

**Highlands Business Partnership
 District Management Corporation
 Highlands Business Improvement District
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Regular Board of Directors Meeting – February 1, 2007

The HBP regular meeting public session of the Board of Directors was called to order at 7:21pm by President, Carla Cefalo-Braswell. HBP President read HBP meeting notification. The meeting was held at the Robert D. Wilson Community Center, 22 Snug Harbor Avenue, Highlands. President Carla Cefalo-Braswell read the meeting public notice announcement that the meeting was notice in the Asbury Park Press and www.highlandsnj.com.

<u>Meeting Attendance:</u> P = Present		A = Absent					
L. Bodnar-Nolan	P	J. Cosgrove	P	F. Nolan	P	E. Sousa	P
J. Bollerman	P	J. Koenig	P	F. Rosiak	P	N. Thomas	P
C. Cefalo-Braswell	P	M. Kovic	P	D. Shields	A	L. Cervantes	P
B. Packin	P	K. Lustig	A	AJ Solomon	A	W. Weber	P
						J. Filip	P

Also in attendance were Carl West, Councilman John Urbanski, Roberta Mc Entee, Highlands Police Sgt Armenti, Ken Braswell, Arnie Fuchs, Gerry Gerson and Lynda Rose.

Action Items – HBP Reports/Minutes/Unexpired Term Board Replacement

HBP November 9, 2006 Board Meeting minutes including:

- Roster of current HBP Board members
- Profit and Loss Statement year end - December 2006
- Electrical Repairs/Maintenance charts and correspondence
- Resolution R-07-18 Appointing Members of the HBP were provided to the Board.

HBP minutes were forwarded to Board members January 23, 2007 prior to the meeting date by e-mail. Board vote action was distributed by e-mail, phone, fax to consider candidates to fill the unexpired terms of vacant board member positions, according to the HBP By-Laws. B. Packin (1-year term) replaced M. Shaya (moved to Texas); L. Cervantes (2007) replaced Nancy Thomas (Council seat 2007); J. Filip replaced K. James/J. Wicklund (2009). Action was taken by a majority vote of the board members. The board welcomed the new members to the board.

Ad-Hoc Annual Nomination Committee

Carla Cefalo-Braswell, HBP President, informed all Board members that the HBP Executive Committee is serving as a nomination committee for the 2007 vacant board positions that will be filled by the annual HBP election held in March 2007. Any interested business or commercial property owners are encouraged to contact the HBP Office or board members to be included in the final slate of candidates for the March election, where all registered members may vote to election HBP Board members. According to the roster the following position vacancies will need to be filled at the time of the 2007 election: Expiring 2007 HBP Board seats are currently held by Kathryn Lustig, Leo Cervantes, Eddy Sousa, and the one-yea term resident seat of Barry Packin.

A motion to approve the action items:

HBP November 2006 Meeting Minutes and Treasurer's Report P&L statement December 2006

A motion to a approve the minutes and profit and loss statement presented by Treasurer, Bill Weber, was offered by Jim Filip, second by Fred Rosiak as a consent vote of all action items. With all in favor the minutes and reports will be added to the corporate records. New Board members L. Cervantes, J. Filip, and B. Packin abstained from the vote action on the minutes. The P&L year-end reported \$186,945.48 in total income from assessment, sponsors, barter and event income. Total 2006 HBP expenses include the \$40,174.87 deficit from last years barter, which was the request of the Board to be included on the P&L Statement, which reports a total expense of \$227,120.35. The 2006-year end balance is \$8,710.90. Barter project with Frank Rahm Landscaping for the Miller Street public area is planned, but not complete until spring 2007. Detailed invoices for HBP events were provided to Board members to review the event profit and loss activities. Board members were encouraged to review and provide their comments.

HBP Committee Reports

Marketing & Communications – Eddy Sousa

- 2007 Monmouth County Guide and Map full color/page ad
- Currents Magazine Holiday 2006 and Winter 2007 full color/page ad campaign to market Highlands as winter dining/lodging destination
- Escapemaker.com – Destination Highlands internet promotion and link
- 2007 Highlands Visitors Guide

Eddy Sousa reviewed the campaigns that were undertaken for year-end 2006 and 2007. The objective is to promote Highlands in the perceived non-season months after the fall events and prior to the Saint Patrick's Day Parade. The Currents Magazine zone used for advertising is the Coastal area C-25,000, which includes Fair Haven, Little Silver, Middletown, Red Bank, Rumson, Sea Bright, Shrewsbury, Atlantic Highlands, Locust, and Lincroft. The holiday2006 issue, January winter issue, and Valentine issues were selected in the media buy, which provided a discount rate to HBP for the multiple insertion of the destination Highlands' full color/page ad. HBP Staff has begun working on the 2007/2008 Visitors Guide. The Committee will explore additional marketing options with the Escapemaker.com to provide for an e-mail blast for spring and fall.

