

Highlands Business Partnership
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Regular Board of Directors Meeting – November 22, 2010

The HBP regular board meeting public session of the Board of Directors was called to order at 7:15 PM by HBP President, Carla Cefalo Braswell announced that the HBP meeting notification was on and highlandsnj.com. The meeting was held at the Robert D. Wilson Community Center, 22 Snug Harbor Avenue, Highlands.

Meeting Attendance: P = Present A = Absent

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|--------------|---|--------------------|---|----------|---|
| J. Cosgrove | P | N. Burton | P | J. Filip | P |
| J. Bollerman | A | AJ Solomon | P | D. Lentz | A |
| L. Cervantes | A | C. Cefalo-Braswell | P | W. Weber | P |
| M. Takian | A | R. Lee | P | | |

Also in attendance were Councilman Frank Nolan, Lt. Armenti and Ken Braswell, ShoreGrafx.

Nancy Burton made a motion to accept the minutes of the July 2, 2010. Second by Rafella, all were in favor and motion carried.

Treasurer's report and Profit and Loss was presented. Nancy B made a motion to accept the Treasurer's report. Second by Jay Cosgrove, all were in favor and motion carried.

Executive Report – Jay gave an update to the trademark status. It is near completion and one more filing will be necessary at \$150.00. Jim F. made a motion to finalize, second by Jay C, all were in favor. The Proposed 2011 Meeting calendar was set for 1/25, 3/29, 6/28, and 11/22, 2011. Carla could not attend Jan 25th. Jim Filip made a motion to accept the calendar with changing Jan 25th to Jan 26th, Carla second, all were in favor. Carla discussed the cost of the Annual Audit since we all voted last year to have it even though there were no public funds. Jay thought \$3400 unnecessary to spend the dollars since we raised the money. Carla offered to get other proposals. Jay made a motion to get proposals and Jim F. second. All were in favor and motion carried. Carla will report back at January Meeting.

There was lengthy regarding the HBP being designated in December 2010 as the Management Company and removing the \$5 cap from the current BID Ordinance in place. The HBP Board was uncomfortable with existing ordinance was strongly advised by industry experts not to participate with the \$5 BID Ordinance. A revised ordinance was drafted at the request of Councilman Nolan made to Jim Filip in June 2010. The Board approved the ordinance with input from BID Expert, Seth Grossman and review by State BID Representative. Mayor Elect Nolan was provided with the revised Ordinance and will introduce in January upon council review.

There were lengthy discussions by board members as the implications of imposing an assessment during this tough economy. Since we raised our own funds in 2010, it was determined that a minimal budget would be feasible to cover part time assistance, supplies and insurance costs. Jim Filip made a motion to submit a budget in December 2010 to the Council for \$20,000. Jay Cosgrove second and all were in favor.

Marketing & Communications – Shop local review – Carla reported program was a success for at least making people aware of the importance of keeping our dollars local. Towards the last couple of months, businesses lost interest and did not participate. Nancy said her customers liked it and recommended to make the contest quarterly for 2011.

Carla distributed the 2011 Media Buy for the Monmouth County Tourism Guide. A full-page ad went up to \$2600 this year and will include a free page of advertorial and photos. Jay suggested negotiating the price and make a not to exceed \$1800 for the 2011 ad. The winter escape would be posted and remain on throughout February when a winner would be selected.

Events – Carla reported on Oktoberfest proceeds and numbers were provided in P&L statement. The tree Lighting event was discussed as a reminder. The St. Pat's Fundraiser "Beef & Brew" would be held at Bahrs on January 23, 2011 if Windansea could not accommodate us this year. A Bridge Ribbon Cutting Ceremony with a Taste of Highlands was discussed. A tentative date for April 17, 2011 was suggested. Mayor Elect Nolan to get Bruce to check with DOT.

The 2011 calendar of events was reviewed and approved with a motion from Jay Cosgrove and second by Bill Weber. Mayor Elect Frank Nolan suggested submitting the 2011 calendar to the Council. Nancy made a motion and Rafaella a second, all were in favor to submit 2011 event calendar as presented at meeting to Borough Clerk, Carolyn Cummins for Council Agenda.

Economic Development - Atlantic Group was provided once again and the board consensus was to dust off the plan and modify to use as a tool with Borough to move forward. AJ discussed the fact that no recruitment is possible in the current condition of Bay Avenue and that the Borough was severely lacking in Property maintenance. The discussion became heated and Carla asked Lt. Armenti to discuss with Chief, the possibility of the cops writing summonses NOT for property maintenance issues but for ordinance related issues such as abandon vehicles in the district, boats, etc.

VIC – HBP received a letter from the Garden Club suggesting some of the planters be relocated to private property to eliminate too many leakers on Bay Avenue. They were unmanageable. Carla suggested a small budget of \$500 to In the Garden for the winter planter displays as last year they were bare. Jim F made a motion to secure In the Garden for \$500 to provide greens and decorations in the planters. Nancy will include those pots moved to the businesses for this year.

Old Business – Carla reported providing on going list to Bruce Hilling for Property Maintenance issues and is slowly making improvements.

New Business – Carla reported receiving a memo for mercantile apps for the following:

Bakery at 157 Bay Avenue – not approved

Twin Light Tap House, approved name change

Grimaldi's Brick Oven, pending approval

Ruvello's – 300 Bay Avenue (formerly East Point Plaza) Approval pending.

Once approved, HBP will provide welcome packets and pertinent information.

AJ Solomon made a motion to adjourn at 8:55 PM, Carla second, all were in favor. The meeting was adjourned at 8:55 PM.

Submitted by Carla Cefalo-Braswell, HBP