

**Highlands Business Partnership  
District Management Corporation  
Highlands Business Improvement District  
PO Box 375, 140 Bay Ave  
Highlands, NJ 07732**

732-291-4713 F/732-872-1031 [www.highlandsnj.com](http://www.highlandsnj.com)

**Regular Board of Directors Meeting – August 23, 2006**

The HBP regular meeting public session of the Board of Directors was called to order at 7:38pm by President, Carla Cefalo-Braswell. HBP meeting notification was read by HBP President. The meeting was held at the Henry Hudson Regional High School Music Room. The meeting public notice announcement was read by President Carla Cefalo-Braswell that the meeting was notice in the Asbury Park Press and [www.highlandsnj.com](http://www.highlandsnj.com).

Meeting Attendance: P = Present

A = Absent

L. Bodnar-Nolan	A	J. Cosgrove	A	R. O'Neil	A	E. Sousa	P
J. Bollerman	P	J. Koenig	A	F. Rosiak	A	N. Thomas	P
C. Cefalo-Braswell	P	M. Kovic	P	D. Shields	P	J. Urbanski	A
M. Shaya	A	K. Lustig	A	AJ Solomon	P	W. Weber	P
						J. Wicklund/	P
						K. James	

**Action Items – HBP Reports/Minutes**

HBP reports/minutes including the Annual Meeting & Election, March 2006, Annual Report 2005, Special Board Meeting minutes April & May 2006 have been prepared for the review and approval of the Board. These HBP corporate documents were forwarded to Board members prior to the meeting date by e-mail. The annual report, and certified audit will be forwarded, upon approval, to the Department of Community Affairs/Division of Local Government Services and the Borough Chief Financial Officer, in compliance with the state statute.

Carla Cefalo-Braswell informed all Board members that Lori-Ann Bodnar-Nolan, who served as the HBP Business Advocate, resigned after the sudden death of her father and personal health complications. The Board extended their heart-felt sympathy to Lori-Ann and her family with the loss of her father, Lenny Abbott. Lori-Ann's creative contributions to the growth of HBP events will be missed and the Board will forward a letter of thanks to Lori-Ann.

After review of the outstanding HBP corporate filings, reports and records, the Executive Committee voted to secure temporary staff support to bring the records up to date and assist with the Water Taxi operations, as the staff support position was vacant with the loss of Lori-Ann. HBP is using the temporary services of Downtown Network Co. (DNC) to provide targeted part-time management services. HBP corporate filings and records and filings are in need of completion, and there are current projects and grant funding opportunities that DNC will be able to complete for HBP. Kathy Shaw was the Borough's NPP manager, who worked to secure numerous grant-funded programs for Highlands from 1993 through 2001. Kathy has her own consulting firm, specializing in business improvement districts, and she will bring new resource opportunities to Highlands.

**A motion to approve the action items:**

**HBP March 2006 Annual Meeting & Election Minutes & HBP 2005 Annual Report**

HBP Board members reviewed the Board of Directors 2005 Annual Report and 2006 Annual Meeting minutes. The minutes were provided to the Board the day prior to the meeting.

Discussion: All Committee reports reflect the reports that have been presented all during the year. Careful attention should be taken to review the corporate structure reflected in the first two page of the report. Jim Bollerman questioned the date for the 2005 objectives and the listed accomplished the same year. Those objectives were set in 2004 for the work to be completed during 2005. HBP objectives and activities are summarized in the annual report. Annual Report was e-mailed to board members 8/23/06. After reviewing the 2005 HBP Annual Report, a motion to approve the 2005 Annual Report was offered by Dan Shields, with a second to the motion offered by Eddie Sousa. After review of the 2006 Annual Meeting & Election Minutes, a motion to approve the minutes was offered by Eddy Sousa, with a second to the motion offered by AJ Solomon. The motion included corrections to the minutes (Lustig initials; attendance - Thomas present noted by Board member, Nancy Thomas).

**HBP Special Board Meeting April 21, 2006** when the HBP budget was not adopted at the April 19 Council Meeting and the organization was not funded and HBP operations were closed- down April 20<sup>th</sup>.

A motion was offered by Carla Cefalo-Braswell to accept the special meeting minutes, and a second to the motion was offered by Bill Weber, with all present in favor, except Joan Wicklund and Michael Kovic, who abstained.

