

Regular Board Meeting – August 26, 2008

The HBP regular meeting public session of the Board of Directors was called to order at 7:46PM 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 noticed 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	Doug Lenz	P (repl-D. Shields)
J. Bollerman	P	J. Koenig	A-Travel	F. Rosiak	P	N. Thomas-Burton	P
C. Cefalo-Braswell	P	M. Takian	A	L. Cervantes	P	W. Weber	P
E. Sousa	A	L. Rose	A-Accident	AJ Solomon	P	J. Filip	A
Benny Harten -	A						

New Board member Doug Lenz was welcomed to the Board, replacing Dan Shields. Doug will bring his enthusiasm and restaurant marketing skills to the HBP Board.

Also in attendance were Josh Donovan, VP NJ Business Finance Corp. & Chairman Rahway Ctr. Partnership, Paul Mulligan, past Executive Director Rahway Center Partnership, Bruce Hillings (Borough Administrator), Paul Mazzella, Rafaella Lee, Danny Shade, Classic Boat Rides, Dan Kish, Highlands Hardware, Sgt. Armenti, Highlands Police, Mayor Anna Little, Linda Mikhail, HBP, and Kathaleen Shaw, Downtown Network Co.

HBP Annual Meeting Minutes from March 25, 2008

HBP Annual Meeting Minutes of March 25, 2008 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. A motion to approve the minutes was offered by F. Nolan, second to the motion was offered by AJ Solomon, with all in favor to approve the minutes as submitted to the HBP corporate records.

HBP Treasurer's Report

Bill Weber, Treasurer presented the P&L statement. The certified audit process was completed with a meeting held on March 21, 2008 in the HBP Office with our designated auditor from Curchin & Co. to review corporate financial records. The P&L Report show total 2008 income \$135,133.45 and a operating profit of \$4,150.59, dated August 25, 2008

Executive Committee

Carla Cefalo Braswell introduced Josh Donovan, VP NJ Business Finance Corporation and the current Chairman of Rahway Center Partnership, Special Improvement District – Union County. Joining Josh Donovan is former Executive Director of the Rahway Center Partnership, Paul Mulligan. Josh Donovan will be providing SBA 504 Loan Program information for commercial property acquisitions and renovation, available as a state-wide SBA loan program. In addition, both Josh and Paul will provide insight into Special Improvement District challenges they face and sharing ideas and strategies for district improvements. The HBP certified audit has been completed and filed with the local government, and division of local government services/DCA. The Downtown New Jersey Annual Conference will be held in Rahway, September 18, 2008 with the theme of creative solutions for Economic Hard Times in downtowns. Board members were encouraged to attend the DNJ Conference.

Marketing & Communications

2008/2009 Visitor Guide distribution/Welcome Bags has been completed including the NY Times Travel Show, Great 5-Bor Bike Race, Pride/Asbury Park, and local events. Linda also distributed welcome bags to all new residents that have purchased homes in Highlands during 2007 & 2008. New Bulkhead Sign was unveiled in August. A NY Times article has captured Highlands unique amenities and showcases the community as a destination to visit and opportunities for investment. highlandsnj.com has exceeded 430,000 visits in July and over 300,000 normal monthly views.

District Management Corporation
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Events Committee – Carla Cefalo-Braswell

2008 Clam Fest produced \$43,609 in gross revenue for the four-day event. Event expenses totaled \$34,791. The Clam Fest was successful and has grown in regional recognition and popularity. Up and coming events include Twin Light Ride 9/28; Oktoberfest 10/4; and Highlands Cares Making Strides for Breast Cancer 10/26.

