

**District Management Corporation
Highlands Business Improvement District
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Regular Board of Directors Meeting – August 21, 2007

The HBP regular meeting public session of the Board of Directors was called to order at 7:45pm by Kathaleen Shaw and the HBP meeting notification was read. The meeting was held at the Robert D. Wilson Community Center, 22 Snug Harbor Avenue, Highlands. 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.

Meeting Attendance: 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	A	M. Kovic	P	D. Shields	A	L. Cervantes	A
B. Packin	A	M. Takian	A	AJ Solomon	P	W. Weber	P
						J. Filip	A

Also in attendance were Carol Bucco, HBP Staff, Business leaders Dick Walker, Sherry Ruby, Bob Ademec, Nick Evangelista, Ken Braswell, Non-voting Board Member Roberta Sheridan, and Kathaleen Shaw, Downtown Network Co.

HBP Minutes from June 18, 2007 Meeting

HBP June 18, 2007 Meeting minutes were forwarded to Board members for review prior to the meeting by e-mail on August 17, 2007. The executive committee minutes were included as information to the Board.

HBP Treasurer's Report

Bill Weber presented a statement of account. The certified audit has been completed by the HBP auditor, Curchin & Co. HBP Valley National Bank checking account balance as of 8/21/2007 is \$24,441.33 with \$8,708.82 in outstanding checks for a balance of \$15,735.51. The June 19, 2007 report was represented at this meeting, as there was no quorum at that meeting to accept the treasurer's report. The checking account balance as of 6/19/2007 was \$11,891.66, with outstanding checks totaling \$216.60 and a balance of \$11,675.06

HBP Committee Reports

Executive Committee – A meeting dates are being offered to the Board for a presentation from the NJ Main Street Program in Highlands. Three dates have been selected for Board approval: September 12, 18, or 25. The Board selected September 18th. Council liaison, Nancy Thomas, and council representative, Frank Nolan supported the meeting to gather information about this program and technical assistance. It is tentatively planned for the High School. A motion was offered by AJ Solomon, second by M. Kovic to approve the September 18 meeting date for a Main Street Presentation. The board approved the motion.

Marketing & Communications – Sherry Ruby

- New Marketing Committee Chair – Sherry Ruby, Seascape Manor B&B. Meetings will be held the 4th Friday of each month at Seascape Manor at 11 am. The next meeting is adjusted for August 24 at 2PM.
- 2007 Visitor Bags have been distributed (6,000) at the Five-Borough Bike Event in New York and (600) at the NJ Pride Event in Asbury Park. Businesses need to drop off collateral material the last week in August for the fall event collateral distribution.
- HBP Marketing Video is complete except for the voice-over by Mary Walters. An e-mail coping Carla Cefalo-Braswell and Kathy Shaw will be sent to Mary Walters by Eddy Sousa to finalize the scheduling and completion.
- Escapemaker.com – “Destination Highlands” internet promotion and lint to Highlands businesses. The contract for 2007 is being approved with the e-mail blasts being reserved for fall and winter.
- HBP Staff will send a notice to the HBP business/membership regarding the opportunities through Escapemaker.com to advertising and market their businesses, as every business can post a page on the site and use the links to their website.
- HBP obtained 900 sign-ups from one e-mail blast through Escapemaker.com, which is a tremendous marketing success
- Travel Show in Philadelphia – possible partnership with Shore Regional Tourism. HBP members were interested in attending \$750 plus lodging. Tourism link to be explored.
- There is a plan to create an interactive map in 2008
- NJ 2008 Tourism Grant will be submitted online by the HBP Office

Events Committee – Carla Cefalo-Braswell

- 2007 Clam Fest was the most successful to date. There was a total expense of \$28,576 and a total income of \$38,268. Changes to the layout and continued vendor outreach produced a great success. This event brings Highlands' recognition as a destination and represents a seasoned event for our Bayshore Region and beyond. Media coverage included Channel 7 and 12. It was noted at the meeting that there was no recycling at the Clam Fest this year and that should be a goal for 2008.
- National Night Out took place in partnership with the Highlands PD. HBP contributed hot dogs, music and glow sticks to bring awareness to the community about neighborhood safety and community policing strategies. These are important to the close relationship between the mixed use/residential neighborhoods in Highlands Bay Avenue area.
- Twin Lights Bike Ride will take place Sunday, September 23
- Oktoberfest is Saturday, October 6 with a rain date October 7 (Fireworks)