**HBP Special Board Meeting May 3, 2006** for the water taxi operation. Without the HBP budget being adopted, the deposit made to secure the water taxi was in jeopardy, as the transaction could not be completed. A \$3,900 deposit for purchase of a boat for the water taxi project was lost, as the HBP budget was not approved. This special meeting was held to consider a leasing strategy, working with HBP board members who purchased the targeted water taxi boat. The lease contract was reviewed at this special meeting. The use of the barge and docking and storage has been provided by Rosiak and Koenig at no charge to HBP. The projected daily lease rate for the water taxi of \$400/day was re-negotiated to \$330/day – charging HBP for actual use time of the boat. A motion was offered by Michael Kovic to accept the special meeting minutes, and a second to the motion was offered by AJ Solomon, with all present in favor, except for John Wicklund, who abstained.

### Treasurer's Report - Bill Weber

The Valley National Bank balance is \$29,575.06 with a total of \$4,968.24 in outstanding checks bring a total balance in the account to \$24,607.72. The Fidelity Prime account is emptied and has been utilized for the water tax. A P&L (profit and loss statement) was included in the meeting package. The 2006 Clam Fest income total is \$29,803. The total Clam Fest expense was \$27,772, which included the cost of new picnic tables in the amount of \$4,728. The purchase of the new picnic tables was added as an expense for the Clam Fest. The funding increase in the HBP 2006 annual budget will not be available until the research can be completed on the commercial properties omitted from the assessment roster. The increased budget allocation is anticipated to be implemented in the last quarter of 2006. It was noted that this year there is an increase in HBP 2006 sponsorship income for a total of \$14,700 in cash and \$15,000 in barter. The financial statement includes the barter as a separate account. This was requested last year to show the complete picture of all the resources attracted through HBP. HBP VIC has expended additional funds to complete the clean community projects, as the grant funding (\$5,695) has not been received. The spring clean up and plantings and purchase of 40 garbage cans.

### Executive Committee Report:

#### HBP 2005 Certified Audit

The HBP 2005 certified audit was provided in the meeting packet and presented to the board members by the HBP officers. After review of the report a motion was offered by Jim Bollerman, second by AJ Solomon, with a roll call vote of all board members in attendance voting to approve the 2005 certified audit for distribution according to the state statute regulations and add to the HBP corporate records.

### Marketing/Events Committee Reports:

#### ➤ Destination Marketing

Ed Sousa reported they met with a travel writer from – EscapeMaker.com, who hosts a website that promotes destinations surrounding the New York Area. HBP purchased space on EscapeMaker.com starting this July. All the marinas, B&B's, Twin Lights Historic Site, restaurants, water taxi and local park destinations for biking, etc. were included in the write up that is promoted on the website. EscapeMaker.com will be doing an e-mail blast to their mailing list including our Highlands destination information and special rates will be available. An EscapeMaker.com web page banner, featuring Highlands as a destination with details of what to do, where to stay, and dining promote our businesses. EscapeMaker.com is regularly featured on Good Morning America and the New York Times as a destination resource. In addition through HBP's listing with EscapeMaker.com, a Pennsylvania regional magazine, *Leighigh Valley Style*, features Highlands in their next issue. For an investment of \$2,800 the web listing/photos and write-up will run for the entire year July 2006- July 2007. HBP events are picked up and displayed on Escape-Maker.com site, which provides additional exposure to the NY and regional markets for visitors/investors. HBP is able to change the web-page banner throughout the year's contract term. The HBP video is almost complete with the photos selected. Mary Walters (101.5) provided the voice-over at no cost. With changes in restaurants, there are photo and sound editing that needs to be completed. Eddie Sousa will contact Mary and report back to the Board. NJ Shore Life Magazine is free and distributed throughout New Jersey. A \$400 ad was listed in NJ Shore Life Magazine that included promoting the water taxi. It was suggested that the next HBP Visitors Guide not dedicate an entire page to places of worship. The Board supported that change for next year.

