

APPROVED  
5/30/02

March 12, 2002  
Keyport, New Jersey

Minutes of a Special Meeting of the Mayor and Council, Borough of Keyport, held on the above date in the Keyport Senior Center, 110 Second Street, Keyport, N.J. pursuant to the adoption of Resolution #92-02, in accordance with the Open Public Meetings Act. Notices were faxed to the Courier, Asbury Park Press, Independent and Two River Times and posted on the Bulletin Boards.

Mayor Graham called the meeting to order at 6:37 P.M. and read the Sunshine Law Notice.

ROLL CALL

On Roll Call the following were present: Councilmembers Bergen, Atkins, Merla, Ashmore, Hyer, Stalter. Others present: Wesley Kain, Borough Attorney and Thomas Fallon, Chief Financial Officer.

2002 MUNICIPAL BUDGET  
RESOLUTIONS

1. Resolution #97-02, Introduction of 2002 Municipal Budget

This matter was held from the March 5<sup>th</sup> Council Meeting. Mr. Merla, Finance Chairman, said that last week, the Budget would have been introduced with an 8.8 cent tax increase; this matter was tabled in order to look at cuts, uses and revenue. More cuts will have enabled using more surplus. Now there is a 4.1 cent tax increase. Keyport is not alone, there are other towns that have introduced their budget relying on surplus. Insurance costs have gone up and there will be debt service with the New Municipal Building, the Police contract has increases. There is \$950,000 surplus; Mr. Merla credited the departments and he recommended the Budget be introduced with a 4.1 cent increase. On \$150,000 assessment = \$60 per year. There will be no lay offs. The Senior Center part time secretarial position will be made full time. Cuts were made across the Board. Councilman Bergen made recommendations. Mr. Merla thanked the Councilmembers, Mr. Fallon and Mrs. Poling. Mr. Fallon had no comment. Mayor Graham asked about the part time position at the Senior Center; at the last meeting, this matter was put on hold until the Budget was in place. He asked how the decision to make the position full time was made. Mr. Merla said there is money in the budget; the salary was reduced \$2 per hour and benefits are \$10,680. It was asked if benefits are more than the salary; Mr. Merla said yes. The Mayor said that April 16<sup>th</sup> will be the hearing on the budget. Mr. Fallon said there was an increase of 88 cents to 92 cents (2 ½%). Mayor Graham said that taxes include: school tax, municipal tax, County tax and open space). Mr. Merla offered the budget for introduction; Holmdel had a 9.5% increase, Red Bank has cut services. The budget is using \$100,000 more surplus for a total of \$850,000 surplus.

See copy of Resolution as page 11 of these minutes.

Offered for adoption by Mr. Merla, seconded by Mr. Hyer

Roll Call Vote: Ayes: Councilmembers Atkins, Merla, Ashmore  
Hyer, Stalter

Nays: Councilman Bergen\*

\*Mr. Bergen said last Tuesday, he saw the Budget with an 8.8 cent increase and he said he would vote no. This increase totals more than the last 5-6 years. There have been increases in taxes: school. There was no time to review. Recommendations were made to Mr. Merla. Mr. Bergen said he could not support the budget because too much surplus is being used which cannot be regenerated (\$50,000X=\$100,000). There are capital programs for the New Municipal Building and the Waterfront Development; there will be increases in taxes for 2003-2004 (the old and new debt are together). In 2005 the old debt will be gone and the new debt will take over. More money should be cut from the Capital portion of the budget; wait until the New Municipal Building and Waterfront are completed.

Mrs. Atkins said that Mr. Merla and Mr. Fallon reviewed the Department budgets and choices have been made. The Finance Chairman, Finance Committee and Chief Financial Officer fine tuned

the numbers. Equipment is needed, road repairs are needed; the Borough has to pay for this. School taxes may go up. Those involved did a good job on this budget.

Mr. Merla said last week Mr. Bergen said he just received the budget. The Council majority reviewed 18 points. The Chief Financial Officer worked hard on this budget; at the beginning there was an 18.7 cent increase. Surplus is being used; an investment of Taxpayers money. Mr. Merla said look around; Tinton Falls used \$3.5 million surplus which was carried over from previous years. The Annex offices were moved and are being rented. The Police Contract is up \$85,000, Central Jersey Health is up \$180,000, Public Works rent is \$56,000. There are OSHA requirements in the Fire Department on maintenance of equipment. The Property Maintenance Officer position was full time (\$8,000) now there are two part time employees (\$4,000 each). Clerical and Public Works Contracts are under negotiations, the Monmouth County landfill tipping fees are up \$55-\$59 per ton. The Borough must pick up apartment's garbage. Debt Service is up \$106,000 over last year. There was cost savings with the leaf bags resulting in a cut in man hours. The Matawan Interlocal has saved the Borough \$15,000. Departments were asked to submit recommendations for revenues. Prior to applying surplus and before asking for extraordinary aid. There are sources out there and Ordinances need to be adopted.

