

Highlands Business Partnership
Board of Director's Meeting
September 18, 2000
Henry Hudson Regional High School
Grand Tour
Highlands, NJ 07735

Executive Session

Closed Executive Session called to order 7:05 PM. by Lynn Hunter, President. Personnel, Benefits package options for Business District, Board replacement candidates and Introduction of Paul Shaffery, Borough Administrator presented and discussed. No action was taken on either topic in executive session. A presentation by Geoffrey T. Genovese, Associate VP and Gary Kirch, Benefits Specialist, representing Prudential Securities, outlined Prudential Program options if HBP formed an association. Group life, Long-term care health and retirement programs were presented. A committee will be appointed to explore group benefits through HBP. A motion to close the executive session was made by B. Duncan, second by T. Berkhout. Motion carried and executive session was closed at 7:30 PM.

The public Session portion of the meeting was opened with a motion from T. Berkhout, and a second by C. Cefalo-Braswell. Lynn hunter, President, called the HBP public meeting to order at 7:40 p.m.

Meeting Attendance:

	✓ = Present	x = Absent	R = Resigned
<u>(17 voting Members)</u>			
K. Armstrong	✓	B. Duncan	✓ D. Stafford x
T. Berkhout	✓	B. Garcia	✓ J. Wicklund ✓
C. Cefalo-Braswell	✓	L. Hunter	✓
D. Douty	✓	K. James	✓ <u>Non-Voting Members (5)</u>
F. Bauman	x	M. Kovic	x
		H. Moyer	x
		R. Mumford	✓ P. Baxter ✓ NMCOC
Vacant (Jack Davis R-9/00)		P. Mullen	x J. Flimlin x Rutgers
		R. Rauen	✓ T. Lavery x Twin Lights
			L. Novick ✓ Brookdale
			R. Sheridan ✓ GPU Energy
11/16 (voting members)			
50% of 16 plus 1=quorum			

Acceptance of minutes June 19, 2000 Board of Director's Meeting

A motion to accept the minutes was offered by T. Berkhout, second by C. Cefalo-Braswell. There being no further discussion, the minutes were accepted as submitted. Bill Duncan requested that minutes be provided in advance to the Board, as well as any board vacancy positions.

Treasurer's Report - Lynn Hunter (Jack Davis resigned 9/00)

Lynn hunter, President provided a monthly activity report. Shrewsbury State Bank checking account balance 8/31/00 is \$3,840.78. The Prudential Securities

Investment account balance 8/31/00 is \$51,080.17 . Shrewsbury State Bank as of 9/18/00 \$3,840.78. Amount due from assessment from the Borough of Highlands for this quarter is \$21,038.10.

Budget allocations, not to exceed, were set for Allen Consulting, ACI and ShoreGrafx, both marketing professional services. Allen Consulting is approaching the maximum on the \$5,000 maximum for out of pocket expenses. ACI is developing barter partnerships that will provide outside resources for banners, printing, typesetting. The Board was made aware of the expenses and the Executive Committee will continue to monitor. ShoreGrafx is approaching the maximum of \$5,000 allocated for web site development and expansion for events, marketing and HBP public information. In order to complete the fall events calendar additional expenditures will be required. The Executive Committee will continue to monitor.

Action Items:

Nominations to replace Two (2) Board Vacancies and one (1) Officer

(1) Replace Board Member un-expired term:

Fred Bauman, CPO 1-year term 75% consecutive absences regular meetings as per bylaws

Nominated and appointed by ballot with a unanimous vote:

Larys Cartaya, CPO Bolero Café Block 54 Lot 4

Marketing & Economic Development Appointed to filled the Committee Member will fill un-expired Term until Mar.2001

(2) Replace Board Member un-expired term:

Jack Davis, BO 3-year term - Resigned by letter 9/00 relocating out of state

Nominated:

John Koenig, BO - Economic Development & Marketing Committee
NY Fast Ferry Member

Catherine Lustig, BO - Marketing Committee Member

Christine Michelle Handmade

Appointed by ballot with majority vote:

John Koenig, BO

NY Fast Ferry to continued un-expired 3- term until March 2003

(3) Replace Officer - Treasurer (vacated by Jack Davis)

Computer record keeping required

Nominated:

Bill Garcia, BO Fortuna Enterprises

Appointed by Ballot with unanimous vote

Bill Garcia will serve as Officer and Treasurer until the end of his term (March 2001).

K. Shaw, HBP Business Advocate, read the ballot results and the ballots were given to Lynn Hunter, President. A motion was made by Lynn Hunter to accept the ballot results. Joan Wicklund seconds the motion with all in favor the new Board members for un-expired terms were accepted.

Board Responsibilities and Protocol

Lynn Hunter presented to the Board the importance of cohesive action regarding business district issues. HBP is diluted by independent not approved actions by members. HBP will serve the community best by working through our committee and board structure developed through our bylaws. Concern should be brought to the attention of the Executive Committee or Business Advocate for immediate attention prior to taking independent action.

Letter Response to Middletown Courier

A recent letter to the editor brought Marketing Committee members together to address misinformation and negative opinions regarding the impact of the ferry in Highlands. John Tedesco, Marketing Committee Member drafted a letter for Board review. There was consensus from the Board that the letter should not be released in its present form. Comments from the Board included no finger pointing, letter was too long, a firm stand needs to be made and there was a general lack of agreement on the content. John Tedesco, a resident desires to send the letter on his own. The board agreed that the executive committee would draft a new letter and send on their own. A motion was made to solidify that action by C. Cefalo-Braswell, second by T. Berkhout.

