

**Highlands Business Partnership
District Management Corporation
Highlands Business Improvement District
PO Box 375, 140 Bay Ave
Highlands, NJ 07732
732-291-4713 F/732-872-1031 www.highlandsnj.com**

Regular Board Meeting – November 17, 2008

The HBP regular meeting public session of the Board of Directors was called to order at 8:00PM 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. HBP President, Carla Cefalo-Braswell that the meeting was noticed in the Asbury Park Press and www.highlandsnj.com, read the meeting public notice announcement.

Meeting Attendance: P = Present

A = Absent

L. Bodnar-Nolan	A	J. Cosgrove	P	F. Nolan	A	Doug Lentz	P
J. Bollerman	P	J. Koenig	A-Travel	F. Rosiak (MA)	A	N. Thomas-Burton	P
C. Cefalo-Braswell	P	M. Takian	A	AJ Solomon	P	L. Cervantes	P
J. Filip	P	L. Rose	P	R. Lee (Repl Sousa)	A	W. Weber	P
B. Harten	P						

Also in attendance were Mayor Anna Little, a group of approximately 12 residents/business owners, including Loretta Dibble, Councilwoman elect Becky Kane, Jen Roberts, Mrs. Jennings, 27 Ralph St; Alyssa Passeggio, Arnie Fuchs, Jim & Amaia Parla , Carol Bucco, Ken Braswell and Elizabeth.

New Board member Rafaella Lee, commercial property owner and resident was welcomed to the Board, replacing Eddy Sousa. The board welcomes Rafaella to the Board and looks forward to sharing mutual insights into improving Highlands.

HBP Annual Meeting Minutes from August 26, 2008

HBP Annual Meeting Minutes of August 26, 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 J. Bollerman, second to the motion was offered by Jim Filip, with all in favor to approve the minutes as submitted to the HBP corporate records.

HBP Treasurer's Report

Bill Weber, Treasurer presented the treasurer's report. The Valley National Bank checking account – P&L Report dated 11/16/08 show total 2008 income \$182,684.45 and a operating profit of \$3855.47. A motion to approve the treasurer's report was offered by AJ Solomon, second to the motion was offered by Jim Filip, with all in favor to approve the minutes as submitted to the HBP corporate records.

Executive Committee

Carla Cefalo Braswell announced the resignation of Eddy Sousa, who is being replaced by Rafaella Lee, commercial property owner. New 2009 Board Member Packages were distributed for review and completion by board members. This process continues the model used by the National Main Street Program, which serves to strengthen the board's commitment and develop a strong agenda to improve Highlands. The 2009 HBP Goals & Objectives were distributed for review and comment by the board. A draft 2009 budget was also distributed that supports the 2009 Goals & Objectives. All HBP Committee Chairs provided planning information and budget projects for 2009. A proposed 2009 meeting calendar for the board was announced: 1/27/09, 3/24/09 (Annual Meeting); 6/23/09; 11/17/09.

**District Management Corporation
Highlands Business Improvement District
PO Box 375, 140 Bay Ave
Highlands, NJ 07732
732-291-4713 F/732-872-1031 www.highlandsnj.com**

Regular Board Meeting – November 17, 2008

Public Session

With consent of the HBP Board, the board opens the meeting to a public session to address the members of the public that are in attendance. Members of the public are asked to identify themselves and limit their questions/comments to ensure everyone is able to participate. Questions were addressed to the HBP Board regarding the DBIZ Loan opportunity. The Borough of Highlands may utilize the DBIZ Loan, as a New Jersey community with a Special/Business Improvement District. Towns without BID's are not able to use the DBIZ Loan Program. Questions regarding DBIZ Loan payback obligations were raised by several businesses, residents/taxpayers. The DBIZ Loan opportunity was presented at a meeting of the Mayor and Council prior to the HBP Board meeting. There were concerns regarding the structure and process for the loan program that have been brought to the attention of the Board and Mayor Anna Little. The purpose of the loan was questioned with flooding issues dominating the Borough's priority list of liabilities. The questions were fielded by K. Shaw, Downtown Network Co., to respond to their questions and concerns.

DBIZ Overview

K. Shaw began the informal question and answer period with information that the DBIZ Loan can only be utilized by a municipality with a BID and the DBIZ loan can be used by the municipality or the BID organization, at a 0% interest rate for a maximum period of 15 years. There are two types of loans:

Type A with maximum loans of \$100,000 at 0 percent interest – matching funds may be provided. If matching funds are provided, one year may be added to the repayment period for each twenty percent increment of the loan amount up to a maximum of 15 years. In absence of matching funds, the maximum repayment period will be five years. Payments are due annually beginning on the first day of the first month, twelve months following the closing date of the loan. Applications for loans will be accepted at anytime subject to the availability of funds.

Type B for loans over \$100,000 to a maximum of \$500,000. The loans are at 0 percent interest for a maximum repayment period of 15 years. The loan will require a dollar-for-dollar match. Payment will be due annually beginning on the first day of the first month, 12 months following the closing date of the loan.

The commissioner may, at his/her discretion, reallocate loan funds from one type to the other and adjust the loan limits to better serve the purposes of the program.

