

**Highlands Business Partnership
District Management Corporation
Highlands Business Improvement District
PO Box 375, 140 Bay Ave, Highlands, NJ 07732
732-291-4713 F/732-872-1031 www.highlandsnj.com**

Regular Meeting – November 20, 2017

HBP President, Carla Cefalo-Braswell, called the HBP regular public session of the Board of Directors to order at 7:31 PM and read the public meeting notice. Roll call was taken with a quorum of 8 members being present.

Meeting Attendance: P = Present A = Absent	
Carla Cefalo-Braswell - P	Jeanne DeYoung - A
Jay Cosgrove - P	Staci Gilchrist - P
Rafaella Lee - P	Ara Jamgochian - A
Kim Slate - P	Doug Lentz - P
Jack Bevins - A	Garrett Newcomb – A
Nancy Burton - P	Rosemary Ryan- A
Leo Cervantes - P	Councilwoman Rebecca Kane Wells (Council Liaison) - P
Craig Bahrs - A	Andrew Stockton – Planning Liaison - A

Also in attendance were Nikki Berzinskis, Valley National Bank, Bonnie Brookes, Highlands Borough Clerk, Bill Iler, Summerhouse, Councilwoman Carolyn Broullon and Donica Basinger, Feed & Seed.

A motion was made by Staci Gilchrist to accept the minutes of September 18, 2017, and second by Kim Slate. Leo Cervantes and Doug Lentz abstained. All were in favor and the motion carried.

Rafaella Lee, Treasurer, presented the Treasurer's report. There is \$27,594.51 in the Valley National Bank checking account, less outstanding checks of \$5,849.30, leaving a balance of \$21,745.21. The Valley National Hope for Highlands account has a balance of \$1,159.41. Councilwoman Wells made a motion to accept the HBP and HFH Treasurer's Reports. Second by Nancy Burton, all were in favor and the motion carried.

Executive Committee:

Carla introduced Bonnie Brookes, Highlands Borough Clerk. Bonnie will be sending out a form to all the businesses to update contact information along with a review and reminder of the mercantile license renewal process. The ABC licenses did increase by 10%. She informed us that the Borough ordered decorative banners for the light posts. Carla told Bonnie that we would be updating the visitor guide with the new borough information, and Bonnie suggested giving her a two-year calendar so it matched the guide in the future.

The HBP 2018 Budget was presented. Carla stated there is no increase in the budget and that HBP applied for the NJ Travel & Tourism Grant for marketing and we were awarded with nearly \$20,000. This will be a part of our destination marketing plans. Nancy Burton made a motion to accept the 2018 Budget. Second by Jay Cosgrove, all were in favor, none were opposed and the motion carried.

The 2017-2018 Goals & Objectives were reviewed. Nancy Burton asked if we could add to the goals and objectives to be more proactive in contacting commercial property owners that have properties that are not open, to see if there is anything we can do to help. Carla explained that she meets with potential stakeholders monthly to give tours of properties that are available. We also introduce prospects to property owners, either in person, or by telephone and email. Councilwoman Wells made a motion to adopt the 2017/2018 Goals & Objectives. Second by Kim Slate, all were in favor, none were opposed and the motion carried.

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2016 Audit was just completed and will be sent to the Borough and mailed to DCA. The 2018 Meeting Schedule was presented for approval. Doug Lentz made a motion to accept the 2018 Meeting Schedule. Second by Carla Cefalo, all were in favor, none were opposed and the motion carried. Diane will publish in the Asbury Park Press as required in January.

Marketing & Communications:

Carla tabled the Monmouth County Tourism Report since Jeanne DeYoung was not present.

2017 - 2018 Visitor Guide will be reprinted in January/February. Any possible additions, amendments and changes should be submitted as soon as possible. Monmouth County Tourism attends several trade shows and distributes our visitor guides and we do not want to miss that opportunity.

We would our marketing intern to expand coverage on Instagram and our other social media accounts to include not only events, but also cross posting our businesses posts from their accounts.

Monthly Networking Breakfast meetings are being planned and Carla said she would try to get guest speakers to attend that would be beneficial to business owners. It was decided to have them at the Recreation Center. Carolyn Broullon and Councilwoman Wells suggested one breakfast per quarter. It was decided to hold the meetings on February 1st, May 3rd and October 4th.

Carla would like to reinstate the Shop Local program in 2018.

Events

Proposed 2018 Calendar – HBP will be adding a new event in May, Brew By the Bay, which will be held at Bakers Marina. We will start small, bringing in approximately 10-20 breweries. Carla Cefalo made a motion to accept the 2018 Event calendar with the addition of Brew By The Bay, date to be determined. Second by Kim Slate, all were in favor, none were opposed and the motion carried.

Nancy suggested a promotional event to participate in Small Business Saturday in 2018.

Grand Marshal – Carla suggested to nominate the following:

Gloria Miller of Seascape Manor, 30+ years and Highlands Housing Authority for 20+ years.

Gary Branin Sr. of Branin Construction and Highlands Fire Department for 50+ years.

Nancy Burton made a motion to nominate Gloria Miller and Gary Branin Sr., Second by Councilwoman Rebecca Wells, all were in favor, none were opposed and the motion carried.

Economic/Community Development

Carla reminded everyone to take advantage of the Grow Monmouth Program. She also suggested to the board that we start a Paint Program for reimbursement for paint. Applications would be accepted first come, first serve with \$10,000 allocated from the Economic Development budget. It was discussed and decided there would be \$500 awarded per grant, which could be used for paint, signage and awnings.

Visual Improvement

In The Garden has renewed their sponsorship barter and will be putting up the Holiday Decorations.

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Streetscape Phase III – We will revisit the Sidewalk Café/ Lighting/Signage recommendations.

OLD BUSINESS

We will be re-submitting a request addressing Bay Ave. Lighting as we have additional information.

NEW BUSINESS

Windansea / Proving Ground, Feed & Seed. We added a holiday event the, Winter Wonderland Run, December 16th, which will be taking place at Windansea. The new owners wanted a way to introduce themselves to the community before they close for renovations. They hope to be open for the parade. There will be a billboard going up to promote the event, that Windansea will be paying for. Runners are encouraged to dress up in holiday costumes. We will be having ribbon cuttings for Proving Ground, Feed & Seed and The Groom Room.

The next meeting will be held on January 22nd. A motion was made to adjourn at 9:14PM by Carla Cefalo, second by Stacy Gilchrist; all were in favor and the meeting adjourned at 9:14PM.

Submitted by Diane McIlwaine