Economic Development – Fred Rosiak & John Koenig

- **Water Taxi** update was presented by Kathy Shaw. Downtown Network Co. The Amendment to the Federal Consistency Determination request forwarded to the DEP by HBP through Gateway National Park has been reviewed and held for public comment. The Coastal Resources review by the DEP requests additional information regarding shell fish habitats. HBP is working closely with Richard Wells to provide all requested information regarding the seasonal landing. As the amendment is not final as of this meeting, the water taxi season for 2007 will not include the beach landing. The progress to date was recapped by Fred Rosiak, Economic Development Committee Chair. The process to authorize the landing at the beach as been actively pursued since March 2007. It is the committee's intentions with the progress to date; next season will include the landing from the start of the season – Memorial Day. As a recap of the steps taken by the Economic Development Committee: February 2007 HBP Economic Development Committee meeting finalized the Sandy Hook landing issues, and provided clearance to move forward on the project to install a floating dock and gangway to the existing and approved barge. March 2007 a draft letter was prepared and reviewed with the DEP Chris Pike, Trenton. The letter was presented to Richard Wells, Supt. Sandy Hook/Gateway National Parks – the authorized party to submit the request to install the floating dock and gangway. April 2007 the DEP forwarded the request to the Federal Consistency Determination Unit – John Policarpo. A new submission was prepared according to DEP guidelines on May 3, 2007. As of June 19, there was a public comment period of July 12th that would provide HBP and Gateway National Parks with the outcome of the request to amend the federal consistency determination. The specifications for the floating dock & gangway were included in the request and upon approval the materials will be purchase and installed with the assistance of the Committee members and Sandy Hook/Gateway National Park. The 2007 season operations were productive, with requests to connect with the beach landing from local business operators and visitors.
- **Zoning Update-** Councilman Frank Nolan provided a summary of the numerous zoning issues including the Shadow Lawn property, which has been identified in the master plan as an area for overlay zoning considerations, including mixed use. The zoning changes proposed for Shadow Lawn/Gelber property area would provide for 4 or 5 conditional uses. The proposed changes will be sent to the planning board. The current trailer property, Shadow Lawn controls ownership of 72 out of the 90 trailers located in the park. The importance of Shadow Lawn and other zoning issues were discussed by board members. Land areas use and contribution to the tax base is a challenging balance for Highlands, as a small coastal community. One segment of the community should not be paying a disproportionate share of the tax burden. T&M is making technical recommendations regarding the scope and impact of conditional uses and the impact of the steep slope area comprising Shadow Lawn Park. It was noted that there are four projects on the table that affect the business district and it is imperative that the projects get reviewed in a timely manner. Projects are submitted to the Borough from Duane Realty and the former Gimpi's restaurant site. Dick Walker, owner One28 Bay, provided HBP Board members with his experience with the local process for finalizing their ABC Licenses. Dick Walker's experience was shared by other Board members, and Councilman Nolan and Councilwoman Thomas jointly stated that they would look into the issues that hold up the processing of the license for over eight months. The responsible police representative for the license approval process has stated to Dick Walker, as well as other HBP Board members, that Highlands needs less liquor establishments. With zoning that allows as a permitted use - restaurant/bar establishments, actions from the municipality that deter new business investment sends a negative message to new investors. A clearer message from the municipality that is provided in writing at point of sale (liquor license transfer/certificate of occupancy/deed change will promote a stronger business image.
- **Underground Utilities-** Jim Bollerman revisited this proposal and provided the Board with a summary of the impact the plan can have on future project activities, where the expansion of containing utilities underground can be coordinated with a long-range plan to complete this project. The Little Silver model was discussed with a target area being identified to start the underground utility installation. The Board supported the Huddy Park area to start, as it is the focus of many public events and a proposed project that could integrate these designs to kick off the process. Roberta Sheridan, JCP&L, suggested a joint meeting be planned to discuss the launching of underground utilities. The HBP Office will facilitate the meeting times for HBP Board Member, Jim Bollerman and Roberta Sheridan, JCP&L, to explore this project activity. Jim Bollerman informed the board that working in partnership and phasing costs with allocation spread over four years can provide a significant impact. It may take 4 years to complete. Funding for engineering in the amount of \$7,000-\$8,000 to develop a phasing study that would coordinate these improvements in the town's planning.
- **Visual Improvement – Councilwoman Nancy Thomas**
Design Maintenance Beautification Cap Imp
Last quarter there was no VIC meetings, however, the Garden Club continues to plan the fall plantings with the canas to remain through fall.
- Mural presentation did not take place at the August meeting. The Mayor has verbally approved the Miller St. hill wall area for a new mural. The details remain to be worked out with the new muralist and the outstanding HBP mural project at Cornwell and Miller.
- Trees at Huddy Park have been trimmed and the evergreen removed (laid to rest with the C-9 memorial bulbs)
- New trash cans on the beaches were installed this season for a much enhanced look in those areas. The hooded can tops on Bay Avenue have been replaced by the donut tops and they provide a better look for the streetscape.
- Cornwall water fountain has been completed.

