

Approved 4/19/06

May 2, 2006

Keyport, New Jersey

Minutes of a Special Meeting of the Mayor and Council, held on the above date in the Council Chambers, Municipal Complex, 70 W. Front Street, Keyport, N.J. pursuant to being called by the Mayor and Borough Council, notice was filed with the Borough Clerk, forwarded to the Asbury Park Press, Courier, Independent, the Newark Star Ledger and Two River Times and posted on the Bulletin Board in accordance with the Open Public Meetings Act, P.L. 1975, Ch. 231.

Mayor Merla called the meeting to order at 6:02 P.M. and read the Sunshine Law Notice.

ROLL CALL

On Roll Call the following were present: Councilmembers Walling, Wedick, Bergen, Sheridan, Ortman. Absent: Councilman Hassmiller. Others present: Mr. Antonucci, Borough Administrator and Ken Ebner, Borough Attorney.

2006 KBA BUDGET

Mayor Merla turned the meeting over to the KBA. Kathy Shaw, Executive Director, had an overview of the 2005 activities with a handout pertinent to the 2006 Budget. Mrs. Shaw read the KBA's mission statement. The KBA and Main Street philosophy was reviewed (three points). Digital asset is used for everything. Media advertising and special events were reviewed. A breakdown of costs was presented. In 1999 the BID was created and formed with the DCA; the BID area then expanded in 2002. In April 2003 we received a Smart Growth Grant to promote community wealth and the quality of life.

Mike Norris, KBA President, said there were various ad-hoc committees created and sub-committee reports submitted to the Board on their findings. There are constant by-law changes to keep up with the mainstream. Proxy voting is being investigated for the future. The Budget is in committee level with majority Board approval to be brought before Council; it encompasses a large body of work (three entities are looking at it). Volunteers work hard and put a lot of thought into what they do. Mayor and Council direction is needed to continue with the programs for the future and to continue past events; Mayor and Council make the final decision.

Regarding BID management and administration, there are paid consultants for events, not paid employees. BIDs should not be compared, assessments should. Keyport is in line with Highlands; we are less than Red Bank. Peter Dant and Larry Sengstack are co-chairpersons for the event committee; they are residents who have stepped up.

Larry Sengstack said \$38,000.00 was put into the 2005 Budget; the actual Budget was \$82,000. Total spending was \$112,000. Extra in the budget can sustain future events. In 2006 there are fewer events, but have more of an impact. If money was added to the budget now, it would come back in promotions and advertising. There is a \$30,000 line item for the events; a "slush fund". Last year \$30,000 was spent; the Budget is now based on what was "put out".

The BID is a non-profit organization; money is received from the Borough quarterly. A one time assessment of \$30,500 to help fund the events; a member suggested this. Affairs are to be paid for with a separate account, there are no visual improvements or salaries to be paid out; it is for events only. The KBA is looking to make the account self sustaining. Larry Sengstack said he does not want to see Keyport become a Ghost Town. The BID helps the

businesses and helps Keyport. Mayor and Council continue to support the KBA, but Mr. Sengstack said he was told the Democrats were going to get rid of the BID. Mayor Merla said politics is not discussed in Borough Hall; October is the time during campaigning.

Sandra Shevlin is on the Visual Improvements Committee; there was \$52,000 in 2005 and \$26,500 in 2006. An NPP Grant was applied for; NPP funding will help with flags, buntings, bench repairs, street sweepings, and plantings. In the area of St. Joseph's Church, it is the intent to display American Flags and planters. Money was cut out of the Budget with hope that the NPP Grant is received.

Cliff Moore, IHOP, said he moved here 18 years ago from California. There was one payment of tax and assessment to the landlord to get involved. Businesses are affected on the Highway when there are downtown events. KBA is similar to T.V. commercials; digital assets were reused and changed to save money (voiceovers were done, etc.). KBA is trying to revise the website; an E-blast can be sponsored on the website for marketing. A theme and campaign is used; it was requested the Mayor and Council support the \$24,000 in the KBA budget. Mr. Moore said advertising is used to get a "Bigger Bang for the Buck". Business should be offered at a reduced rate through newspaper ads, magazines and with the Hazlet Multiplex (16 weeks at \$280.00/week). KBA designs the slide for advertising and it is working well with the Multiplex; IHOP's business has increased with it. Many meetings were held to reach this point, input has been received and \$27,102 is being requested for 2006.

Ms. Shaw gave the summary of costs for 2005 (cash revenue). There are 243 commercial properties. Mayor Merla thanked Kathy Shaw.

PUBLIC COMMENT PORTION

The meeting was opened to the public for comments or questions at 6:53 P.M. Mr. Terry Musson, said this was supposed to be a public hearing, not a presentation. No election results have been received; the Board could change and the new Board might want changes. Mayor Merla said Council wanted an opportunity to have everyone see the Budget and the Mayor and Council will wait until the election results come in. Mr. Musson said Cliff Moore has done a lot for Keyport. Mr. Bergen said this is outside the timeframe; the Budget needed to be presented by April 30th.

John Olsen stated \$42,000 has been cut from last year and asked if it would help the "slush fund" instead of a \$52,000 increase. Mr. Bergen said he wanted to think about the \$30,500 idea. Mr. Ortman asked if there was a breakdown of event costs. The KBA is not given the money in one lump sum. Numbers for the events are hypothetical (bad weather can cause a problem). Legal bills from last year were unanticipated. There were 13 events last year and only 9 are scheduled for this year.

Art Olsen, said sponsorship works (Highlands does not have consultants). Keyport events are run by a paid consultant (\$20,000). Mike Norris said events would drop without a consultant. The KBA is looking into Requests for Proposals for a consultant to see if there is a consultant for less. Mr. Art Olsen reviewed what Highlands has for their \$90,000 assessment. Terry Musson said most events took place before the KBA was created. Mr. Bergen said events have been better since the KBA; advertising helps. KBA is looking for volunteers. Mr. Fink responded to the

comments made about the events; volunteerism is very low and has been low. He said members are looking for a common area to function as one. Mr. Bergen agreed there needs to be assistance for the Businesses. He thanked the volunteers and those who work for the KBA. Everyone works hard.

ADJOURNMENT

Motion to Adjourn by Mr. Sheridan, second by Mr. Bergen with Ayes by all present.

Time of Adjournment: 7:05 P.M.

Respectfully submitted,

Allyson M. Cinquegrana, RMC
Borough Clerk

