



# Highlands Business Partnership

2011  
Annual Report

# 2011 Officers of the Corporation

2011 Board Members	Business/ Affiliation	Resident/ CPO/BO	Board Assignment	Term
1. Carla Cefalo-Braswell <b>President</b>	ShoreGrafx	Resident CPO	Executive Committee Chair – Events Co- Marketing/Comm	2011 - 2014
2. Jay Cosgrove, <b>VP</b>	Bahrs Restaurant	CPO	Executive Committee Chair – Events Co- Marketing/Comm Bridge – DOT Liaison	2009 - 2012
3. William Weber, <b>Treasurer</b>	Navoo Cottages	CPO	Executive Committee	Hold Over - 2010
4. Rafaella Lee, <b>Secretary</b>	Gateway View Apartments	Resident CPO	Executive Committee	2009 - 2012
5. Jim Bollerman	Sandy Hook Bay Marina	BO	Economic Development Committee	2011 - 2014
6. Nancy Burton	In the Garden	Resident BO	Visual Improvement Committee	2009 - 2012
7. Leo Cervantes	Chilangos Restaurant	Resident BO	Marketing & Events Committee	2009 - 2012
8. Larry Colby	Colby Plumbing	Resident BO	Economic Development Committee	2011 - 2014
9. Jim Filip	Doris & Eds	Resident BO	Co-Chair Economic Development Committee	2009 - 2012
10. Douglas Lentz	Inlet Cafe	Resident BO	Marketing & Events Committee	2009 - 2012
11. AJ Solomon	Solomon & Associates	Resident CPO	Visual Improvement Committee	2009 - 2012
12. Margot Takian	Duane Realty	CPO	Marketing & Events Committee	2011 - 2014
13. Councilwoman Rebecca Kane	Council Rep		Executive Committee	2011
14. Mayor Frank Nolan	Planning Rep		Economic Development Committee	2011
15. Helen Maresca	Resident	Resident	Economic Development Committee	2011

## HBP Board of Directors

The HBP Board of Directors provides leadership, oversight and financial control of the operations of the corporation, Highlands Business Partnership. The 12th year, 2011 assessment budget approved by the Board of Directors and submitted to the Council on January 17, 2011 was for \$20,000. The Board of Directors decided to submit a minimal budget since there was no budget in 2010 because the Ordinance was dissolved. The Mayor and Council wanted to create a new Ordinance to put back the BID in 2011. The HBP Board appointed a by-laws committee on July 2, 2010 to revise the By-Laws. The new by-laws were adopted in December 2010. The new by-laws are posted on [www.highlandsnj.com/hbp](http://www.highlandsnj.com/hbp). The by-laws call for thirteen (13) voting and two (2) non-voting members, however we have fifteen (15) voting and two (2) non-voting for 2011. The fifteen (15) voting members consist of six (6) commercial property owners, six (6) business operators and one (1) voting resident that comprise the HBP Board of Directors. There are two (2) voting members appointed by the Mayor, one (1) Council Liaison and one (1) member of the Planning Board. Councilwoman Kane was appointed as the Council Liaison to work with Board to review the ordinance and make necessary changes to be submitted for consideration. Mayor Nolan served as the Planning Board Liaison for 2011.

## 11th Year Objectives:

During the eleventh year of operation the primary objectives include:

- o Expanded Ad Campaign to include spring, summer fall and winter
- o Expand image, brand identity, and slogan to promote Highlands as a regional waterfront destination.
- o Expand sponsorship opportunities with local corporations.
- o Maintain event calendar to include St. Pat's Parade, Seaport Craft Show, Clam Fest, Twin Light Bike Ride, Oktoberfest, and Holiday event.
- o Billboard Campaign
- o Bridge Grand Opening Event
- o Ribbon Cuttings and Welcome Packets for new businesses
- o Solicit Grants and Sponsorship to enhance improvements and programs.
- o Expand Shop Local Program to Monthly
- o Produce Visitor Guide
- o Public Area Improvements work with Clean Communities Coordinator for Spring Cleaning
- o Miller Terrace Irrigation
- o Implement Winter Holiday decorations in Huddy, Highway sign and planters.
- o Purchase new signs and maintain existing signs for Highlands Welcome Areas
- o Maintain Way Finding System.
- o Continue to work together and build consensus for business growth and expansion that is business friendly and is consistent with Borough's Master Plan.
- o Recommendations Report to Borough for current zoning to be more conducive to attracting investment.
- o Recommend Commercial Incentives to Borough such as tax abatement.