Mrs. Ashmore said that she does not want an increase. The Finance Committee tried to cut back without initiating lay offs and increasing services. The Borough acquired things that had to be attended to. Mr. Bergen's recommendations were taken.

Mr. Hyer said that he is on the Finance Committee and they spent hours and put a lot of time into this budget. There will be a tax increase, but it is to move the town forward.

Mr. Stalter said that he lives in Keyport and he does not like paying more taxes, but he wants to see improvements. The streets need paving, parks need attending to and Emergency Management. Health Insurance costs are out of the Borough's control. The Borough will see returns with Capital Improvements.

Mr. Fallon said that State Aid anticipated will be the same as last year. The Borough will be advised by the end of March prior to Budget adoption. The Budget policy is a document of Administration. Mr. Bergen asked where the surplus comes from; there is a financial statement; we cannot regenerate it. Mr. Bergen said he has no problem using surplus, but we are borrowing on the New Municipal Building.

Mayor Graham thanked everyone for the work they have done to achieve the Budget.

2. Resolution #98-02, Set Forth Reason for Budget Delay

**WHEREAS**, according to NJSA 40A:4-5.1 and the Director of the Division of Local Government Services, a Municipality which does not introduce its Municipal Budget for 2002 by February 10, 2002, must set forth its reason for such delay; and

**WHEREAS**, the Borough Council of the Borough of Keyport did not complete its 2002 budget until February 28, 2002; and

**WHEREAS**, after finalizing the 2002 Municipal Budget, time was required for the typing thereof; and

**WHEREAS**, the Borough Council was unable to assemble with a quorum for a public meeting until March 5, 2002.

**NOW, THEREFORE, BE IT RESOLVED** that the Mayor and Borough Council of the Borough of Keyport requests the Director of the Division of Local Government Services to accept the late filing of the Borough of Keyport's 2002 Municipal Budget.

**BE IT FURTHER RESOLVED** by the Mayor and Borough Council of the Borough of Keyport that the Borough Clerk be and she is hereby

authorized to forward a copy of the within Resolution, certified to be a true copy to the Division of Local Government Services, Department of Community Affairs, Trenton, New Jersey 08625.

Offered for adoption by Mr. Merla, seconded by Mrs. Atkins

Roll Call Vote: Ayes: Councilmembers Bergen, Atkins, Merla  
Ashmore, Hyer, Stalter

A resident asked why Mayor and Council did not do the Pledge of Allegiance. The Mayor said this is done only at the Regular Council meeting.

**HEARING ON ORDINANCE**

1. Ordinance #6-02, Amend Business Improvement District Ordinance

The Clerk reported that the Ordinance was published as introduced, in the Courier, issue of February 21, 2002, that the Affidavit of Publication is on file in her office, that copies were posted on the Bulletin Boards and made available to the public.

The Clerk read the Ordinance by Title:

**AN ORDINANCE AMENDING AND SUPPLEMENTING AN ORDINANCE  
ENTITLED REVISED GENERAL ORDINANCES OF THE BOROUGH OF  
KEYPORT ADOPTED BY THE MAYOR AND BOROUGH COUNCIL AND  
AMENDED FROM TIME TO TIME THEREAFTER (BUSINESS IMPROVEMENT  
DISTRICT)**