VIC Project - Marine Place

Kathy Armstrong presented a quote from a licensed landscape contractor to begin Phase 1 of the project. It is determined that the project will not exceed \$2,000. It includes approximately six blocks are waterfront planter area in front of the newly constructed bulkhead. The Borough has been contacted regarding the vandalism of the lights and non-function election in the area. The Borough will continue their punch list with the contractor.

HBP presents this project to begin a visual improvement process for public areas of Highlands. The weeds and overgrown vegetation in just one year's time of the installation of the project is of grave concern to the VIC Committee. VIC plans to work with the Borough to fine tune maintenance schedules for public areas.

Phase II includes a plant list and visual photo computer imaging that was presented by Marsha Shaya, designer, and Jaimi Terrell, President Highlands Garden Club. The improvement project for Marine Place includes low growing and low maintenance plantings with maximum color for a zone 7 geographical area. Soil samples will be taken to ensure plant survival. Replacement mulch will be included after planning in Phase II. The Regional High School will be contacted through the Key Club for volunteers in the spring 2001 for planting to assist the contractor, Garden Club and HBP volunteers.

A motion to approved Phase I Marine Place Improvement Project at an amount not to exceed \$2,000 was made buy B. Duncan, second by C. Cefalo-Braswell. With all Board members in favor the motion was carried to start the project as Phase I. K. Armstrong will present Phase II early 2001.

Marketing Committee -Proposed 2001 Calendar of Events

The calendar was presented to the Board for 2001 as the work of the Marketing Committee and ACI. A motion to accept the calendar was made by T. Berkhout, second by L. Hunter; with all in favor the motion was carried to approved the 2001 HBP calendar of events. Once approved ACI can expand sponsorship sales to support the 2001 initiatives.

Marketing Committee - Ad Approval Back Cover Bayshore Connection

C. Cefalo-Braswell and L. Hunter, committee co-chairs presented an advertising opportunity for HBP to take the back cover to display our HBP Events Calendar 2001 and the Re-Discover the Treasures of Highlands promotion for October. The direct mail regional guide will provide expanded coverage of this fall event, as well as Highland's entire year's events as a destination. The cost of the back page is not to exceed \$1,000. A motion to take the back cover not to exceed \$1,000 of the Bayshore Connection was made by B. Duncan, second by T. Berkhout. With all in favor, the motion was carried to take the back cover ad in the fall issue of the Bayshore Connection.

HBP Committee Reports

Executive Committee - Hunter, Cefalo-Braswell, Berkhout, Garcia

A planning meeting is scheduled for December 11 at the Clam Hut to begin the review 2000 accomplishments, new objectives and prepare for the annual meeting in March 2001.

Marketing & Communications/Events Committee - Hunter, Cefalo-Braswell co-chairs

Developing event chairpersons and finalizing the 2001 events are underway. Bike tour event involves both ferry companies to bring bike enthusiasts to Highlands for a region tour that will start and end in Highlands. Next newsletter is to be published in October. Chairs get your articles into the editor, John Tedesco or K. Shaw at the HBP Office.

Economic Development Committee - Mumford, Duncan co-chairs

Marina proposal was discussed for the end of Miller Street. Dredging permits would be an enormous undertaking. R. Mumford's professional staff will review the proposal presented by Board member M. Kovic. A development project base map is a committee goal. New re-development tools that the Borough will explore as presented by Paul Shaffery will be most important to determining next steps in the project evaluation process. Defining Atlantic Group projects that remain viable since the report was completed in 1994 will continue to be reviewed by the committee. The Economic Development Committee will receive a statement of benefits for defining a re-development area from Paul Shaffery. Long Branch examples were discussed at recent meetings. Councilman R. Rauen commented that the Borough is not in business to operate a marina. Private leasing arrangements would need to be explored. The sewer rate recommendations remain with the Borough and HBP awaits comments or further action.

VIC Committee - Armstrong

Parking, Safety, Beautification, Design, Capital Improvement, and Maintenance

Parking recommendations have received no formal response from the Borough. Line striping has begun, but questions have emerged regarding line installation requirements. Inventories for maintenance, parking are developed on databases. Holiday lighting and decoration improvements are planned. CDBG County application for streetscape grant funding is held on a discretionary money waiting list. Speed radar usage and parking/safety issues continue to be monitored. Police reports are sporadic and this has been addressed through the new Borough Administrator. Improvements and maintenance of the way finding signs are underway; as well as, welcome sign improvements to the bridge area. Maintenance issues, presented as life hazard conditions, were identified by T. Fennell, Borough Fire Official. These life hazard violations issued by T. Fennell appear to have problems with legal follow up and follow through after they are issued. VIC seeks to define the follow up and follow through process undertaken by the Borough. VIC is working to define the process to elimination these life hazard conditions that jeopardize our emergency services volunteers and give Bay Avenue and the community a poor visual appearance.

Old Business: none

New Business:

e-marketing bayshorenj.com web site

The Bayshore Development Office has launched a new regional web site, bayshorenj.com. In marketing partnership with the Bayshore Development Office, Northern Monmouth Chamber of Commerce NMCOOC, Patti Baxter, and staff will be expanding the good news about this cutting-edge e-marketing tool. September 19, 2000 at the Oyster Point Hotel, Red Bank an on-line demonstration of the tools bayshorenj.com offers to businesses, clubs, organizations, and municipalities in the nine-town Bayshore Region. Bayshorenj.com offers an up-to-the minute information network for events, meetings, and coupons all free. Banner advertising rates are available from NMCOOC. HBP Marketing Committee is working to dovetail the proprietary database and events listing in bayshorenj.com with our HBP web site. Double the value for HBP members.

The meeting adjourned at 9:16 p.m.

Next meeting is a Planning Meeting at the Clam Hut 7PM December 11, 2000

Submitted by K. Shaw, HBP Business Advocate