

**District Management Corporation
Highlands Business Improvement District
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Regular Board of Directors Meeting – November 19, 2007

The HBP regular meeting public session of the Board of Directors was called to order at 8:10pm by HBP President, Carla Cefalo Braswell 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 HBP 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 (8:30)	J. Cosgrove	P	F. Nolan	P	E. Sousa	A
J. Bollerman	P	J. Koenig	P	F. Rosiak	P	N. Thomas	A (ill)
C. Cefalo-Braswell	P	M. Kovic	P	D. Shields	A	L. Cervantes	P (7:50)
		M. Takian (7:20)	P	AJ Solomon	A	W. Weber	P
						J. Filip	A

Also in attendance were Carol Bucco, HBP Staff, Business leaders Dick Walker, Mayor elect Anna Little, Ken Braswell, Arnie Fough, Loretta Dibble, and Kathaleen Shaw, Downtown Network Co.

HBP Minutes from August 21, 2007 Meeting

HBP August 21, 2007 Meeting minutes were forwarded to Board members for review prior to the meeting by e-mail. 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 process has been started for 2007 by the HBP auditor, Curchin & Co. HBP Valley National Bank checking account balance as of 11/19/2007 is \$9,162.34 with \$5,850.07 in outstanding checks for a balance of \$15,012.41. A profit and loss statement was distributed to board members at the meeting

HBP Committee Reports

Executive Committee – Working with newly elected Mayor, Anna Little, and several council members, a tentative meeting date is being set to review to provide information about the NJ Main Street Program in Highlands. Working with the DCA Main Street Program, which is modeled from the National Main Street Program (National Trust and Historic Preservation) will supplement the investments made by HBP. The NJ Main Street program designation would provide assistance to track/bench mark revitalization activities for the community. The program would assist in creating activities that would measure our investment to improve the business environment. HBP and the Borough would obtain valuable technical assistance that will supplement the programs developed by HBP. There are no direct grant benefits from the NJ Main Street Program and its designation. The HBP Board supported the Main Street program concept at the August meeting with a quorum of board members present. The technical assistance that the program provides comes from the national model, and the main principles that were used by the Highlands Neighborhood Preservation Program in the 1990's (DCA grant program over five years) that lead to the creation of the business improvement district, known as Highlands Business Partnership (HBP). A select number of New Jersey business improvement districts are also designated as NJ Main Street communities. The planning and implementation technical assistance is a valuable asset for the entire community.

The 2008 meeting schedule was announced and approved by the board: 1/24/08; 3/25/08; 8/26/08; 11/18/08. The regular June 2008 meeting will be scheduled for early May 2008 to avoid the conflict with seasonal holidays/graduations that have made the attendance at the June meeting poor. In addition, an early May meeting will assist in the kick-off the HBP events calendar.

The HBP 2008 goals and objectives have been updated along with the budget planning. Committee chairs and board members have integrated new activities and objectives into the corporate goals for the New Year. The amended plans will be presented prior to the annual meeting and election held in March 2008.

Marketing & Communications – Eddy Sousa

- HBP Marketing Video is complete and includes the voice-over by Mary Walters. Final editing is being completed and the video will be delivered by Unreal Productions. K. Shaw will follow up with the delivery of the completed video.
- Escapemaker.com – "Destination Highlands" internet promotion and link to Highlands businesses. The contract for 2008 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 NY Times will be attended by HBP volunteers.
- There is a plan to create an interactive map in 2008
- NJ 2008 Tourism Grant will be submitted online by the HBP Office
- A travel writer will be updated the Highlands profile on Escapemaker.com
- A new marketing initiative will include an on-line Newsletter.

Events Committee – Carla Cefalo-Braswell

- Executive Board members announced that in 2007 all events turned a profit except the St. Patrick's Parade, which was a major accomplishment. The October event had never produced a profit with the expense of the Fireworks until this year.

Economic Development – Fred Rosiak & John Koenig

- Business recruitment efforts were discussed among board members and the constraints that Bay Avenue infrastructure issues bring to these efforts. Attracting new businesses to the existing vacant restaurant or business properties has been a steady a consistent process with many new successes (Havana Tropical, Trattoria, and 129 Bay). The infill of new professional services and retail business has been a challenge in light of the infrastructure and land use issues. Working closely with the Borough to implement land use changes as well as implementing flood prevention and mitigation infrastructure investments by both the public and private stakeholders. These activities will support the existing restaurant "niche" market that Highlands has achieved as one of their strongest asset.

Water Taxi

- An update was presented by Fred Rosiak to expand the landings into the Two River Area. The Sandy Hook Landing is still being pursued in partnership with the National Parks and the NJ DEP. K. Shaw continues to work closely on obtaining this approval for the 2008 season.
- Fred Rosiak and John Koenig are working to develop other Water Taxi landings that will enhance the service and continue to attract visitors to our restaurants. Fred commented on the creativity of Inlet Café, who issued a beeper to those waiting for a table while they coordinated by radio a trip on the water taxi. More of those types of coordinated marketing activities need to be planned for 2008.
- **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. Work to define a plan for underground utilities will allow new investment projects to dove tail with the larger plan for the community, while public funding sources are sought out to implement a community wide plan for strategic areas.
- **Visual Improvement – Councilwoman Nancy Thomas**

Design Maintenance Beautification Cap Imp

- November 26th new snowflakes and banners will be installed for the holiday season. The VIC Committee is working on the resolution of the power boxes on the utility poles for next year's holiday program. All problem areas have been identified and work is being completed to coordinate what resources will be available to bring the service back to all locations for next year.

Action Items:

With consent agenda for action items there was a roll call vote with a motion by Margot Takian, second to the motion by William Weber to approve the following action items:

August 21, 2007 minutes

November 19, 2007 Treasurer's Report

Calendar of Events 2008

HBP Board Meeting & Committee Calendar

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

Old Business:

Main Street Program presentation was discussed by Mayor Elect, Anna Little, along with HBP President Carla Cefalo Braswell. The resources and planning technical assistance have the potential to push many of the HBP and Borough initiatives to the next critical level to implement and accomplish many of the long and short term goals of the non-profit corporation. During the League of Municipalities there were several meetings where Highlands's participation in the program was discussed and will be pursued further in the New Year by the Borough along with HBP. Working collaborative is a key element for 2008.

New Business:

The Borough general election results were discussed and the impact to the organization. A statement was made by Mayor elect Anna Little regarding the work of HBP the future of Highlands. Mayor elect Little touted the important work the HBP has contributed without sufficient recognition to the countless hours of volunteer work and creative energy to improve Highlands. A "thank you" party for all HBP volunteers was discussed for January. Grant applications are being submitted for NJ Travel & Tourism and other relevant programs throughout the year to supplement our stakeholder's investments. A Highlands/Sea Bright bridge meeting will be attended by Board member Jay Cosgrove, who will keep the board, informed of new issues and developments.

A motion to adjourn the meeting was offered by Jim Bollerman at 9:22pm with a second to the motion by Lori Ann Bodnar-Nolan. All present approved the motion to adjourn.