The Hearing was opened to the public for comments or questions at 7:15 P.M. Mayor Graham said the representatives of BID will make their presentation on rationale and then the public can speak. Jeff Fink, BID President, gave an overview of the Keyport Business Alliance and asked Kathy Shaw to make a presentation. Mrs. Shaw said she is an advocate of BID (copies of the Overview were made available). She reviewed the process since 1998. A Steering Committee was formed by the Borough and fact finding was done on what BID would do for Keyport. The program is geared toward communities (there are 60 communities with the BID program). Councilwoman Atkins and Mayor Graham have been involved since the original district was formed. An entire community consensus was formed. A special district was used as a demonstration program and now there is a 2002 district (the entire Borough). The attributes of Keyport is that we are a historic town with a downtown area. There is a new image "Pearl of the Bayshore". There will be an increase in property values. There is a partnership between Organizations, clubs and Commissions. Commercial Properties contribute to the tax base (2 ½ times); this is a long term investment which will attract new investments. Accomplishments were listed in the Annual Report. Business owners who do not live in Keyport and others are brought together to create a "think tank". Keyport is a "destination"; professionals were interviewed. The logo was put on the Ferry and a website is being developed. The internet is to be used as a group. There is a plan for the Broad and Main Street parking lot which will be a demonstration program. The big challenge will be to work with the Master Plan; there is an agenda for investors and under utilized properties. Ads were placed with NJ Business and US Real Estate Digest. Investors have contacted the Keyport Business Alliance. Special events will be held using corporate sponsors. There were no questions from the Councilmembers. Taffy Nartacola, Hurley Street, asked if the waterfront is unique and if this is a key issue; there are no unique attributes. Mrs. Shaw said this is most important. She said that she has lived here 50 years and this is an area the Borough could do something about and would attract people to come here. Along American Legion Drive, there are cars parked. It was asked what has been done to improve this area and make the back of the buildings more attractive (making the area more acceptable). Mr. Merla said there are plans in store. In 1998, the Borough received State funding for the Bulkhead (a plan was submitted to the State on March 1<sup>st</sup>). Regarding the cars for the Ferry Service, the Borough was asked by the State to go along with the plan after th 9/11 tragedy. Green Acres has a concern and requested moving the cars. The Waterfront is Keyport's main asset; Council is looking at the back of the stores and to realign the road. This Thursday, cars will start parking in the Apollo lot. The Harbor

Commission has reviewed plans on the bulkhead. Mayor Graham said the BID will get involved with the Waterfront. Ed Burlew, West Front Street, asked if the outside area is being taxed. Mayor Graham said all commercial properties are included (the minimum and maximum cap has been removed). The full assessment is 25 cents; it could go lower or higher. It was asked why the cap is being taken off. The Mayor said that there are large owners and smaller owners - this was discussed two years ago (SID). Mr. Burlew asked if it benefits all commercial owners, how it will benefit the car dealers. He asked how people who work out of their homes and trucks will be included; it should be done on a fairer scale. Everyone should be taxed including the residents. Mr. Bergen said business use governs the generation of funds that go to BID; your money. Mr. Burlew asked how Mayor and Council get involved. Mayor Graham said BID is governed by State Statute and it has to come before the Governing Body. Mr. Burlew said that before there was a lot of animosity; if people disagree, the program will not be successful. The downtown district was approved and people fight to join. Mr. Merla said the home based business act applies to home businesses. There were a list of owners assessed who were classified as commercial properties. Home based businesses are residential. Mr. Burlew said over five families are taxed. Mr. Bergen said the money has gone from \$90,000 to \$220,000 without cap. The goal is to do more for the businesses. It was asked why Maple Place was included in BID. Mrs. Shaw said it was defined for the Attorney for the Harbor to Atlantic Street to Luppataatong Avenue to Henry Hudson Trail as boundaries. Charles Schirm said he owns an apartment building in town and it is not fair to include residential rentals, they are locked into a lease. Mr. Schirm owns 9 units; it is unfair to tax some and not all. Atlantic TV felt it unfair as an apartment owner; it is impossible if governing a small community. A decision needs to be made. Business owners are the best to decide and should not be penalized. If properties are fixed up, it would be beneficial to all. All businesses are not rich; their employees live in Keyport (they want to pay what is fair). It is impossible for one committee to make decisions for all businesses. Mr. Bergen asked Mrs. Shaw to address this stating that good points were made. Mrs. Shaw said the BID will work cooperatively with the businesses to pool resources. Advertising is expensive; there is value by buying down (coupons). Not everyone can be given a return on their investment; there are road issues, signage, traffic. It was asked if revenues were being raised. Regarding group advertising, they should pay, but not tax. Businesses are hit harder if the property is improved; this is not the right way to fund. Mrs. Shaw said under State Statute, there is tax assessment. There are demonstrated returns in other municipalities. Tim Hetzel, Church Street, is a member of the BID and was there as a volunteer; he said he wants to be a part of the BID to determine where the monies go. How people benefit, may be residential; it could be assessed differently. You have to pay for something to be better (improved). The apartment owner will see a return. You must invest in yourself to attract business. Pat Healy, Hazlet, said the Municipal Budget has a 4 cent increase and a lot of residents in Keyport are Senior Citizens. Between the municipal budget and BID, there are people on a fixed income. Mr. Healy said he was in attendance to represent certain people. It is an unfair shift to people who live in an apartment because of being in the business district. John Olsen, East Front Street, said the BID did not contact the business owners before the introduction of this Ordinance. Mayor Graham said this was a good point and in hindsight, there should have been more notice. The biggest taxpayers were not notified. It was asked if Council will contact all and ask their opinion (those who were not included). The Ordinance amendment if the districts are expanded, give 30 day notice and get 50% to agree. Mr. Kain said he did not research the issue; this is Mayor and Council's decision. Mr. Merla asked if notification should be given now, according to State Statute. Mrs. Shaw said a letter went to 250 property owners and an advertisement was placed. Mr. Merla asked who was not notified. Any businesses or units notified-there was a meeting at the Town and Country; he asked how they were notified. Mayor Graham said it was a Democratic Club Meeting to discuss the issue. Mr. Olsen requested 30 day notice and poll 51% in favor would pass the Ordinance. Mayor Graham said an apparatus to poll those involved could be set up, but the ultimate decision is Councils. Henry Rinkewich, Maple Place, owns two commercial properties on the other side of the

