

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

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Regular Board of Directors Meeting – January 24, 2008

The HBP regular meeting public session of the Board of Directors was called to order at 7:48pm 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.

<u>Meeting Attendance:</u> P = Present		A = Absent					
L. Bodnar-Nolan	P	J. Cosgrove	P	F. Nolan	P	E. Sousa	A
J. Bollerman	P (7:17)	J. Koenig	A	F. Rosiak	P	N. Thomas	P
C. Cefalo-Braswell	P	M. Takian	P	D. Shields	A	L. Cervantes	A
		L. Rose	P	AJ Solomon	P (7:25)	W. Weber	P
						J. Filip	A

Also in attendance were Bruce Hillings (Borough Administrator), Paul Mazzella, Mayor Anna Little, Roberta Mc Entee, and Kathaleen Shaw, Downtown Network Co. One HBP Board seat is currently vacant.

HBP Minutes from November 19, 2007 Meeting

HBP November 19, 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 1/24/2008 is \$21,076.05 with \$6,217.46 in outstanding checks for a balance of \$14,858.50. 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 continue to coordinate an effort to secure 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 proposed HBP 2008 budget will remain the same, unchanged from 2007.

The 2008 meeting schedule was announced and approved by the board: 1/24/08; 3/25/08; 8/26/08; 11/18/08.

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. The 2007 HBP Annual Report will be available on-line and not mailed to save postage. The report will be available upon request through the HBP Office.

Marketing & Communications

Board members Lori Ann Bodnar-Nolan and Nancy Thomas will explore retail advertising options. K. Shaw will forward options regarding group media buys as a stand alone pull out section in the Asbury Park Press and Courier. This sub-committee will explore ways to integrate group retail ads into an annual advertising schedule. Restaurants and marinas are the anchor attractions that are showcased in HBP advertising. Strategies to showcase retail businesses will be explored that work within the 2008 budget.

NY Travel Show is scheduled for 2/29, 3/1 and 3/2 2008 in NYC Javits Center. Lynda Rose will assist in outreach to businesses to submit collateral promotional materials for the HBP visitor bags for distribution at the Show. Deadlines were established in order for the HBP bags to be stuffed with collateral/promotional materials, through the assistance of the Community Center volunteers. The HBP Office will e-mail reminders to all businesses. The Highlands video will be used at the Travel Show to promote Highlands as a destination. Carla and Ken Braswell worked to complete the edits to the script and the photo media coordination to complete the video. Escapemaker.com will also be showcased as a media link to attract visitors to Highlands at the NYC show.

Events Committee – Carla Cefalo-Braswell

- **Sponsorship** update for 2008 includes response from Comcast Cable, Frank Rahm, JCP&L Seastreak, Dr. Gelcoat, and Hufnagel Tree. Remaining to be confirmed are Valley National Bank and Food Circus/Foodtown.
- **St. Patrick's Day Parade** grand marshal selection was discussed for the 2008 parade. Discussion took place regarding nominations for the grand marshal. Mayor Little informed HBP that Councilman Urbanski recommended Andrew Dano (oldest volunteer Highlands's firefighter). The board discussed that the grand marshal should represent the business community, as the parade is funded by HBP. Mae Bahrs was nominated by Lori Ann Bodnar-Nolan, second by a motion by Frank Nolan, with all board members in attendance in favor of May Bahrs as the 2008 St. Patrick's Day Parade Grand Marshal. It was discussed that Andrew Dano might serve as deputy marshal; with further discussion clearly raising concerns that a deputy diminishes the standing of the grand marshal. With that concern, Carla Cefalo Braswell offered a motion that Andrew Dano serve as honorary parade designee of St. Brendan the Navigator. The motion was second by Frank Nolan with unanimous approval by all board members present. The HBP Office will work with Jay Cosgrove to contact Mae Bahrs regarding her designation as 2008 Grand Marshal; as well as establishing contact with Andrew Dano.

Economic Development – Fred Rosiak & John Koenig

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.
- Fred Rosiak will work to expand the Water Taxi landings to the Two River Area including a schedule and destination(s) that will provide water taxi service in this service area.
- A nomination of the HBP Water Taxi was prepared and submitted to Downtown New Jersey as a project of excellence 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. Mayor Little added that establishing a wireless service will provide an additional marketing edge for attracting new investors to Highlands. Wireless service is being explored through HBP and the Borough.
- **Visual Improvement – Councilwoman Nancy Thomas**

Design Maintenance Beautification Cap Imp

- Winter banners have been installed and the JCP&L dawn to dusk sensors replacements have been repaired.
- Highway sign sea grass requires relocation this spring.
- With bridge construction starting, it is a critical time to leverage new bridge signs and median area along the Highway for cleaning and landscaping.
- Miller Street bus stop area enhancements and mural need to be finalized.
- AJ Soloman expressed dissatisfaction with the property maintenance process – it takes too long.
- Mayor Little, Council members Nolan and Thomas, along with Bruce Hilling responded that it has been a short time with the new administration and property maintenance is a top priority. Requests for adequate time to set new standards in motion was requested by those members of the local governing body.

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:

November 19, 2007 minutes

Jan 24, 2007 Treasurer's Report

A motion was offered by Fred Rosiak, second to the motion was offered by AJ Soloman. There was a unanimous vote to accept all calendars, reports, minutes as presented for adoption as HBP corporate records.

Old Business: No further presented

New Business: No further presented

Submitted by K. Shaw 3/3/2008