## 2011 Officers of the Corporation:

Carla Cefalo-Braswell, President; Jay Cosgrove, Vice President; William Weber, Treasurer; Rafaella Lee, Secretary. The Officers serve according to the bylaws and form the Executive Committee of the corporation providing the overall management of the corporation and oversight decision-making body on behalf of the Board of Directors. These Executive Committee members also serve as Board members and answer to the Board of Directors. In 2011, the Executive committee included committee chairs Jim Filip (ED), Jim Bollerman, Co Chair (ED) and Nancy Thomas (VIC). Members of the district, according to the HBP By-Laws, elect HBP Board members that have expiring terms annually. Board seats that become vacant prior to the end of the expiration of the term are filled by Board action at regular or special meetings. Mayor annually at reorganization appoints two positions. Highlands has a unique situation, where a majority of the Board Members are residents. Resident stakeholders, who are also commercial investors, enhance the level of commitment to improve Highlands. These board members maintain residency in the community where they have invested in their commercial businesses. This unique dual stakeholder brings a broader perspective to the decision-making process to improve Highlands.

### Non-Voting Board Members:

These members bring institutional and corporate private-sector talent and resources to the Board. These members should bring an added outside viewpoint to the board that assists in their decision-making process. Paul Morris, Executive Director of the Northern Monmouth Chamber of Commerce and Roberta Sheridan, JCP&L currently serves in 2011.

### Committee Chairs:

Board Members Jim Filip, Carla Cefalo-Braswell, Jim Bollerman, Rafaella Lee, Jay Cosgrove, and Nancy Burton took leadership roles to Chair and Co-Chair HBP Committees. Committee chairs, which also serve as Board members, direct HBP activities that promote the objectives of the Board.

### HBP Administration:

Legal publication notices, as outlined in the state statute for BIDs, announced the HBP meeting schedule for three regular meetings and one annual meeting in 2011. In addition, there was one (1) special meeting on May 25, 2011 for HBP ED Committee to prepare a zoning recommendation report at the request of Mayor Nolan. Committee members worked diligently on the report and the report was approved at this special meeting in order to submit to the Borough.

State of New Jersey filing fee, Corporate Filings, dues for Memberships in various organizations, postage, stationery, educational conferences were administrative expense line items. As required by the state statute, the Churchin Group will complete a certified audit in 2011. There was no Certified Audit in 2010 since no special assessment was collected, therefore not required. The Curchin Group reviewed 2010 prior to performing the 2011 Audit. The Audit was filed with the Department of Community Affairs, Division of Local Government Services, and Borough of Highlands and remains with HBP corporate records. Charitable Registration was completed for HBP 2010 and 2011. HBP Insurance is provided through a partnership with the Borough and the Monmouth JIF, Joint Insurance Fund. Diane Keaveny beginning March 2011 on an as-needed basis provided temporary administrative support. HBP Board President maintained the event calendar on a volunteer basis with support from many volunteers.

The HBP phone # is (732) 291-4713 and Fax # is 732-872-1031. HBP has an account with Verizon for their Phone and fax#. HBP pays JCP&L for their electric meter usage. Checks are made payable directly to JCP&L from a detailed invoice. Carla Cefalo-Braswell and Ken Braswell provide HBP free use of office space, Internet and computer equipment.

## State of Emergency:

The Highlands Business community was severely impacted by Hurricane Irene on August 28, 2011. Many businesses closed and had to rebuild or repair in 2011. The Borough officials worked diligently with businesses to reopen and the OEM provided documentation to submit to our insurance companies. HBP facilitated a public adjuster to work with many of the businesses to negotiate a better rate. The original rate was 15% and negotiated to 8-9%. There was no power to file paperwork with the adjuster and a meeting was organized at the Inlet Café in order to have businesses provide their insurance documentation to expedite claims.



### Marketing & Communications:

Co-Chaired by Carla Cefalo-Braswell, Jay Cosgrove, the Marketing committee worked to sell sponsorship, manage events, initiate new marketing incentives and expand on Destination Highlands. A summary of the 2011 activities includes the Jersey Shore Destination Marketing Organization; Monmouth County Tourism Guide, Highlands Visitor Guide, Jersey Shore Magazine, HBP Marketing/Advertising Media Buy opportunities.

### New Business:

The following new businesses have received welcome packages. Some Ribbon Cuttings were postponed due to Hurricane Irene and will be organized in the future.

Bay Avenue Bakery and Café

Kranky Cycles

Primo's Pizza

China Sea

The Chubby Pickle is pending approval.

### Website [www.highlandsnj.com](http://www.highlandsnj.com)

Maintenance and expansion of the Highlands' web site during HBP's 11th year has been continued. The Website was enhanced for more transparency with new organization charts enhancements for Minutes, annual reports, mission statement, revised ordinance, new budget, events, photo albums, and revised bylaws are accessible and printable from your computer.