Events Committee – Carla Cefalo-Braswell

HBP 2007 Sponsorship update includes participation by Comcast Cable; Food Circus/Foodtown (Barter); Frank Rahm Landscaping (Barter); JCP&L; Seastreak; Valley National Bank. Board member Barry Packin advised the Board that he might have a conflict with serving on the board due to litigation with one of HBP sponsors. Barry Packin will investigate any potential conflicts and report back to the Executive Committee.

Saint Patrick's Day Parade 2007 was discussed with options to rent a trolley, sponsored by a beverage company. Jay Cosgrove reported that the beverage company was concerned about liability issues, and did not have interest in sponsorship. It was further discussed that other potential sponsors may have the same concerns. Jim Filip commented that additional bands in the parade would be a good investment. The board voted to add additional pipe bands to the parade, as presented by report list of participating pipe bands by Carla Cefalo-Braswell. Bands will visit each restaurant and it will be a marketing tool to attract visitors to our restaurants. Grand Marshals for 2007 were discussed. Rebecca Kane was offered by Carla Cefalo-Braswell as a motion to serve as grand marshal for this year's parade. Rebecca contributed in the past to parade planning when Carla Cefalo-Braswell had ankle surgery. There was no second to the motion to support Rebecca Kane as grand marshal. A discussion by board members that the parade is funded by the BID and it is important to have representation from the business community. A motion was offered by Mike Kovic to name Ray Cosgrove (Bahrs Restaurant) and Freeholder Anna Little, Esq. (Law Office) as Grand Marshals of the 2007 Saint Patrick's Day Parade. The board voted unanimously to name Cosgrove and Little as Grand Marshals; and they will be approached to confirm their acceptance. Rebecca Kane's contributions were acknowledged by the Board as an outstanding contribution to the success of this event for Highlands.

Economic Development – Fred Rosiak

HBP Water Taxi budget was authorized at \$55,000 and the actual expense came in under budget at \$40,000. The participation by HBP Board members to ride the taxi for safety, fill in to promote marketing, and finalize staffing added to our success this first year of operation. It is a success in that the taxi operated from Memorial Day to Labor Day and operations issues could be identified for planning next season's improvements. Working closely with the Monmouth County Transportation Planning Committee and Planning Board we have clearly identified our strengths and weaknesses that will be factored into the 2007 season. Gateway National Park Superintendent, Richard Wells, worked with HBP and our county partners to identify land improvement options that will require permitting changes to the Sandy Hook landing. The Economic Development Committee is working with Downtown Network Co. to complete these activities and work on a regional basis to develop outside resources for the Highlands Water Taxi. The first year brought a successful NJ Commerce & Tourism Commission \$15,000 marketing grant for the HBP Water Taxi, and HBP was able to garner regional and state support for future operations. The challenges that the committee faced to secure Water Taxi staff was accomplished during the 2006 season, which included a certified boat captain, who conducted maintenance on the leased boat. Many contributed to the success of the first year, as was reported by Fred Rosiak, John Koenig, Jim Bollerman, Carla Cefalo-Braswell and Kathy Shaw (DNC).

Visual Improvement – Nancy Thomas

- New Street banner program planned
- JCP&L dawn to dusk sensor replacement (Holiday displays were impacted without electric to light some decorations)
- Wayfinding sign program additions
- Earth Day 2007 – Pride in Highlands Annual Maintenance Program to begin March 2007 (to include MC Composting)
- Spring Cleaning & Planting (eliminate fall planting – summer cannas/vines hold up until winter evergreen/white branch install)

Discussion by the Board continued regarding Borough property maintenance issues and the Boroughs aggressive "orange sticker" placement on buildings. There is no plan of action to mitigate the visual and safety issues that caused the Borough to place the orange stickers. Council representatives F. Nolan and N. Thomas participated in the discussion and a plan of action will need to be developed.

Further VIC issues were identified:

- Middletown (Linden Avenue) jug handle – have cleaned on regular schedule by prisoners
- Youth with bad language by homes/businesses – deters business and impacts quality of life
- Youth random destruction of flowers/plantings in containers
- Marine Place lighting public area maintenance (Previous report summaries were discussed and they will be "re-presented" to Borough)
- Old Streetscape Trash containers need to be removed – with addition of new containers purchased by Borough
- A volunteer carpenter (Arnold Fuchs) will inspect deteriorated condition of Highway Bulkhead Sign and report back to HBP Staff.