bridge and is taxed \$1,000 for the downtown area. He asked what benefit would he receive. There are three parking lots maintained by the town. Mr. Rinkewich asked what the \$50,000 was spent on in 2001 and asked what will draw people downtown. There are only two BIDs in Monmouth County. Mayor Graham said BID approves the spending and Council renews the Ordinances; there is nothing underhanded. There would be a hearing before the cap is removed. Mr. Bergen said there are two budgets; one with a cap and one without. The BID election process was explained. Mrs. Shaw said the bylaws are created by a steering committee/governing body and there is an election for Board of Directors. In 1999 there was a registration process and there are annual meetings. The BID bylaws are on website; there are three municipal representatives on the BID. Cindy Valse, Swift Properties, read a statement stating that they would be passing costs on to their tenants; there would be a 400% expansion and an expansion and removal of CAP. Swift Properties opposed the Ordinance; a 400% increase is a tax hardship with poor distribution of funds. The cap should be removed. Ray Weber asked what the number of businesses is at present; 130-140 commercial properties=250 businesses. Throughout the whole town 245=600 businesses. It was asked how many business owners are Keyport residents; Mrs. Shaw could not tell. The 25 cents is taxation without representation. Barbara Currie, Business Owner and BID member, said Keyport must be unified as a whole. Mr. Rinaldi, Walnut Avenue in Red Bank said he owns a business in Keyport and in 1999 there were many stores that left town and the ferry commuters do not spend money in town. Mr. Rinaldi is a Swift tenant and he was notified by Mr. Swift about this meeting; he should have been notified. Mr. Rinaldi said he never spent money on advertisements. It was asked if anyone was salaried on the BID; Kathy Shaw is employed by the Bayshore Development Office. Mr. Bergen said the ferry lease generates \$40,000/40 spaces. Mr. Merla asked where there were vacant stores; West Front Street. There are two vacant stores on West Front Street, in 1999 there were 19; there are some businesses that have been in town a long time. John Doyle, Maple Place, has a new business in Keyport and he looked at 12 buildings on West Front Street. There are new business owners on either side of him. You have to work with other businesses; as a resident, Mr. Doyle is concerned how the town looks. Andrew Willner, Osborn Street, is not a business owner in town and is unsure about expanding. There are large developers who are looking at Keyport; the town needs to be organized to deal with them (a plan is needed). Ken Schwartz, West Front Street, is a Commercial Property owner (Newberry's Building and North River Antiques Building); the BID is the greatest thing that has happened and if it gets better, people will invest in Keyport and property values will increase. A full page ad was taken out in the Asbury Park Press (\$8,000). Tinton Falls is pro-business; your rents will go up. Ivan Pedersen, Pedersen's Marina, has lived in Keyport since 1930 and thought he lived in a democracy. An organization was formed to tax him (BID) and he is against it. Mr. Pedersen operates a marina and boat yard and could not see donating to businesses downtown. Old businesses are gone and small towns are gone. A person came to buy a rowboat, not because of advertising. Rudy Ferrara, West Front Street business owner, said there are three empty stores and the BID is doing nothing now. There are antique stores that are closed 3 days a week. John Costa owned a West Front Street business and supported the BID, but is opposed to taking the cap off; he asked that this be explained. Mayor Graham said that any property included in the BID would be assessed 25 cents on each \$100 of full assessment. Mr. Montumauro, Certified Auto, asked if the 25 cents was negotiable and asked that the BID and Council talk. Mayor Graham said the amount could be amended. Mr. Bergen asked what Mr. Montumauro's assessment was; \$301. Mr. Bergen asked if everyone knew what their assessment was. Mike Montana, Dollar World, is opposed to the BID. Mr. Terry Musson, 51 East Front Street, supported the BID for a 3 year trial and now things are changing. It's taken three years to determine if the BID is worthwhile. There is nothing in the Ordinance if revaluation is done and properties must pay 25 cents. Municipal taxes will change if revaluation. There is weakness in the Ordinance. Without cap makes a big difference. Mr. Musson asked if the BID outgrew the budget; if so, something should be cut. Mark Gale, Gales Industrial Supply, said the word "taxes" is incorrect and should be changed to "investment". Everyone must band, work and market the BID together. Mr. Gale said he has worked with the Keyport Business