The **Highlands Visitor's Guide** was created and enhanced in full color for a 2010/11 version that includes information on Highlands such as history, biking and hiking trails, lighthouses, event information, ferry schedule, a map and a business directory. 2011 Visitor Guides were distributed at all HBP events, the Great 5-Boro Race, NJ Pride, the NJ Lighthouse Challenge, County Tourism Office, Historic Twin Lights Visitor Center, the Sandy Hook Visitor Center, aboard the Water Taxi, as well as in our local businesses and Borough Hall. HBP produced 25,000 guides for distribution during 2011.





## Awards and Matching Grants

HBP applied for the NJ State COOP Marketing grant to promote Highlands.

## Special Events Committee

Chaired by Carla Cefalo Braswell

Destination-Highlands is the objective of the HBP events. HBP promotes Highlands as a destination for visitors partially by hosting events to showcase the community. The 2011 event calendar and marketing plan reached nearly 100,000 visitors. HBP promotes Highlands at several regional events during the year. HBP Visitor Guides, event collateral materials, complimentary bags, marketing and promotional materials are distributed during the following regional events:

**Bike New York-Great Five Boro Race** – 30,000 cyclists – Ft. Wadsworth, Staten Island, NY (1st Sunday in May)  
**NJ Pride** – Asbury Park – 10,000 - 15,000 people (1st Sunday in June)  
 Various trade shows – materials distributed by County Tourism and Jersey Shore DMO



## Funding Development - Private Sector Partners - Sponsorship Development

HBP Marketing served as the primary catalyst for attracting private funding to maximize the local assessment investment. Through efforts of the Exec Committee, a corporate sponsorship track record is being maintained and expanded, that will ensure our corporate sponsors are provided value in the marketing initiatives set forth through HBP. Corporate sponsors budgets are allocated on an annual basis and long-term brokering must take place to deliver value to both partners.

Sponsors for 2011 include Comcast, 95.9 WRAT, Frank Rahm Landscaping, Hufnagel Tree Experts, New Jersey Tourism (visitnj.org), Shore Point, T&M and Super Foodtown.

## Bridge Grand Opening & Ribbon Cutting Ceremony May 1, 2011

HBP events chair, Carla Cefalo-Braswell organized an official Bridge Re-Opening and Ribbon Cutting Ceremony. Press, invitations, decorations and a special luncheon were prepared in honor of the celebration. Mayor Frank L. Nolan, Members of the Highlands Council and Highlands Business Partnership cut the ribbon of the new Highlands Bridge on Sunday, May 1, 2011 at 1:00 PM. Local, County and State Dignitaries and members of the Clergy were present. Senator Kyrillos presented HBP with a Joint Legislative Resolution in recognizing the Grand Opening and Ribbon Cutting Ceremony of the new Highlands Bridge. The Bayshore Marine Task Force performed a Water Display and the Honor Guard of the US Coast Guard, Sandy Hook Station, Highlands and Sea Bright Fire Departments will assist with the ceremony. Seastreak provided a free narrated cruise up the river. A taste event was held in the Seastreak ferry terminal with an extensive lunch menu donated by the Highlands Restaurants. The new Highlands Bridge will boost our local economy and the business owners are looking forward to a successful season after two years and a 40% decrease in sales during the construction. This investment of transportation dollars will greatly benefit the area with free-flowing vehicular and marine traffic making it easier for residents and visitors alike to enjoy the natural beauty of Highlands and to patronize our shops and restaurants



## HBP 2011 Special Events Calendar:

**Saint Patrick's Day Parade March 19, 2011** was held with 9 pipe bands and local and regional floats, along with a host of local business participation. The Grand Marshal was Doug Douty and HBP raised \$3,500 from the Beef & Brew Fundraiser. The event income was \$4,635 and the expenses were \$7,933. The parade brings an early start to the busy spring/summer season for local restaurants and businesses.

**Seaport Craft Show May 29, 2011** – was held on Memorial Day weekend with 38 specialty vendors/ crafters. The event was well received by crafters and visitors alike. The event income was \$2,880 and the expenses were \$531.59.  
**Highlands Farmers Market 2011 July – October** - The 2011 season began in Huddy Park in July and continued through until the first Saturday in November. Outside vendors were solicited for the market and there were various successes with adding vendors to the market. The event income was \$1,210 and the expenses were \$50.00.

**Clam Festival August 4 – 7, 2011** - The Clam Festival proved to be successful and attracted nearly 26,000 visitors over a 4-day period. Efforts of over 50 volunteers, many which are local residents, were a huge asset to the success. Clam Fest had all local restaurants and 45 vendors. Live entertainment, rides, contests and games were also included. The event income was \$48,016 and the expenses were \$34,064.

