is located; website directory invoice submitted by Larry Vecchio; Matawan Sign invoice for second highway sign
- will check with Yulia to get access to mailchimp email addresses
- discussion of where to place second KBBC sign on Valley Bank property
- President Araneo said we should determine if we need DOT permission
- contingent on DOT outcome, motion by Melissa OConnell to place second sign in location adjacent to Hwy 36 eastbound, seconded by JoJo Merla, voice vote all approved

Events Melissa OConnell

- Borough Council approved KBBC budget last night
- only event we don't yet have date for is Stakeholders Meeting, sometime in April
- first event is Hop n Shop, Saturday March 16
- moved Restaurant Week to April
- Taste of Keyport may be later in year; we have event TBA date for October 12
- car shows will need details
- Jay Faltings stated Pastor Mike would like to donate approximately 75-100 flower seedlings to give out during one of our early May events (for Mothers Day), car show is too late
- Melissa will add to Cinco de Mayo
- two concerts on the bay, second is TBD
- first car show June 20 may need to move to rain date due to high tide
- October 5 switched to Halloween costume stroll, with movie by Keyport Recreation
- also collaborating with Recreation on Trunk or Treat
- first dog event will be on West Front Street, second will be on American Legion Drive

President Araneo addressed Farmers Market, stated board will be going into closed session to discuss issues from last year

- Kiwanis approached Borough with interest in doing a Farmers Market in conjunction with Mayor's Wellness, once we have details will see if KBBC would like to be involved: would be multiple dates
- KBBC will not be doing Farmers Market this year

New Business

KBBC Election of Officers

Attorney opened to the floor for nominations

President - JoJo Merla nominated Mayor Rose Araneo, seconded by Jay Faltings
no other nominations, roll call vote, all in favor

Vice President - JoJo Merla nominated Melissa OConnell, seconded by Rose Araneo
no other nominations, roll call vote, all in favor

Secretary - JoJo Merla nominated Genevieve Kelly, seconded by Rose Araneo
no other nominations, roll call vote, all in favor

Treasurer - JoJo Merla nominated Susan Montanti, seconded Jay Faltings
no other nominations, roll call vote, David Colonnello voted no, all others in favor

Old Business

Susan Montanti suggested badges or lanyards for KBBC members as identification

- also asked about starting a KBBC newsletter for residents
 - Mayor Araneo stated Borough will be doing a fall/winter newsletter, KBBC can participate
- would like to have a cocktail party for business owners
 - Melissa OConnell stated we did a breakfast at Town & Country, poor attendance
 - also had a cocktail reception at 3BR
 - would like to set up Stakeholders for April

Open to Public

Motion: JoJo Merla, seconded, all approved

John Merla, 34 Broad Street

- in past held union meetings one in morning, one in evening on same day
- Farmers Market, there are local businesses who do support
- oyster prices until June are much lower than later in season
- look into KBBC receiving assessment check through direct deposit
- recommend not hiring outside contractor to mow Valley Bank sign site

Ann Boyce, 42 Broad Street

- if want to request information regarding KBBC bills, can they be requested through OPRA?
and if so, who would that be sent to
- President Araneo yes, request can be sent to KBBC email, attorney concurred

Close to Public

Motion: JoJo Merla

2ND: Jay Faltings

approved all voice vote

Attorney asked for motion to go into closed session to discuss matters of attorney client privilege and pending litigation

Motion: JoJo Merla

2ND: Rose Araneo

Approved all voice vote

Attorney noted board will be in closed session for approximately 10-15 minutes

President Araneo stated no action will be taken