Alliance. There is a \$140,000 Smart Growth Application (80% paid by the State and 20% divided in half between the KBA and the Borough. There were many efforts by the Governing Body and the Legislators. There are long term goals, not short term goals. Keyport Plaza will be impacted. For State money, Keyport needs to have "ducks lined up" and know where they are going. Ray Catone said valid points were made and everyone should contribute. Lou Troisi, 75 Manchester Avenue, said there are fractions. The district revitalization was for a trial period which is not over; the BID ran out of money and are asking for more. Mr. Troisi said 25 cents is a tax, not an investment. He has never been notified of BID meetings. Keyport is pro-business. There was a recession and people were hurt. Mayor Graham said that the BID has to be renewed annually after three years. It was asked if this should be postponed; it could be another \$10,000 per year. It was asked if property owners could vote on the increase. Charles Schirm asked for feedback from Council. He asked how residential properties comes under the BID; it is not fair. Councilwoman Ashmore said she is in Real Estate and inquiries have increased on rentals in Keyport. William Jeandron, 65 Broad Street, asked if Green Grove Apartments, 251 Atlantic Street, is being taxed and the Senior Citizen High Rise (they are tax exempt). A resident of 340/350 West Front Street said there is nothing left to pay (25 cents plus 4 cents). Mr. Healy said after leases expire, the landlord passes on the tax and the residents do not benefit - there is no return. He felt the BID should be limited to businesses. Mr. Healy questioned a 400% increase and asked that the 25 cents be adjusted down to a 50% increase. Single Family Homes and Home based businesses should be exempt. Jeff Fink, Army Navy, West Front Street and BID Member, said the BID is here to build a better Keyport and here to effect change with vision between the Borough and business community. You cannot predict if it will fail or not. Everyone should have vision like 60 other communities had. Elected leaders have lead and the vehicle is the Business Alliance. Council voted to introduce the Ordinance. For the last 20 years there has been nothing. BID will connect the downtown to the waterfront and the highway. Mr. Fink said he had not heard any positive solutions. BID has been successful and Red Bank is now successful. Keyport has 7,000 residents and 250 businesses. Mr. Fink said BID is the way to go. Everyone should be here to go forward and make a difference. Mr. Fink said if the BID is moved forward and lead then everyone will benefit. There are three large car dealers in Keyport (Straub, Straub & Little) and the BID sat down with them and explained the program. Some people are upset, but if you don't try, you have accepted defeat and given up. If the BID fails, the town would get rid of the program. Each year the budget is up for approval. You must put back into the community to get something back. Mr. Fink asked that the Ordinance be put to vote and challenged everyone to be leaders. Bob DiSilvestri said that his cost would be \$4,200 and he will fight it. Mr. Bergen said that Mayor and Council do not run the program they just process the money over to BID. Mr. Musson said that Mr. Fink gave the same talk two years ago; the BID has not finished their trial period. Mr. Fink does not live or vote in town. Mr. Bergen said he was not sure the Borough could spend if 400% increase. It has to be explained that the money will be spent wisely. Mrs. Shaw said the first year the budget was composed on the assessment roster. The Board of Directors determined projects. It is not a good idea to market by "district"; the whole town should be marketed. The Budget is not pre-determined - the BID decides priorities. Mr. Bergen asked who put the increased budget together as well as the increased percentage. Mrs. Shaw said an expansion is needed. Cindy Valese (Swift) said it is a 400% increase and they don't know what they are using the money for. John Olsen asked about a single property owner who asked to contribute. Mayor Graham said he could join voluntarily. William Jeandron said the cap should be kept on. He said when he was Fire Chief he had to justify his budget; the BID should have to justify theirs. Edward Burlew asked if tonight was the first time Mayor and Council are seeing their budget; the Mayor said the first time tonight with the unrestricted district. Mr. Burlew asked Mayor Graham since he attends the meetings (he saw everything) if he is seeing the 2002 budget for the first time. Mr. Merla said he gets a lot of mail and does not read everything. In the November 19, 2001 minutes the Board members voted to expand the district; Mrs. Atkins is the liaison. Mr. Burlew said that he does not like this,