#### ➤ Travel & Tourism

Carla Cefalo-Braswell reported the HBP's success in securing a 2006 NJ Travel & Tourism grant. The office of Travel & Tourism contacted the HBP Office and provided an early approval to have the Travel & Tourism logo added to the HBP Visitor's Guide. HBP's success was related to the linking of the region through the HBP Water Taxi and Sandy Hook Beach areas. Discussion continued about the some of the page formats in the Visitor's Guide, including using an entire page for the places of worship. Bike rental is an important service to include in the business district. The new rickshaw company is interested in renting some space in one of the marinas where a working shed can be installed for a base of operation. The rickshaw company participated in the Clam Festival and he is considering Highlands and Belmar. A business license will be required. Jim Bollerman added that when transient boat slips are available, the rickshaw operation will be a great linkage to restaurants and sites.

#### ➤ Events Report

Clam Festival spread sheet provides a tally of the rides and games for each day of the event. It provides the committee with data about the success of each game. Board members discussed the value of the games to the event, as the games brought in \$2,000 income, staffed with a large number of volunteers from the community. Two issues were discussed that the prize every time trailer brought down the profits. A new ride company has been selected for next year. Games are an added attraction. There is a limitation of the space to place the rides and games. Suggestions about using other space in the park were discussed. The map and layout will be available for committee volunteers for brainstorm new options for 2007. Additional vendors would be a goal for next year. Car Show has been cancelled due to changes in the car club that HBP has worked with for years. Highlands Police Explorers assisted in registration for the 2006 Breast Cancer Walk in cooperation with the HPD and HBP, which is scheduled for late October. The event is beneficial to the community, attracting new visitors who participate in the benefit walk for a cause and discover Highlands dining, lodging and unique offerings. At the same time they see Sandy Hook and the historic Fort Hancock and the great views of Highlands. Richard Wells works closing with HBP and waives fees. All registrations must be completed prior to the day of the event. Octoberfest planning is underway and entertainment and food are booked.

➤ **2006 Summer Concerts**

Dan Shields expressed disappointment with the marketing of the concerts. A change to from Tuesday to Thursday night was suggested for 2007. The HBP staff change that took place early summer produced some gaps in marketing – particularly with the concerts. Dan Shields suggested ads and flyers for next year.

**Economic Development Committee**

Fred Rosiak, committee chair briefed the HBP Board member on the progress of the HBP Water Taxi. An Actual 2006 Water Taxi Expense Report was created that breaks down monthly expenses including staff, fuel, maintenance, boat supplies, vessel lease, insurance, and marketing. The spread sheet shows each month's expenditure under each separate category. The HBP investments for tickets, signs will carry over to 2007 water taxi operation and reduce anticipated expenditures for next season. Wayfinding and landing signs will re-used. Insurance will be an annual expense along with the fuel, staff, maintenance, boat supplies, marketing and vessel lease. The Economic Development Water Taxi plan projected for the season:

- |                             |          |  |
|-----------------------------|----------|--|
| ➤ Projected staffing costs  | \$14,280 | Actual fuel expenses were \$1,200      |
| ➤ Projected insurance costs | \$ 2,800 | Actual insurance expenses were \$7,415 |
| ➤ Projected marketing costs | \$ 4,200 | Actual marketing costs \$8,579         |
- (includes 45 signs that will be re-used 2007)

Start up operations of the HBP Water Taxi began during 2006 Memorial Day weekend. Staffing for the weekends with a licensed boat captain has been a big challenge for the operation. Several interim captains were used until August, when a captain was secured who could provide steady weekend coverage. The HBP Economic Development Committee evaluated staff and worked to secure the best schedule and staff available this start-up year. Thursdays were removed from the schedule during June after taxi rider counts were evaluated and did not justify operations the extra day. Water Taxi riders peaked during the 2006 Clam Festival, when cross marketing between the event and the restaurants was intense. Complimentary tickets were provided to various restaurants to kick-off and promote the new service. Shore Life Magazine and Escapemaker.com ads featured the new Highlands Water Taxi operation and signs and collateral materials have been distributed in concert with the HBP event calendar. A NJN News live broadcast and Martha Stewart radio spot also highlighted the new water taxi operation. Visitor Guides and slim jims were provided to each landing area and are distributed on-board the water taxi. Water Taxi signs and posters have been installed at landing locations and throughout wayfinding posts on Bay Avenue. A draft of a *water taxi brochure* was drafted – but held until the Sandy Hook Issues can be resolved. A Water Taxi schedule including Friday-Sunday Seastreak Ferry connections at Sandy Hook and Connor's Landing was developed to provide the water taxi staff with taxi-ferry connection information. A flyer for Sandy Hook was drafted including scheduled stops between Highlands & Sandy Hook. The flyer will not be distributed until Sandy Hook landing issues are resolved.

