

Closed Executive Session called to order 7:20 PM. by Lynn Hunter, President. Personnel, contract negotiations, Board replacement candidates and engineering proposals were presented and discussed. No action was taken on either topic in executive session. A motion to close the executive session was made by B. Duncan, second by L. Hunter. Motion carried and executive session was closed at 8 PM.

C. Cefalo-Braswell opened the public session portion of the meeting with a motion from B. Duncan, and a second. Lynn Hunter, President, called the HBP Regular Meeting to order at 8:00 PM.

Meeting Attendance:      ✓ = Present      x = Absent      R = Resigned  
(17 voting Members)

K. Armstrong ✓		B. Duncan ✓		(G. Ruth)	R (5/1/00)
F. Bauman      x		W. Garcia      ✓		D. Stafford      ✓	
T. Berkhout      ✓		L. Hunter      ✓		J. Wicklund      x	
C. Cefalo-Braswell	✓		K. James	x	<u>Non-Voting Members</u>
<u>(5)</u>					
(R. Cosgrove)	R (3/3/00)	R. Mumford      ✓		P. Baxter      ✓	NMCOC
J. Davis      ✓		P. Mullen      ✓		J. Flimlin      ✓	Rutgers
D. Douty      ✓		R. Rauen      ✓		T. Lavery      x	Twin Lights
(S. Mc Coy)	R (1/1/00)			L. Novick      ✓	Brookdale
				R. Sheridan      x	GPU Energy

15/17

50% of 15 plus 1=quorum

Note:

David Stafford (CPO) replaced Ray Cosgrove for a three-year term

Acceptance of Minutes March 27, 2000 Board of Director's Meeting

A motion to accept the minutes was offered buy B. Duncan, second by L. Hunter. There being no further discussion, the minutes were accepted as submitted.

Presentation from Sylvia Allen, Marketing Objectives HBP

Sylvia Allen presented an overview of the Marketing Objectives. A fact Sheet outlining the Highlands Events 2000, promoting Highlands as a destination was presented to the Board. The marketing opportunities, booth space, on-site signage, inclusion on posters, flyers, audio announcements, large street banners were outlined along with promotional ideas for corporate sponsors. These included product sampling, database development (register to win), product sales, contest/promotions, premium incentives , couponing/bouncebacks, and cross-promotions/sponsor partnerships. Working with the Marketing Committee and CO-Chairs L. Hunter and C. Cefalo-Braswell, Sylvia Allen will be developing the 2001 event calendar and expanding the partnerships with corporate sponsors.

Destination marketing is the primary focus of the Marketing Committee. Upon securing a solid foundation with the development of this program for destination marketing, a program for marketing to attract new business investment will be initiated. Destination marketing is the first phase for this committee. Attracting new businesses will be undertaken when the committee develops stronger "attractions" for new investment.

#### Treasurer's Report

Jack Davis, Treasurer provided a monthly activity report including activity from March 27, 2000 through May 2000. The balance in the checking account was reported as \$17,866.52 and the Prudential Securities Business Edge Account was reported as \$50,477.19. Budgets not to exceed year 2000 include ShoreGrafx at \$5,000 and Allen Consulting out of pocket expenses at \$5,000.

J. Davis reported that ShoreGrafx has not exceeded \$2,000 to date for HBP web site maintenance and development. A motion to accept the Treasurer's Report was offered by T. Berkhout, second by L. Hunter. There was no further discussion on the report and those present carried the motion unanimously.

### HBP COMMITTEE REPORTS

#### Executive Committee

Board replacements are necessary to fill the un-expired vacancies. Nominations to replace George Ruth CPO for an un-expired two-year term include Ben Harten, Claddagh, Block 82 Lot 6.01 and Michael Kovic, Block 46 Lot 2. A roll call vote was taken with the majority votes to appoint Michael Kovic to the Board until 2002. Board comments included the appreciation of Ben Harten's interest in the HBP objectives with his busy schedule and new business startup demands. The board is hopeful that Ben Harten will participate at a later time.