but he will pay as long as everyone is taxed. Mr. Merla said the BID establishes the guidelines and the Council can accept or reject. The Borough approves the budget and BID decides how to spend the money. Pauline Redmond, Washington Street, said the BID ratables increased tremendously; no one said drop the 25 cent rate. Assessment X 25 cents = budget; Mrs. Redmond disagreed. Mr. Hyer said that he went and spoke with Tom Little of Tom's Ford, and Mr. Little had concerns on being outside of town; the assessment for Tom's Ford is \$6,000. Mr. Little would like to see a cap; he is willing to try this for one year. Charles Straub wished a cap (\$8,000); he is willing to try this for one year. Fragrance Resources is also concerned. Mr. Merla asked about other BID's assessments and if we are high or low. Mrs. Shaw said there are four BIDs in Monmouth County and Keyport is the lowest. Income producing factor (5 units or more). There is an appeal process. Mr. Merla said all properties are being assessed at 25 cents and asked if this was needed for \$222,231. Mr. Fink said it was always to be the whole town. Mr. Rinaldi said the BID was a three year plan and this is a big mark up. Mr. Gale said this was an investment. Mr. Schirm said residential units will not benefit and felt 2-3 units should pay; this is unfair. It was asked if Keyport would be revitalized with the monies and if business people in town would be used. Mrs. Shaw said the Board is a very strong advocate; the Local Public Contracts Law is followed. Mr. Musson asked what percentage of the budget is spent in the district using the local businesses and did they pay taxes to the BID. Mr. Musson said businesses within the district should be able to bid on jobs. Mr. Merla said 7 local contractors were asked to bid on the Senior Center work and not one bid was received. Keyport should be supported first. Mr. Willner said he runs a non-profit organization and he has to provide estimates for next year. Mr. Fink said the \$222,231 was derived from the assessed value at 25 cents per \$100; the Board votes on this. Mr. Bergen said the BID should figure out what budget is needed and then set the rate. Mrs. Shaw said the KBA followed State Statute in 1999 and introduced a proposed budget. A presentation was made in January and an annual report was submitted. The KBA looked for guidance. The budget was submitted in January when asked about it. Empowerment is needed from Council. The Ordinance outlines the expanded zones and removes the cap. Mr. Bergen had a concern. Joseph Wedick, Theresa Street, said there are differences of opinion and suggested bringing in all businesses and assign a percent factor; the businesses should have say in how the money is spent. William Kerchner asked when the next revaluation is; Mayor Graham said the County decides. Mark Gale said BID has followed the State guidelines and asked everyone to work together. A business owner said that Mr. Fink and Mrs. Shaw have made good points and are trying to run the businesses. A clear, concise plan is needed; the budget is arbitrary. Mr. Schwartz said adjustments should be made as the program goes along. Joanne Staeger said she is concerned with the process; the BID is a good idea and everyone should get on board before, not after. Mary Allen asked if they are taxing homeowners/residents. Lou Troisi said BID should have meetings with all businesses to explain their plan. Mr. Merla asked how he tells residents; there is a 15% turn out for the school. BID can hold as many meetings; the Budget adoption should be delayed one week. The Borough cannot do it, it is up to BID. Mr. Troisi said this is a special assessment and he has not heard the plan; meetings should be held. Mr. Merla said there is a district and a budget and they have chosen to expand. Chris Fernicola said there are 15 Board members and he is one of them; meetings are advertised in the public section of the newspaper. Mr. Maldonado said there should be a mass mailing to those involved. Mr. Daniwitz said BID should expand, but leave a cap. Mrs. Shaw said a 9 page annual report was submitted that contained proposals for the future; it also projected 2002 projects. Mr. Maldonado asked the amount spent last year and asked if they went over their budget; no. Mr. Merla said they could not do their projects because they ran out of money. Mrs. Shaw said the expansion cannot happen with the current budget. Swift tenants are locked into their lease; they pay 400% and are hurting. William Larkin, Washington Street, said taxes are not fair, but whatever is decided everyone should look at what BID has to offer. Business owners should work together.