Economic Development – Fred Rosiak & John Koenig

A water taxi update was provided by K. Shaw. All Coast Guard issues relating to the leased vessel were updated and secured in anticipation of the Memorial Day weekend, working closely with John Koenig. The federal consistency determination amendment was authorized through the DEP to Gateway National Park/Sandy Hook and HBP, as the water taxi operator. The floating dock and gangway was purchased from the Borough of Keyport/Harbor Commission. The Keyport floating dock was no longer in operation and for sale through the Keyport Harbor Commission. Fred Rosiak had inspected the Keyport floating dock and gangway structures and determined that these structures would serve the landing needs for HBP at the Sandy Hook location. Keyport public works provided transport of the floating dock and gangway by truck to Highlands. HBP coordinated the water transport to Sandy Hook. As Seastreak has jurisdiction over the barge at Sandy Hook, drawings of the floating landing and gangway were requested for their approval and review by the National Parks/Sandy Hook. Fred Rosiak prepared detailed drawings and worked closely with Seastreak, National Parks/Sandy Hook, and Mayor Anna Little. After numerous reviews of the drawing and plans to attach the HBP floating landing, Mayor Anna Little brought the NJDOT representatives into the process. The week of July 4th there was consensus among all parties regarding the attachment of the floating dock and gangway. With the technical assistance and labor of the NJDOT, working with Fred Rosiak, the floating dock was installed with approval from all parties. On Friday, July 11, 2008 a christening of the new landing was officiated by Mayor Anna Little, Councilman Frank Nolan, Nancy Thomas-Burton, Senator Sean Kean, Carla Cefalo-Braswell, Jim Bollerman, Michael Cummins, Linda Mikhail, HBP, David Stafford, Kathy Mullin, Seastreak and others. Weekend service commenced from that weekend through Labor Day.

Underground utilities project continues with J. Bollerman working with JCP&L. An August 13th summary report was provided to the Mayor and Council and HBP from Andrew Olonko, Sr. Planning Engineer, JCP&L. The detailed outline includes Borough responsibilities, JCP&L scope of work, and estimate for design cost which would be applied to the project cost if construction would proceed. Board members received the proposal in their meeting packets and will review for action at a subsequent meeting.

Mayor Little commented that everyone worked together to resolve all challenges regarding the landing. Mayor Little is an advocate for water-based transportation as a catalyst for economic growth. The Mayor is working with Seastreak and Senator Menendez's Office to build support and funding to connect regional destinations by water. Work is being undertaken to explore larger vessels that have enclosures and hold 50 or more passengers. Mayor Little provided her vision for Highlands, including WiFi and underground utilities as tools along with new land use overlay areas promoting professional and mixed use. Councilman Nolan commented that the Planning Board during September meeting will be considering recommendations that will be forwarded to the Council for further review and action.

HBP is working with a local artist and architect regarding improvements to Veteran's Riverfront Park deck area that will be submitted for consideration by the CDBG program with the County of Monmouth. Planning sessions, a public hearing and application was prepared, working closely with the Borough and Councilwoman Nancy Thomas-Burton. The presentation is scheduled for August 27 in Freehold. Improvements to Veteran's Park will serve as an economic stimulus for the surrounding commercial district. A Strategic Neighborhood Plan is being formulated in cooperation with the Monmouth County Planning Board to track commercial investment and job creation as an economic development tool for HBP and potential future funding.

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Visual Improvement Committee (VIC)

Councilwoman Nancy Thomas-Burton provided a report summary of the VIC activities. There is ongoing discussion with the DOT regarding a grant for the jug handle area at Linden Avenue. New placement of the Hwy 36 Highlands welcome sign is being discussed with the DOT for the median area – the jug handle area was ruled out. Open Space referendum will be on the ballot, which if passed will provide through Green Acres DEP funding a 50% grant rather than a 25% grant to acquire waterfront properties, with a cost of \$10/year by the homeowners. Miller hill irrigation for trees and bulbs is being worked on with plantings by the bus stop. Discussion of rotating a mural at that location continues. Fall plantings, Wayfarer Signage Program, Miller Street Landscaping Barter Improvements for 2009, Miller Street Mural Planned for 2009 and Bay Avenue – Fall Decorating Contest (Linda Mikhail) were discussed. Linda Mikhail will distribute information regarding the decorating contest working with Highlands Hardware owner, Dan Kish. This is another way of instilling community pride and attracting visitors. These are ongoing project that will be planned for next year's implementation and funding along with seasonal activities, such as fall plantings. The DBIZ Loan from the Office of Smart Growth was discussed in the amount of \$500,000 at 0% interest for an infrastructure project was presented by Mayor Anna Little and the HBP Executive Board members. Flooding and Zoning issues were discussed as the most challenging for the community. Only BID's may apply for the funding for a project in partnership with the Borough.