DBIZ Loan Criteria:

Consideration is given to first time borrowers; project readiness to proceed; degree to which borrower is able to concisely document that the public improvements are integral to implementing a comprehensive revitalization strategy or plan. The initial HBP proposal submitted to the governing body provides that the DBIZ loan would be paid back from the proceeds of the BID Annual Budget – estimated to be \$16,000 per year for the 15 year term of the loan and there would be no interest payments. HBP, the district management corporation for the BID is authorized by the governing body, annually with approval of the BID/HBP Annual Budget. In order to obtain a DBIZ, the municipality would be required to guarantee the loan payback. Providing a loan guarantee is standard operating procedure for any loan program – either public or private.

**District Management Corporation
Highlands Business Improvement District
PO Box 375, 140 Bay Ave
Highlands, NJ 07732
732-291-4713 F/732-872-1031 www.highlandsnj.com**

Regular Board Meeting – November 17, 2008

HBP Economic Development DBIZ Loan Project Proposal

HBP economic development committee has developed a project agenda which includes promoting mixed use investment along Bay Avenue. The addition of underground utilities, creating a visually attractive streetscape will serve as a catalyst for new commercial and residential investment. The attraction of professional services in the infill mixed use projects will be further stimulated by the availability of WIFI internet access. The underground utilities and WIFI activities were developed into a financial model with costs associated with the phases of installation over the last three years by HBP volunteers. The HBP Board recommended the underground utilities and WIFI activities for the proposed loan application through Board action. The proposed loan application activities were provided to our HBP Council liaisons and Mayor Anna Little for consideration.

Loan Terms and Repayment Responsibilities

Loans would be repaid each year from the BID Budget. The municipality would be obligated to repay the loan if the BID budget was not renewed, as the program requires municipal support and matching funds can be provided by the Borough or other public/private grants or funding sources. The ability to secure loan funds at 0 percent interest is a dynamic financial tool that can only be utilized by a SID/BID in New Jersey. UEZ communities are prohibited from utilizing the DBIZ Loan Program.

The public questions were all addressed, as no further questions were presented – the public portion was closed at 8:45PM. The regular HBP board agenda was continued with Committee reports.

Marketing & Communications & Events Committee – Carla Cefalo-Braswell

A summary of the 2009 activities include the Jersey Shore Destination Marketing; Monmouth County Tourism Guide, Escapemaker 2009 contract/NYT Travel Show; 2009 HBP Marketing/Advertising Opportunities table chart prepared by Linda Mikhail. The table chart will be a new business marketing tool and provide current members access to planned activities from the website – through a download of the comprehensive Marketing/Advertising opportunities for 2009. The 2009 HBP Event Calendar was approved by Council in November.

Economic Development – Fred Rosiak & Jim Bollerman

The DBIZ Loan for WIFI and Underground Utilities has been forwarded to the governing body for consideration. The Board is looking to develop a facade program for 2009, working in partnership with local banks, Monmouth County Planning Board, and State-wide UCEDC. The program would use the Highlands Design Manual parameters for facade improvements along with Borough codes and standards.

The water taxi project completed a three year seasonal operation with a successful Sandy Hook landing operation implementation during the 2008 season. Through Mayor Anna Little's efforts, a regional water taxi program is being developed through a network of water transportation companies, County and State agencies. HBP, as a non-profit district management corporation, took on the challenge as a demonstration project to link the National Park at Sandy Hook with our local restaurants and shops. HBP completed the three year pilot program and garnered support and interest to continue the water transportation link in the Bayshore Region and S. Amboy, Carteret and Elizabeth. HBP does not have the long-term capacity to operate the water taxi with insurance, staff, maintenance and operational demands on a predominately volunteer organization created for management of community revitalization. A water transportation operator will streamline the

Highlands Business Partnership, Inc.
District Management Corporation
Highlands Business Improvement District
PO Box 375, 140 Bay Ave
Highlands, NJ 07732
732-291-4713 F/732-872-1031 www.highlandsnj.com

Regular Board Meeting – November 17, 2008

operations, and marketing of the water taxi can continue to be the role of HBP. HBP is committed to work with Mayor Little to further the water taxi project to the next level.

Visual Improvement Committee – Nancy Burton

Holiday 2008 is underway with installation for the season.

Old Business - None

New Business – Mayor Anna Little

Mayor Anna Little outlined the work she is undertaking to expand the HBP Water Taxi demonstration project beyond Highlands. The HBP accomplishments attracted the attention of State and County transportation officials. We are leveraging State and County funding opportunities to expand the water taxi beyond Highlands, which will attract a water transportation operator. Mayor Little commended the HBP board and volunteers for the work to develop and operate the water taxi. HBP would like to support the water taxi initiative through marketing and promotion, which serves our local business stakeholders to attract new customers. The Economic Development Committee will continue to work with Mayor Little to facilitate the expansion of the water taxi in the future through a private sector operator.

A motion to adjourn the meeting was offered by Carla Cefalo Braswell, with a second to the motion offered by Jim Filip, the meeting adjourned at 9:30PM with all those in attendance in favor.

Submitted by: K. Shaw 12/9/2008