Council offered the following comments. Mrs. Ashmore said no tax

or assessment is fair. People stumbled into Keyport and the resistance is understood, but we could be part of a franchise. Residential dwellings with 5 units is a business; we should look beyond. A comments was made that it seems like business owners are being penalized. She agreed everyone should be noticed, there will never be 100%. BID should implement the expansion and review the cap. Mr. Fink and Mrs. Shaw do not get financial gain from this increase. There are few people who attend BID meetings (also Council Meetings). The ferry service brought attention to Keyport and so will BID. Mr. Merla thanked all who came to the meeting, he thanked the First Aid for use of their building. He said he is pro Keyport; we have had businesses in town for 40 years. If people think Keyport is not flourishing; they are mistaken. There are 180 businesses that pay less than \$1,000. The first year was a success and Council praised the BID. There are 60 communities who have been successful with their BID; Mr. Merla spoke with some Mayors. Mr. Merla said \$32,700 = 1 cent on the tax rate. There are investors and outside funding, as well as, low interest loans. The 1992 Council was split on the issue; it is right to implement the program and go town wide. In 1992, Red Bank had 9 restaurants and today they have 90; the same situation occurred in Perth Amboy. Mr. Merla met with Collingswood officials and in the last three months there have been investors. The Country is slowly coming out of recession. Keyport has the waterfront, BID and ferry to "bring people in". Years ago a Police Officer directed traffic by Newberrys (it was busy). There are some people against BID, some people for it and others don't understand. Opinions could be changed. With BID, there are accomplishments. Mr. Merla is not in favor of lifting the cap, but looking at a rate reduction. The district should be expanded and the program critiqued. He supports BID and their efforts. People can run to be on the Board of Directors. Mrs. Atkins said there was NPP and KBA, residents received money from the State. BID does have a plan and they do advertise meetings. BID has a vision beyond tomorrow. There would be more funding if the whole town were involved. The BID should be extended one more year. Mr. Stalter said he and his wife moved to Keyport 6 years ago; Keyport was not developed, but the waterfront is an asset. He believes in Keyport and the BID. People are looking to live and/or open a business in Keyport. There is more return on investment. Mr. Hyer said there are ups and downs, turn arounds with BID. People are excited, there is a renewed interest in Keyport with the Ferry. He would like to afford BID one more year and supports the expansion of the district. Mr. Bergen said this issue has caused a lot of concern. People are raising their families and running businesses in Keyport. We should work hand and hand with BID. It is serious to take money and give it to others. BID serves a special purpose. BID should take a closer look at the rate; middle class families are effected more. BID should expand outside the district and hold more meetings on the rate and goals. Mayor Graham asked if there was a motion to adopt the Ordinance. Mr. Merla asked about the BID holding another public meeting. Mr. Fink agreed another meeting should be held to explain the goals and budget to those now included. Mr. Merla suggested BID look at the rate and bring the 25 cents down to 18 cents. Mr. Bergen said the Ordinance should be tabled and the BID hold a meeting to discuss this matter. Pauline Redmond, Tax Collector, had questions regarding tax bills. The Hearing was closed to the public at 10:45 P.M

Offered for adoption by Mr. Merla, seconded by Mrs. Atkins

Roll Call Vote: Ayes: Councilmembers Atkins, Merla, Ashmore  
Hyer, Stalter

Nays: Councilman Bergen

- 1a. Motion authorizing the Clerk to publish the Ordinance, as finally adopted according to law, in the Courier, issue of March 14, 2002 moved by Mr. Merla, seconded by Mrs. Atkins with Ayes by all present.

#### RESOLUTION

3. Resolution #99-02, Introduction of 2002 Business Improvement District Budget

Section 1. BID Budget of the Business Improvement District,

Borough of Keyport, County of Monmouth for the Year 2002.

BE IT RESOLVED that the following statements of revenues and appropriations shall constitute the BID Budget for the Year 2002.