Nominations to replace Sean Mc Coy for an un-expired one-year term include Henry Moyer, Off The Hook and Katherine Lustig, Christine Michele. A roll call vote was taken with the majority votes to appoint Henry Moyer, Off The Hook to the Board until 2001. Board comments included the appreciation of both business operators commitment to the Marketing Committee with participation and creative energy. The Board is looking with anticipation to include Katherine Lustig to the Board in the near future. The Board is hopeful that both Business Operators continue to participate at the committee level to further HBP objectives.

#### Engineering Proposals - Bay Avenue Streetscape Project

HBP is submitting an application to the Monmouth County Community Development Block Grant Program (CDBG) to fund streetscape improvements for Bay Avenue from Miller Street to the Bridge. The application has been developed through HBP VIC under Kathy Armstrong, Chairperson and the Executive Committee. CDBG Applications are due July 1 and an engineering estimate is required for submission. Professional Services proposals were solicited from two Engineering Firms - Bay Pointe Engineering and Schoor DePlama. The executive Committee after proposal review and consultation with the Borough recommends Bay Pointe Engineering - Fran Mullan. The engineering professional services proposal is formatted into

phases according to the grant application process: award and grant eligible/reimbursable expenses. There is a \$950 non-grant reimbursable professional service fee for cost estimation and permit review process (grant required). The proposal includes a stipulation that if the grant is awarded the other phases of required engineering will be negotiated for final cost factors and client pre-approval. A motion was offered by Kathy Armstrong, VIC Chair, to hire Bay Pointe Engineering; with a second to the motion being made by L. Hunter. A roll call vote was taken resulting in a unanimous vote to hire Bay Pointe Engineering - not to exceed \$950 for application phase. Lynn Hunter, HBP President will execute the contract between Bay Pointe Engineering and HBP.

### Marketing & Communication/Special Events

HBP Newsletter was published with editor, John Tedesco. John is a volunteer with the committee and has single-handedly compiled all HBP Committee Chairperson's Reports and a wide array of highlights about our business district.

Sylvia Allen highlighted destination marketing and outside corporate sponsorship activities in the presentation, with comments from Co-Chairs L. Hunter and C. Cefalo-Braswell. The Committee is working diligently to develop events and work closely with Allen Consulting on Press Releases, Public Service Announcements and sponsorship. K. Shaw, Business Advocate, reviewed HBP Web Site development. The web site, [www.highlandsnj.com](http://www.highlandsnj.com) is the home of HBP. A business database, Board, committee, HBP missions Statement information is being expanded on the site. It is the goal of HBP to invest in the infrastructure on the web site of [www.highlandsnj.com](http://www.highlandsnj.com) to provide innovative marketing tools for all HBP members by the end of this year. HBP E-mail is available through the site by addressing [HBP@highlandsnj.com](mailto:HBP@highlandsnj.com).

### Economic Development

Business Guide, and streamlining the Board process represent a tedious process of fact-finding and recommendations to the Borough. The committee is looking at a concierge service in concert with the Marketing & Communication Committee. A survey is under discussion to assess the ferry rider's consumer needs and highlands offerings. An electronic concierge service appears to be most promising to implement at a cost-effective price tag. Business retention issues have centered on the disparity between sewer rates and actual usage rates for commercial properties. The impact to new business and the expense of the startup process warrant further analysis. Roger Mumford, Co-Chair presented an analysis to the Board that defines the usage rate, base operational costs and impact of rates on commercial properties in comparison to actual sewer usage and water consumption. The Board accepted the fact finding and initial report and recommended that Roger Mumford and K. Shaw finalize a letter to the governing body outlining the fact finding, disparity issues and possible solutions as they relate to the business community. A visioning process is ongoing with the community to develop the fine-tuning of the Atlantic Group Report necessary to move forward with the Borough on waterfront revitalization and a redevelopment process. Michael Kovic presented a project for inclusion in the visioning process - Municipal Marina proposal for the foot of Miller. This concept proposal is similar to the Belmar Marina Project and would include the Borough owned Baymen's Association Property and various privately owned properties on Fifth Street. Mike Kovic outlined the project in phases. Roger

Mumford will work with Mike Kovic to develop a base map that the Committee can use to take the process from visioning to implementation. Partnership with the Borough will be key in this endeavor.

