

**Highlands Business Partnership
Board of Director's Meeting
January 29, 2001
Henry Hudson Regional High School
Grand Tour
Highlands, NJ 07732**

Executive Session

Closed Executive Session called to order at 7:10 p.m. by Lynn Hunter, President. HBP contract for professional auditor services and the first annual meeting preparation were agenda items. Business Advocate, K. Shaw presented the new 2001 auditor proposal from Wiss & Company, David Ferullo. The new professional services contract proposal increased by \$100 from \$1,500 to \$1,600 to complete the audit for year 2000 along with corporate non-profit income tax filings. The HBP Annual Report was drafted and presented to HBP Committee Chairpersons and the Executive Committee in advance of the January 29th meeting of the Board of Directors. Board members comments and additions to the annual report were requested no later than February 5th. The final report is slated for submission to the Borough of Highlands Mayor and Council at the February 7, 2001 Council Meeting. The annual report will be presented at the Annual Meeting, scheduled for March 12, 2001. A motion to close executive session was made by Todd Berkhout, second by John Koenig, with all in favor the session was closed at 7:25 p.m.

Lynn Hunter, President, called the public session to order at 7:30.

Meeting Attendance: ✓ = Present x = absent

K. Armstrong	✓	B. Duncan	✓	J. Koenig	✓	R. Rauen	x
T. Berkhout	✓	W. Garcia	✓	H. Moyer	✓	J. Wicklund	✓
L. Cartaya	✓	L. Hunter	✓	R. Mumford	✓	M. Kovic	✓
D. Douty	✓	K. James	✓	P. Mullen	x	D. Hatter	x
C. Cefalo-Braswell	✓						

Non-voting members:

Patti Baxter x
Jeff Flimlin x
Larry Novick x
Roberta Sheridan x

Guests:

Councilman Bill Ciazza
Councilman John Urbanski
Mayor O'Neil

50% +1= quorum (8) executive session 11/17 public session 14/17

Minutes from the regular meeting of the Board of Directors on

September 18, 2000 was offered by J. Wicklund to be accepted as filed. The motion was second by T. Berkhout. There was no further comment or discussion regarding the minutes they were approved for distribution.

B. Garcia presented treasurer's report. The Prudential Securities money market account balance is \$52,156.62 and the Shrewsbury State Bank checking account balance is \$16,332.14 effective 12/31/00. A new accounting system is being introduced with the change of treasurers. Coordination with Wiss & Company regarding the accounts management system is in process. A full audit for 2000 is

required for the Borough and the Department of Community Affairs, Division of Local Government Services.

Status of the HBP 2000 Assessment payments were reviewed. The final year 2000 payment was received in January 2001. The total value of the 2001 budget depends on the certification by the Highlands Tax Assessor. This information was requested from the Borough in a memo forwarded in October 2000. Variations in the assessed value will affect the budget on an annual basis. The new Tax Assessor is in the process of reviewing all records and will advise the Borough Administrator when the BID Assessment Roster is certified and the BID Budget Year 2001 can be approved and adopted by resolution by the governing body. The checking account balance was \$2,381.62 prior to receipt of the last assessment payment for 2000. B. Garcia is scheduling a meeting with the Auditor to review record keeping process and preparation for year-end reporting. A motion to accept the Treasurer's Report was offered by J. Wicklund, second by T. Berkhout. There being no further discussion, the report was approved and adopted.

Action Items:

Wiss & Co to provide professional services for the 2000 audit and tax filings was offered by T. Berkhout, second by K. James at the rate of \$1,600. No further discussion was taken and all were in favor to approve this professional contract. The President, Lynn Hunter will authorize the contract.

Nominating Committee Election/Annual Meeting 2001

A report from the HBP nominating committee was provided to all Board members. The report will be included into record in preparation of the 2001 annual meeting and election.

The nominating committee is comprised of D. Douty, K. James, B. Duncan, and T. Berkhout. The slate of candidates presented by the HBP nominating committee will be mailed to all members along with a list of deadlines for petitions for nominations. Additional petitions must be received by March 1, 2001. The one-year terms of office will expire and vacant seats will be filled by the election to be held at the annual meeting. There will be two vacant seats for commercial property owners and three vacant seats for business operators. All newly elected Board members in the 2001 election will serve for a three-year term.

Draft Annual Report Year 2000 - HBP First Year

The report was distributed to all Board members and will be mailed to those absent. This report summarizes all the projects and activities for the year 2000. A presentation was made to the Mayor and Council on January 8, 2000 through a special meeting advertised by Mayor O'Neil. Each HBP Committee Chair presented a summary of accomplishments. New Committee goals were outlined; as well as, issues that remain unresolved that affect committee activities. The Executive Committee is working closely with the Borough to identify and follow up with unresolved issues to bring closure and further HBP objectives.

Reports:

The annual report brings committee activity current. Several additions items were brought forward:

- **Marketing/Communications/Special Events**
Group media buy is underway to provide comprehensive full-page advertising for participating HBP businesses using HBP's non-profit rate discount and brokering through our marketing consultant, Allen Consulting, Inc.
- **Economic Development**
A new initiative to complete an inventory of existing, vacant commercial properties to complete a business recruitment campaign. Apply for a Smart Growth Planning Grant application for a circulation study to assist the adding of businesses to the underutilized areas. Creation of a re-development plan will further Highlands obligations for undertaking a new master plan. A joint effort between Keyport Business Alliance and Highlands Business Partnership is planned along with joint municipal application endorsement. Greater public dollars are available to undertake joint projects.
- **Visual Improvement VIC**
Sign proposal for \$1,750 to install a new welcome sign at the west bound Hwy 36 Bridge embankment area from the Shrewsbury River Bridge ramp onto Bay Avenue. The sign will replace the former Farmers Market Sign. The existing welcome sign has been determined not to be effective placed in that location. The sign is considered for placement on the eastbound entrance area across from Off The Hook Restaurant. T. Berkhout requested that additional quotes be secured. C. Cefalo-Braswell and T. Berkhout will assist in securing additional quotes prior to order the new welcome sign. A motion was made by J. Wicklund for purchase of a sign in an amount not to exceed \$1750 for main sign and \$80 for event slates below sign with a provision that additional quotes will be secured with assistance of T. Berkhout and C. Cefalo-Braswell. The motion was second by K. James. The ad hoc sign group would further review discussion regarding wording. No further discussion. The motion was unanimously approved by a roll call vote.

The Meeting was adjourned at 9:30 p.m. by a motion from K. James, with a second to the motion by J. Wicklund. No further discussion the meeting was adjourned.

Submitted by K. Shaw 3/4/01