

Highlands Business Partnership
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Regular Board of Directors Meeting – January 18, 2010

Linda Mikhail called the HBP January Meeting of the Board of Directors to order at 7:20 PM. The meeting was held at the Robert D. Wilson Community Center, 22 Snug Harbor Avenue, Highlands.

Meeting Attendance: P = Present A = Absent

J. Cosgrove	P	N. Burton	A	J. Filip	P
J. Bollerman	P	Vacant		F. Rosiak	A
L. Cervantes	A	C. Cefalo-Braswell	P	W. Weber	P
M. Takian	A	R. Lee	P	AJ Solomon (injured, available by phone)	
D. Lentz	P	L. Rose	A		

Also in attendance were Mayor Anna Little and Linda Mikhail. Ken Braswell arrived at

J. Filip made a motion to accept the December 7, 2009 and second by R. Lee. All voted in favor and the motion carried.

J. Filip made a motion to accept the Treasurer's Report and second R. Lee. All voted in favor and the motion carried.

It was suggested by Jim F. that we move forward with our trademark plan and the idea was strongly supported by Jim B. All present at meeting agreed and J. Cosgrove will begin the process.

Carla Cefalo noted for the record an outcome of a meeting with Mayor Anna Little, Councilwoman Kane, and Bruce Hilling. The meeting was held on December 14th at Borough Hall at the request of the Borough Administrator and entailed our plan to move forward with the events. Discussions regarding the Highlands Borough Councils attempt to have the HBP agree to a service contract to hold our events was met with great opposition by most members of the board. C. Cefalo raised the issue of public safety, insurance, licensing and sponsors. Carla stated that we need cooperation to proceed as the Executive Officers of the HBP Board especially the President's name is always on the line and that it is a huge liability, responsibility and undertaking. The JIF can no longer insure us since we are not a BID. Mayor Little also reported on the sponsor dollars lost from utility companies without a BID. Carla further explained the sponsorship scenario without a BID. Mayor Little said she would do everything possible to assist with the HBP fund raising efforts to maintain the events schedule. Mayor Little further stressed the importance of continuing our program if possible in order to keep the momentum.

Since there were no Council members present to express any interest, a heated discussion arose amongst board members as to what the outcome should be if the members of the Council voted down reinstating the BID. Jim F stressed that there were public announcements made by new council members to reinstate. Carla stressed that we can no longer be a political football and that they blamed us for the politics however they put us in that awkward position. An emotionally

charged conversation took place and the consensus amongst board members was to not allow for any concessions. It is not for the governing body to stipulate what we can afford. Many businesses suffered a 40% decline in 2009. Carla, Jay, Doug explained that there were many factors besides the economy. It rained all of May and June. Most reservations were canceled and many did not stop to eat as they waited 3 hours to exit Sandy Hook. In addition, the commercial trash removal expense and amended ABC ordinance added a major burden during this below average season. We need to recover. It is extremely important that we utilize all marketing and advertising contracts already in place to help businesses recover and drive people to Highlands. This is our number one priority. We need a strong partnership with the borough to promote Highlands rather than a long history of council members that have had little to no participation, input or interest in our organization.

A motion for a vote of rejecting the service agreement with the borough to run our events was made by J. Filip and seconded by D. Lentz. All were in favor and the motion carried. Carla offered to send a letter to Ms. Kane explaining the Board's position since they were corresponding in email and Ms. Kane was waiting for additional information to finalize a contract. The Board directed Carla to take no action until the Council votes on reinstating the BID on Jan. 20, 2010. A motion was made by Jim F that if the BID Ordinance adopted on December 2, 2009 to eliminate was not rescinded back to the way it was with a budget we can afford then we do not want a BID at all. The motion was second by Jim B. and carried with all members in favor. Mayor Little said she would relay that to the Council and she is unable to discuss this important issue with the Board at this time due to executive info but will do so when the proper time permits. D. Lentz said it was a telling sign that the newly elected council-members were not at this meeting.

The Board voted not to renew our membership after 10 years. The DBAT report was inaccurate and it lacked viable information regarding the foundation and hard work of our organization. The report was biased and the board will look into what action can be taken with Downtown New Jersey.

The St. Patrick's Day parade fundraising dinner will proceed although few tickets were sold. Concerns with contractual obligations were brought up by C. Cefalo, but was told by J. Bollerman that they will deal with that as it comes. Some agenda items were tabled due to the fact that many items are up in the air until a final decision has been reached pertaining to the reinstatement of the BID. Mayor Little said that she still needs the HBP non-profit to hold onto our DEP approval and Federal Consistency landing rights permit to Sandy Hook, as she further explores the future of water based transportation. Members assured her that they would maintain their 501c3 status at this time.

C. Cefalo made a motion to adjourn at 9:10pm and second by R. Lee. Motion carried.

Respectfully Submitted by Linda Mikhail