- New Street banners are installed. An option was discussed for next year to relocate the banners and to Shore Drive and purchase larger ones for Bay Avenue. Council woman Nancy Thomas thanked Carol Bucco her assistance on banner installation. Eddy Sousa was instrumental in the new banner style and design that he saw while traveling on the West Coast.
- Mini V-Grant application will be submitted this September.
- JCP&L dawn to dusk sensor replacement (Holiday displays were impacted without electric to light some decorations). This issue has to be investigated further to plan for funding to replace the timer/solar units that power the holiday decorations.
- Wayfinding sign program additions have been completed
- HBP is working with a tree service with a **barter program**, coordinated by Borough Administrator Bruce Hilling. Miller Street hill area has improvements planned using our HBP barter program, which will be coordinated by Bruce Hilling and HBP. The old mural on the wall will be prepped for a new mural by repainting (prepping) the surface. This will clean up that area, which is an important gateway into Highlands. Former VIC chairwoman, Marsha Shaya planned Miller Hill plantings and improvements for that location.
- Older trash containers are being removed from the streetscape – only the new style containers will be used and in some areas redistributed.
- Special cleaning will be performed by the prisoners on the Hwy 36 area and other select sites, as reported by Bruce Hilling.
- Memoria Project continues with the improvements planned to be done at one time, which is slated to be completed before the five year anniversary. There is a 3-D model display of the project available (see Councilwoman Nancy Thomas).
- Monmouth County open space and Green Acres grant projects are being discussed. Kavooshian Field and areas adjacent to Veteran's Park being discussed for submission to these open space/recreational grant funding programs.
- Borough has authorized a Borough electrician, who can consistently deal with repairs, and new service installations with a working knowledge of Highlands's public area electrical systems.
- Work continues on Marine Place to remove the lighting.

Action Items:

With consent agenda for action items there was a roll call vote with a motion by Eddie Sousa, second to the motion by AJ Solomon to approve the following action items:

March and June 2007 minutes (as no quorum was present at the regular meetings)

2006 Annual Report (as no quorum in June 2007)

June Treasurer's Report (as no quorum in June 2007)

August Treasurer's Report

Certified Audit that shall be forwarded to Division of Local Government Services/DCA

There was a unanimous vote to accept all reports, minutes and audit as presented for adoption as HBP corporate records.

Old Business:

Tourism Video will be coordinated through Kathy Shaw to bring the final activities together for completion. The voice over will be added by Mary Walter, as authorized by the HBP Board. Mary Walter will work at the UnReal studio, with the new photos provided by ShoreGrafx and the work of UnReal Productions to produce and complete the video. Dick Walker presented his situation with the authorization of the liquor license for One28 Bay, which has been included in detail in the zoning update section of the minutes. Michael Kovic made a motion to change the reference to 140 Bay Avenue as Carla's building to Ken's building.

New Business:

New owners of Katz on Bay Avenue are open 24 hours. Councilman Frank Nolan announced that the state will be moving ahead with the bridge. Highlands will be preparing a "wish list" for discussion with the state with regard to approval of the bridge in return for local support of projects. Discussion continues regarding a new Borough Hall – removing it from Bay Avenue. This concept was introduced in the 1994 Atlantic Group Waterfront Revitalization Report, funded by the Neighborhood Preservation Program.

A motion to adjourn the meeting was offered by Eddie Sousa at 9:25pm with a second to the motion by AJ Solomon. All present approved the motion to adjourn.

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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