Action Items

A motion by Nancy Thomas-Burton to accept the audit, minutes of March 26, 2008 (Annual Meeting and Election), and Treasurer's report, was second by William Weber. All members present approved, except Doug Lenz abstained, as he was not in attendance. The motion was approved and the action items will be added to the HBP corporate records.

Mayor Little presented a vision of Highlands's future which included:

- Recognizing HBP's tireless efforts to make Highlands a year-round destination with a classic seafood event
- Clam Fest- next phase for Economic Development to encourage growth with new commercial uses to promote a self sustaining local economy.
- NY Times Article captures Highlands' momentum and charm regarding real estate, schools, hiking, water taxi and ambiance
- Impact of new zoning creating professional services – which in tern creates a demand of services, goods and jobs.
- WiFi implementation as an anchor to attract new investment.
- Expansion of mass transit to and from Highlands – connecting to existing transportation systems.
- Adjustment of Master Plan Zoning to include work-force housing, commercial office suits, and retail on the 1st floor.
- Use the Identity that HBP has established to launch WiFi activities to boaters, beach goers, lodging establishments, dining patrons, and encourage spending of money locally.
- Eliminate the overhead wires, which creates a new image and environment for the community
- These underground utility investments will improve the quality of life, expand Highlands identify, and increase profits at Clam Festival.
- Highlands will become a business incubator.

Josh Donovan, VP NJ Business Finance Corporation

Carla Cefalo-Braswell introduced Josh Donovan, who presented SBA Program information to the HBP Board and provided insight into the critical issues facing another BID in Union County, New Jersey – Rahway Center Partnership. The SBA 504 loan program presents an option for commercial mixed use properties, where the ownership/commercial use is at least 51% of the site. Unique financing where acquisition cost and improvement costs may be financed at one time through a SBA lender. The SBA 504 loan program works with the buyer and their banking partner. The 504 program provides a SBA guarantee to qualified buyers, which can provide unique financing for purchase and improvements. Josh provided contact

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information to the members and SBA program information was available. Rahway Center Partnership Chairman is the other hat that Josh Donovan wears and he shared some of the critical issues facing their management corporation. Rahway was created in 1992 and is being redefined with the changing business environment. The train station has served as a development focal point for the central business area. A big challenge is “Hobby Shop” business owners who rent, but are inconsistently open for customers. The Union County Performing Arts Center has also been an anchor for attracting new investment; along with changing the zoning and land use surround the transit and performing arts areas. The Rahway annual budget is \$400,000. NY Transit contributes to their BID annual budget. Paul Mulligan, former chairman of Rahway Center Partnership, shared some thoughts with the HBP Board. Facade grants and design standards played an important roll along with the involvement by Mayor Kennedy and the Council. Both Paul and Josh were provided a tour of Highlands and an overview of the HBP work plan and accomplishments. Paul and Josh were amazed at the level of community participation and the involvement by the governing body. The HBP budget was discussed as being one of the smallest BID budgets in the State. The HBP accomplishments were noted by Paul and Josh as being remarkable given the size of the budget. Contact information was share by Board members with the Rahway representatives. Carla Cefalo-Braswell thanked the Rahway guest for sharing their information and visiting Highlands. Josh Donovan noted that a WiFi proposal in process in Rahway also.

A motion to adjourn the meeting was offered by AJ Solomon, second to the motion was offered by William Weber. With all in favor the meeting was adjourned at 9:35 PM

Submitted by K. Shaw 10/3/08