BE IT FURTHER RESOLVED that said Budget be published in the Courier, in the issue of March 28, 2002.

The Governing Body of the Borough of Keyport does hereby approve the following as the BID Budget for the Year 2002.

KEYPORT BUSINESS IMPROVEMENT DISTRICT  
January 1, 2002 - December 31, 2002  
(year two)

## ALL COMMERCIAL PROPERTIES

YEAR 2002 EXPENSES

## PROGRAM BUDGET

## Visual Improvement

- Sign Program (Way Finding Highway To Water Front)
- Maintenance
  - Parking Lot Improvements
  - Trash receptacles
- Landscaping \$ 77,312.00

## Marketing and Communication

- |                                                           |           |
|-----------------------------------------------------------|-----------|
| • Advertising/Destination Brochure/<br>Coupons/Promotions |           |
| • Website Development                                     | 40,727.00 |
| • Marketing                                               |           |
| • Media Promotion                                         | 21,000.00 |

## Special Events

- Event Production/Collateral Materials 5,000.00

## Economic Development

- Business Recruitment Expand SRP  
Plan and Implementation 30,000.00

## ADMINISTRATIVE BUDGET

|                |           |
|----------------|-----------|
| Administration | 44,446.00 |
| Legal          | 1,500.00  |
| Accounting     | 1,500.00  |
| Insurance      | 746.00    |

|                       |              |
|-----------------------|--------------|
| Total proposed budget | \$222,231.00 |
|-----------------------|--------------|

January 1, 2002 - December 31, 2002 (12 months)  
\$55,787.00 Annual Budget - \$18,519.25=one month  
\$55,557.75=one quarter

Assessment Rate= 25 cents per \$100 of assessed value

NOTE: Additional \$38,558.45 funding from 2001 carried over

Notice is hereby given that the BID Budget was approved by the Governing Body

of the Borough of Keyport, County of Monmouth, on March 12, 2002.

A Hearing on the BID Budget will be held at the Senior Center, 110 Second Street, on April 16, 2002 at 8:00 P.M. at which time and place objections to said Budget for the Year 2002 may be presented by taxpayers or other interested persons.

Offered by for adoption by Mr. Merla, seconded by Mrs. Ashmore

Roll Call Vote: Ayes: Councilmembers Atkins, Merla, Ashmore  
Hyer, Stalter

Nays: Councilman Bergen

## UNFINISHED BUSINESS

1. Approve Water/Wastewater Utility RFP

Motion to Approve moved by Mr. Merla, seconded by Mr. Hyer with Ayes by all present.

ADJOURNMENT

Motion to Adjourn moved by Mr. Bergen, seconded by Mr. Hyer with Ayes by all present.

Time of Adjournment: 11:35 P.M.

Respectfully submitted,

*Judith L. Poling/ame*

Judith L. Poling, RMC/CMC  
Borough Clerk/Administrator

*Allyson M. Cinquegrana*

per Allyson M. Cinquegrana, RMC  
Deputy Borough Clerk

Resolution 97-02

MUNICIPAL BUDGET NOTICE

Section 1.

Municipal Budget of the Borough of Keyport, County of Monmouth for the Year 2002  
Be It Resolved, that the following statements of revenues and appropriations shall constitute the Municipal Budget for the Year 2002;  
Be It Further Resolved, that said Budget be published in the Courier  
in the Issue of March 28, 2002  
The Governing Body of the Borough of Keyport does hereby approve the following as the Budget for the year 2002:

Offered by: Merla  
Seconded by: Hyer

RECORDED VOTE  
(Insert last name)

Atkins  
Merla

Ayes {

Montanti  
Hyer  
Stalter

Nays {

Bergen

None

Abstained {

None

Absent {

Notice is hereby given that the Budget and Tax Resolution was approved by the Governing Body of the Borough  
of Keyport, County of Monmouth, on March 12, 2002.

A Hearing on the Budget and Tax Resolution will be held at The Senior Center, 110 Second Street, on April 16, 2002 at  
8:00 o'clock (P.M.) at which time and place objections to said Budget and Tax Resolution for the year 2002 may be presented by taxpayers or other  
interested persons.

I, Judith L. Poling, do hereby certify  
this to be a true copy of a Resolution  
adopted by the Mayor and Council of the  
Borough of Keyport at a meeting held on

March 12, 2002  
Judith L. Poling  
Mayor of Keyport