#### Visual Improvement Committee

Parking improvement recommendations were drafted in a letter to the governing body on \_\_\_\_\_ . Recommendations include:

- Install to county engineering specification parking line striping along Shore Drive and Bay Avenue. This will provide for an efficient analysis of how many Parking spaces there actually exist along those streets.
- adoption of an ordinance by the governing body to authorize parking impact or deficiency fee when new or expansion projects have insufficient parking. This would create a parking improvement trust fund to providing funding to make parking improvements to existing or new parking areas in Highlands.
- HBP to serve as a broker to encourage private sector leases for parking shortfalls for new or business expansion projects.

HBP created a parking database that inventories by eleven district areas in the central business district the underutilized and, fully utilized commercial parking areas owned by the private sector as well as the Borough-owned lots. This will allow the VIC Committee to assess needs and make recommendations that complement both residential and commercial needs. A similar database is being developed for property maintenance issues. Many residents and commercial owners and operators express frustration over the physical appearance of many properties, especially along Bay Avenue. In order to organize a process to encourage improvements and change, the same districts setup for the parking database have been assigned to VIC volunteers. On site visits are made to inventory property maintenance issues and seek solutions that can be recommended to the Board for implementation in partnership with the Borough.

Highlands Garden Club, Jaimi Terrell, President is working with VIC on beautification this past spring in Huddy Park and the street planters along Bay Avenue. The Garden Club volunteers did a fantastic job in record time for the Clam Festival. VIC hopes to continue to work together with the Garden Club to design beautification projects that includes their talent and enthusiasm. The Streetscape project for Bay Avenue/grant application is the ongoing capital project planned for VIC. Continuing the streetscape improvements will serve to "tie Bay Avenue together" and give the central business district a defined identity. The by-product will be new private sector investments in the vacant properties along Bay Avenue. Completing this as a long-term project will bring a cohesive appearance to the central business district.

#### New business:

Board member Jeff Flimlin, Rutgers Co-Operative Extension announced a new sticker used for the seafood industry. Restaurants would provide the sticker on any seafood taken home to ensure safe handling and refrigeration. Jeff also outlined various statistic regarding Highlands only industry - James T. White Clam Depuration Facility - a \$5 million dollar/year operation. The facility generates 20 million to the state. A Rutgers Marine Science grant along with the NJDEP will undertake an assessment of hard clam stock in the Raritan Bay. Age and growth factors will be taken to determine the natural mortality factors that will provide

information about the product as a sustainable resource. Board Member Larry Novick, Director, Brookdale Small Business Development Center, commented that the HBP agenda was quite comprehensive and that he enjoyed being apart of the process to improve the Highlands business environment. Larry offered the counseling and technical resources in the future to continue to assist small business issues and expansion needs. HBP Board member Carla Cefalo-Braswell praised the Brookdale Center for the assistance it has provided her personally and for HBP. The Board hopes to develop a counseling workshop for the fall calendar. Board Member Patti Baxter, Northern Monmouth Chamber of Commerce NMCOC, added that HBP news and events are being included in the Chamber Chatter Newsletter distributed in the Bayshore Region. NMCOC is working with the Bayshore Development Office on the regional publication The Bayshore Connection and the development of a Bayshore regional web site.

A motion to adjourn the meeting was made by Carla Cefalo-Braswell at 9:40 pm with a second from Todd Berkhout. There being no further discussion or business, the meeting was adjourned.

Next regular meeting Monday, September 18, 2000 .