

**Highlands Business Partnership  
Regular Meeting of the Board of Director's  
August 18, 2005  
Henry Hudson Regional High School**

**Executive Session**

Carla Cefalo-Braswell (CCB), HBP President, called the BOD Executive meeting of August 18, 2005 to order at 7:20 p.m. There was a meeting quorum for action.

Executive Session was closed by a motion by Fred Rosiak, second by John Koenig with all in favor the session was closed at 7:35 p.m.

**Public Session**

Carla Cefalo-Braswell called the public session of the HBP Board of Directors to order at 7:40 p.m.

**Meeting attendance:      P = present    A = absent**

L. Bodnar-Nolan	P	J. Cosgrove	P	R. O'Neil	A	E. Sousa	P
S. Beim	A	J. Koenig	P	F. Rosiak	P	J. Urbanski	A
J. Bollerman	P	M. Kovic	P	D. Shields	A	B. Weber	P
C. Cefalo-Braswell	P	K. Lustig	P	A. Solomon	P	J. Wicklund	A

50% = quorum (11/16)

Eddy Sousa arrived at 8:00 pm and Aj Solomon arrived at 9:15 pm.

Eleven were in attendance for quorum

Additional Committee Member in attendance: VIC Chair Nancy Thomas.

**HBP BOD Minutes of the August 18, 2005 Annual Meeting**

Minutes were reviewed and an error was made in omitting Jim Bollerman's name in the attendance. List. A motion was made by John Koenig and second by Carla Cefalo-Braswell to accept the minutes into the corporate record, with a correction that Jim Bollerman was present at the March Meeting. All in favor the minutes shall be included in corporate records and added to our Website for public access.

**Treasurer's Report- Bill Weber**

The Treasurer's Report was tabled until the year to date reports can be explained. A motion was made by Fred Rosiak to table the Treasurer's Report and second by Mike Kovic. With all in favor the Treasurer's Report was tabled. The HBP Fidelity Broker has assigned accounts to the new broker Solomon Daly.

**Committee Reports**

**Executive Committee** – The new HBP admin, LoriAnn Bodnar-Nolan was retained on a month-to-month basis with a 30-day opt out written notice from either party LoriAnn will be available at the HBP desk donated by ShoreGrafx located at 140 Bay Avenue. The hours of operation will be Tuesday, Wednesday and Friday from Thursday from 9:00 am to 5:00 PM. In addition, LoriAnn will be attending committee meetings as needed. A motion was made by Carla Cefalo-Braswell to retain LoriAnn Bodnar-Nolan for Admin Services and second my Eddy Sousa. All in favor and motion carried.

Welcome new Board member Dan Shields who has replaced Lisa Kochanik's seat. Dan could not attend due to a conflicting family function. Anne Parmelee letter of resignation was read and a motion was made by Eddy Sousa to accept resignation and second by Carla Cefalo-Braswell.

### **Special Events – Carla Cefalo-Braswell**

Carla Cefalo-Braswell gave an overview of the sponsorship dollars and Barter Services received for the event calendar.

Carla described the barter project at the Welcome Highway sign provided by Frank Rahm Landscaping. A knee wall was built and new pavers installed at the highway sign as it was collapsing. We received \$6,750.00 in barter services in exchange for sponsorship of 2005 event calendar. The sign is in desperate need of repair and will probably cost a few thousand dollars to fix as it is splitting down the middle. It is rotted at the base of the lighthouse and ready to fall. This was not allocated in the budget and money will have to be spent to repair. In addition, Councilman Urbanski has requested the purchase of a second lighthouse and prices will be obtained. A motion was made by Fred Rosiak to use funds from money market to repair the sign and second by Jim Bollerman.