**2011 Twin Lights Ride - September 25** - The Twin Lights Bike event was held in Highlands at Huddy Park Area. The event was a great success and hopes to grow each year. Seastreak Ferry Company cooperated with bringing bike enthusiasts to Highlands for a multi-tour bike event. There were near 1900 bike enthusiasts visiting Highlands and sections of Monmouth County. There were 4 routes available. Many cyclists visited most businesses. Promotions with local businesses were advertised and announced. The event income was \$75 and the expenses were \$231.

**Oktoberfest 2011 – October 1** – HBP purchased Bavarian food from Bahrs Restaurant. There were no police reports for the 11th year. A German Band that warmed the crowds with traditional German music and dancers. There were specialty vendors, lots of German beers, desserts, bull riding, trackless train, and inflatable rides. The event attracted over 5000 visitors. The event income was \$9,744 and the expenses were \$11,135. Some of the attractions were very expensive.

**Holiday Lighting 2011 - December 2** - The event features local entertainers performing holiday programs. Local residents portrayed Santa and Mrs. Clause. Tim Hill, Recreation Director and the HBP decorated the tree.



# Visual Improvement Committee –VIC

Chaired by Nancy Thomas

This HBP Committee has a wide scope of objectives including Parking, Safety, Beautification, Capital Improvement, Maintenance and Design.

**Tree Maintenance** Continue to provide trimming services of trees on Bay Avenue, in public parks and Commercial areas. Removed dead trees for the Borough with Hufnagel Barter.

**Holiday Decorations** - HBP provided Holiday decorations in Bay Ave containers by In the Garden and decorations for the tree lighting.

**Sign Projects Way Finding** - The Way Finding Signs along Bay Avenue were revisited and expanded to allow for additional businesses to appear on the posts. Currently, Business Owners pay \$50 per sign and HBP pays for the installation. This includes re-alphabetizing annually.

# Memoria Project - Veterans Park

HBP, a long standing partner with the Memoria Project non-profit organization worked with Borough Officials and many private partners to finally complete the Memoria Project in honor of the 10th Anniversary of 9/11. The Memoria Project is a decade in the making, by artist, Steve Shaheen. The Memorial project consists of 13-foot marble sculptures, a man and woman, surrounded by granite blocks engraved with all 2,987 names of those who lost their lives in the 9/11 tragedy. The project was completely funded with donations from around the world. Memorial Project secured at least \$150,000 in donations and goods for the installation of the

Memoria Project. HBP secured at least \$125,000.00 of bartered goods services for the Veterans Park improvements. Combined, in excess of \$250,000 of goods and services were implemented to complete this project. A special ceremony was organized by Steve Shaheen, HBP and members of the Memorial project to dedicate the Memoria to the Borough of Highlands on October 23, 2011. There will be a \$5,000.00 sign donated by Sign-A-Lize once approved by the Borough. The sign will recognize all of the public private partners that donated in some way. The site is meant to serve as a place of reflection for visitors and residents.



# Economic Development Committee

Chaired by Jim Filip / Jim Bollerman

## Business Recruitment

HBP Economic Development – Zoning Recommendations HBP was charged to provide zoning recommendations from the business peoples perspective to Mayor Nolan and the Planning Board. A subcommittee was formed in January led by Board member, Larry Colby. There were many subcommittee meetings held to provide a comprehensive report. Subcommittee members Colby, Filip and Cefalo attended a planning board meeting to discuss the report. Ken Braswell from Shorergrafx was retained to document 100 plus photos to be submitted with our report. A special meeting was held on May 25, 2011 to adopt the report, titled Highlands, Yesterday, Today & Tomorrow. The final report was adopted via electronic vote on June 8, 2011 with all in favor with the exception of Lee and Bollerman, who abstained. The report was thereby

submitted via hand delivery to the Borough Clerk with the photo binder addressed to Mayor & Council on June 10, 2011. Mayor Nolan was pleased with the professionalism of the report. The Tax abatement ordinance will be revisited to spur new business.

## Business Retention

HBP contributed to small business inquiries and provides assistance to existing businesses. HBP helped businesses with problems that impact their business. The Borough provides HBP Office with new Mercantile Licenses. HBP schedules meetings with the new business to provide the entire How To's of HBP. The meeting is usually an hour or more and all information and opportunities that HBP has to offer is explained. Training was provided on use of the free database.



On July 18, 2011, the HBP created the Highlands Business Partnership, Highlands, NJ Facebook page.



2011 - Snug Harbor Beach, Highlands, NJ