Highlands Police Sgt Willie Armenti was invited to address the HBP Board as the Police representative from the Department. Sgt Armenti briefed the Board about the support of the department for the businesses. Sgt Armenti also briefed the board about the Police Explorer's class and their need for class A uniforms and bomber jackets. HBP Board members, Jim Filip and Jim Bollerman pledge to support the request for support of uniforms personally with a commitment to purchase the jackets. Barry Packin questioned Sgt Armenti regarding the youth on Bay Avenue and their impact on his quality of life after moving to Highlands from another town. Barry commented that he has discounted comments from others about their negative perception of Highlands. Barry and his wife walk through Highlands and they feel strongly that the increasingly large number of youths who randomly use bad language and crude and inappropriate behavior are contributing to visitors and customers not wanting to come back to Highlands. If this activity cannot be redirected, many of HBP activities and objectives will not be successfully completed. Several board members

agreed with the experiences that Barry discussed with the Board. It is a very important issue for the existing and potentially new businesses and residents. Sgt Armenti responded that the Highlands Police Department has a Community Plan (available on the website) and a commitment to the community along with a "0" tolerance for issues involving inappropriate youth behavior and vandalism in public areas. Police foot patrols are planned for Friday, Saturday, and Sunday, along with a Bike Officer. The Police Department is working with the local schools to establish an understanding of the "0" tolerance police guide lines. HBP Board members responded that the work the Police Department is doing with the schools is a critical component to gain control of this issue. The impact the youth's behavior has on the individual business owner's bottom line, and their ability to sustain their business in the future is critical for Highlands' economic growth. This affects our tax base for everyone. It is an important quality of life issue to residents who surround many of our businesses. HBP Board member, Jim Filip, commended Sgt Armenti for his participation at our Board meeting. Jim Filip asked to board to stand strong behind the Highlands Police Department in their work to get this problem under control. The Board provided a round of applause for Sgt Armenti. Resident, Roberta Mc Entee, commented that the Borough has invested in a Skate Park amenity for our youth and it goes largely underutilized. The complaint from many youth that there is nothing to do was responded to by Board members "try a job". HBP Board member, Barry Packin, commented that it takes a short time to get a bad reputation, and a long to get a good one.

Action Items

Consent Vote Action

- November 9, 2006 Regular Board Meeting Minutes/Treasurer's Report
- 2007 HBP Annual Budget (Provided to HBP Board members November 9, 2007)
- Authorization for Certified Audit - The Curchin Group
- 2007 Water Taxi
(Work with MC Transportation Planning/State on permits/grant funding for 2007 season with professional services by Downtown Network Co.)

Motion was offered to approve action items offered by J. Filip, second to the motion by F. Rosiak. An addition to the motion was added by J. Filip to request the 2006 HBP Annual Budget balance of \$3,000 (approved at the April 6, 2006 with Councilman John Urbanski and Councilwoman Anna Little) that has not been received by HBP during 2006. All Board members voted in favor to approve the motion. New HBP Board members Cervantes, Packin, and Filip abstained from action on the November minutes.

Old Business

All American Marine Mobile has relocated to Highway 36 and there are zoning issues for boat. Storage of boats is a non-permitted use in the highway zone.

New Business

Anne's Razor's is a new Dog Grooming business on Bay Avenue, across from Borough Hall, and there is a new owns of Orleans Restaurant, Dick and Pat Walker. The name will be changed and it will not be Cajun cooking.

Duane Realty – Waterwitch and Bay Avenue – Randy & Margot Takian
Gimpie's former restaurant location.

Downtown Network Company (DNC) will be completing the water taxi permitting and grant applications with the county and state, as well as keeping corporate records current with the board's approval. DNC, owner, Kathy Shaw completed the backlog of reports and minutes from June of 2006 through the end of the year. Kathy has taken a position working on Economic Development project in Carteret, Middlesex County and will be assisting HBP to complete the grant and corporate records activities for HBP, billing on an hourly basis for hours worked on specific tasks. Carol Bucco, a long-time community experienced individual, will work on an hourly basis for complete the day-day management operations and events. HBP Executive Committee will work with this staff option to see if it meets the needs of the corporation. Carol Bucco's resume is on file.

Meeting adjourned at 10:40 PM

A motion to close the meeting was offered by Mike Kovic and second by Jim F.

2007 Meeting Schedule:

02/01/07 Regular	03/20/07 Annual Election	06/19/07 Regular	08/21/07 Regular	11/8/07 Regular
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