**Landing Operations:**

**Schupp's Landing, Windanseal/Inlet Café, Clam Hut, Neil's Original Oyster Restaurant**

Landing operations at these locations are working without issues. Meetings were held with each landing agent has provided feedback regarding visitor/customer comments. The following comments were collected from each landing:

- Timing to pick up customers when taxi is in route to the Hook makes customers frustrated
  - Staff at each landing do not always know how to reach the water taxi (Channel 68 or cell phone to Water Taxi Staff 732-801-3810)
  - Sounding the horn upon arrival at each landing will build the presence of the taxi operation
- Seastreak @ Connor's Landing & Sandy Hook**
- **Seastreak Connor's Landing** has no area for the taxi to land passengers. Therefore, anyone connecting with the ferry will be dropped at Neil's Original Oyster Restaurant and walk to the Connor's Ferry Landing. The water taxi provided a couple from Sandy Hook, who missed their ferry to NYC, a taxi ride to Seastreak. They landed at the fuel dock landing in order to accommodate the visitor's desire make the ferry to return to NYC. Seastreak informed us that the fuel dock is a secure area and can not be used as a landing. The HBP Water Taxi will work on issues with that landing in the future.
  - **Sandy Hook** landing at the Coast Guard area/Seastreak barge has been a large challenge for the HBP Economic Development Committee. August 4<sup>th</sup> Fred Rosiak, John Koenig, and Captain Fernando made a site inspection of the Sandy Hook landing and determined it was unsafe, until further work can be completed on the landing. The current stairs are not stable for a safe landing at Sandy Hook. Water Taxi stops have been discontinued at Sandy Hook until further evaluations can be made on the retrofit of the existing stairs or construction of an additional landing area. August 17 an ironworker contractor inspected the Sandy Hook Landing with a drawing of a proposed extension for the existing steps. A proposal will be reviewed the week of August 21 to evaluate the options for the Sandy Hook Landing.

Discussions with the HBP Economic Development Committee members have continued regarding Highlands Master Plan and Action Plan activities, during the seasonal operation of the water taxi. The water taxi operations contribute economic development activities, as outlined in the Plan. Various other activities were discussed involving attraction of new businesses and new investors in Highlands. Committee members discussed the importance of adopting the land-use regulations, which support the new Master Plan and vision. Land use revisions are a key element for the future

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re-investment in Highlands. Mixed use in-fill projects are contributing new economic vitality to downtowns in New Jersey, as these projects bring walkable, pedestrian-oriented living that is desirable to a large segment of our aging baby-boomer population.

**Visual Improvement Committee**

Nancy Thomas, committee chair, reported the streetscape furniture painting has been completed. The proposed mural at Cornwall & Bay Avenues was discussed. Frank Rahm Landscaping barter proposal was presented for Miller St & Hwy 36.

**Old Business:** None

**New Business:**

HBP office needs a copier machine. The office copier HBP utilized can not be repaired with necessary parts replacement. Quotes were obtained through Bill Weber, Treasurer. A motion was offered by Eddy Sousa to allocate \$700-\$1,000 for purchase of an HBP copier. The motion was second by Mike Kovic with all members in attendance in favor of the purchase.

Jim Bollerman suggested that HBP committee meetings be held prior to the Board meetings on a quarterly basis. The concept was well received by the Board members.

Public Session meeting adjourned by a motion offered from AJ Solomon, and the motion was second by Bill Weber at 10:03pm.

**Executive Session** (Closed to the public) Meeting called to order at 7:20pm. Annual Audit Review was distributed and questions were addressed to HBP Officers. There were no questions. HBP staffing was discussed using temporary services of Downtown Network Co. to complete corporate records and seek grants. There being no further business for Executive Session, a motion was offered by Eddy Sousa, second by Jim Bollerman to adjourn at 7:37pm. All were in favor.

Submitted by Carla Cefalo-Braswell 10/25/2006