The concert series was held every Tuesday Nigh in July and proved to be very successful for a first time event. A complete overview of the Clam Fest was given. The total income from the Clamfest was \$35,617.70 and expenses were \$29,522.13. The stage was discussed at length, which was rented for the Clam Fest. We will research the possibility of purchasing a stage for future use. LoriAnn discussed the Car Show flyer distributed in package. The show will be held on Labor Day weekend and was brought back to the calendar by request of Mayor O'Neil. The Bike NY had to come back to Huddy Park due to the fact that Sandy Hook was not able to accommodate them with use of the barge for Seastreak to bring in the riders. The event will be September 25, 2005 and so far there are close to 1300 riders. A larger number is expected this year as the Lance Armstrong Foundation is involved in promoting the event.

### **Marketing & Communications Committee –Carla Cefalo-Braswell for Eddy Sousa**

Eddy gave an overview of the ad in the Jersey Shore Life Magazine. Eddy gave a summary of new marketing ad for the 2006 New Jersey Official Travel Guide and Map. Distribution would be on the Garden State Parkway Rest Stop areas. The Highlands Video still needs some photo and video footage from new restaurants and is currently being coordinated.

### **Economic Development – Fred Rosiak & Scott Beim**

Fred gave an overview on the Water Taxi plan status. Fred explained that a meeting was held with the committee and Richard Wells, Superintendent of Sandy Hook and Tom Daly Counsel for the Sandy Hook Foundation. The meeting went very well. Subcommittees of the EDC had timed trial runs at each the six Highlands locations identified as well as the two stops at Horseshoe Cove and Sandy Hook. They worked out an itinerary with a number of successful loops. No progress on identifying a boat but the proposed stops are identified with what will be needed at each stop. Fred explained that there is much positive feedback from the public. Carla asked about the status of Monte's Dream Donation. John Koenig has explained that he has researched the boat and that it is not worth the donation. Fred suggested a letter stating the boat was not suitable for the needs Highlands Water Taxi and we thank them for their consideration. John will call them and LoriAnn will send a letter to the Montecalvo's. Fred inquired about securing money the ED budget from 2005 for allocation in 2006. We can earmark the funds for 2006. Carla touched on progress of meetings held by a small subcommittee with Councilman Rebecca Kane regarding the feasibility of underground utilities. Mr. Jim Bollerman gave an overview of his experience with Underground Utility Projects in

Little Silver and Red Bank. The committee at present is Jim Bollerman, Jim Phillip, Rebecca Kane, and Carla Cefalo-Braswell. There is a meeting scheduled later this week with T&M (the Boro engineers) and a one-page presentation will be made for Mayor in Council before the year end.

**Visual Improvement Committee**

**Nancy Thomas, Committee Co- Chairs**

**Design Maintenance Beautification Capital Improvements**

Nancy Thomas explained there was no progress made on the Street Banner Program at this time. She thanked Nick Evangelista for a great job in getting the wayfarer signs updated for new businesses and rearranged to be installed alphabetically. The work was done by Signage company which is the company used for the wayfarer since it's inception. The signs are \$44.00 each to purchase and HBP pays for the installation. Nancy gave an overview of Marine Place and the role of the Business Improvement Committee. Discussions were had about the inclusion or exclusion of Marine Place to be maintained by HBP and the Garden Club. John Koenig has reiterated his concern about the no-name/white building on Miller and Bay. The building still remains in disrepair and there is a huge pile of debris in their yard. In addition, their front door still remains dirty and unsightly. Nancy will discuss the painting the door with the owner and or Mr. Murphy, the Code Enforcement Officer. Nancy gave an overview of the plans for the Memoria Project and new Veteran's Park. Nancy serves on the Board of Directors of the Memoria as the Highlands Representative.

The meeting was adjourned at 9:55 p.m. by a motion from Fred Rosiak, second by John Koenig with all in favor the meeting was adjourned.

**Next meeting of the HBP Board of Directors is: November 9, 2005 7PM at HHRS Music Room.**

Respectfully Submitted by: LoriAnn Bodnar-Nolan