

HIGHLANDS BUSINESS PARTNERSHIP, INC.
District Management Corporation for the Highlands
Business Improvement District (BID)
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Regular Meeting of the Board of Directors
November 22, 2011 7:30 PM (open to Public)
Original Oyster Restaurant, 1 Willow Street, Highlands, NJ 07732

NOTICED POSTED IN APP - www.highlandsnj.com

HBP President, Carla Cefalo Braswell, called the HBP November 2011 public session of the Board of Directors to order at 8:07 PM. The meeting was held at the Original Oyster Restaurant, One Willow Street, Highlands, NJ due to the fact that there was a scheduling conflict at the Community Center. A notice was posted to the door at the Community Center redirecting people to the Original Oyster Restaurant. The meeting notice announcement was read into the record.

Meeting Attendance: P = Present A = Absent	
AJ Solomon - P	L. Cervantes - P
C. Cefalo-Braswell - P	L. Colby - A
D. Lentz - P	M. Takian - A
F. Nolan (Mayor/Planning Board Liaison) - A	N. Burton - P
J. Bollerman - P	R. Kane (Council Liaison) - P
J. Cosgrove - P	R. Lee - P
J. Filip - P	W. Weber - P
	Resident – Helen Maresca - A

Members of the public in attendance were HBP Admin, Diane Keaveny, James Fox, Dan Pinzon, Fred Callis.

There was discussion on how Hurricane Irene impacted the business community. Carla thanked Councilwoman Kane and the Office of Emergency Management for working with HBP with the FEMA process and keeping the businesses informed.

Councilwoman Kane explained that the Borough hired citizens for part time help during Hurricane Irene and will do so for other events such as snowstorms in the future. The borough is hoping to get a good portion of money back from FEMA due to the help of Dave Parker and Ken Braswell's documentation of the damage from the flood. Ken videotaped the town before and after the storm at the direction of OEM coordinator Dave Parker.

Also discussed was the road damage on Washington Street and whether it would be possible to use money allotted for hurricane damage could be used toward that. Washington Street was assessed as part of damage of Hurricane.

The Budget was reviewed and discussed at great length to include a \$15,000 pilot program for Bay Avenue clean up during peak season. This would include sweeping, weeding, washing, watering, and pick up of bulk items left on streets for the weekend visitors to view. There was concern that it was the responsibility of the Borough and Becky explained there is limited manpower and they could not assign a man to Bay Avenue. Carla explained that BIDS all over the country take street clean up initiatives not to replace borough services but to supplement. The general consensus was that prioritizing property maintenance was a HOT topic of discussion and lack of, brings down real estate property value. Jim Filip made a motion to approve a budget of \$35,000 including the Pilot Program, it was second by Doug Lentz and all were in favor. The motion carried.

The Board reviewed the 2012 Goals and Objectives Report and Carla suggested that the Council pass a resolution to acknowledge receipt of them, which was suggested at the "Minding Your Bid-ness" Session at the NJ State League of Municipalities Conference. B. Kane suggested emailing the request for a resolution to Carolyn Cummins, Borough Clerk.

Jim Filip made a motion to approve the Goals & Objectives Report, second by Doug Lentz; all were in favor and the motion carried.

HBP will have to get a certified audit for 2011 since we received the assessment dollars. Jim Filip made a motion to proceed with the Curchin Group to perform our audit, second by Carla Cefalo-Braswell and all were in favor. The motion carried.

The proposed meeting schedule was discussed and Nancy did not want to have the board meeting the day after the Beef & Brew. Jay suggested meeting at the Beef & Brew on January 29th at Off the Hook. The Jan. 30th meeting was changed to Feb 8th. The remaining meetings are 3/28/12, 6/25/12 and 11/28/12. Carla Cefalo-Braswell made a motion to publish the proposed meeting schedule and second by Rebecca Kane, all were in favor. The motion carried.

Carla reported that Diane is preparing the sponsor packages and researching grant opportunities. We are revamping the Shop Local Program and our facebook page. Jay discussed the Monmouth County Tourism Guide as to negotiate a better price as he did last year. NJ State Tourism Guide was discussed as a possibility to advertise which is expensive but by spending more money we would reach more people. Diane will check into a Group Media buy.

Councilwoman Kane discussed another potential marketing opportunity for Highlands would be to participate in Group-On and promote a Getaway Weekend. Diane will follow-up with pricing and information for January.

The Ad's are due ASAP for Monmouth County Guide and the new Highlands Visitor Guide. The Highlands Guide will include new pages for the Memoria Project, the Historical Society, Garden Club, Kavookjian Restoration Committee and perhaps additional info on the Twin Lights page in honor of their 150th birthday. Other marketing topics discussed were requested to include information on our beaches, kiosks for visitor guides perhaps on the beaches or in the parks and to contact Seastreak for advertising Barter. Councilwoman Kane strongly suggested using our greatest asset, the waterfront to advertise to the boaters from the water by means of bulkhead advertising to let people know they can dock and dine year round.

The proposed 2012 Event Calendar was presented, Jim Bollerman made a motion to approve the event calendar with a second by Rebecca Kane, all were in favor. The motion carried.

Nancy and Carla mentioned the HPD's interest in putting together a Taste Of Highlands, which can be added to the calendar later once a date was agreed upon. Jay Cosgrove suggested early April would work best for the restaurants.

Carla advised that HBP member Doug Douty would like to form a fund-raising committee for the St. Patrick's Day Parade and that we should have pins for sale. Many people felt the raffle tickets were too expensive last year at \$50. As a result of complaints about the \$50.00, the tickets would be \$5.00.

Jay Cosgrove made a motion that the 2012 Grand Marshal be Helen Soyka, a Highlands business owner for fifty (50) years, second by Carla, all were in favor. The motion carried. Carla made a motion to have a Deputy Grand Marshal in 2012, which would be Mary Ann Soyka, Helen's daughter. Jay second, all were in favor and the motion carried.

The Economic Development Committee Report was tabled in the absence of Planning liaison, Mayor Frank Nolan. We did not receive any status report on the tax abatement ordinances for the HBP zoning recommendations requested by Mayor Nolan. We will discuss at February meeting.

Nancy submitted a proposal to the Borough/HBP for Holiday greens in the containers and in the parks. The cost would be, \$650.00 from HBP but not to exceed \$1,000.00. AJ made a motion to proceed with decorations because we do not have any more, Jim Filip second and all were in favor. The motion carried.

HBP secured at least \$150,000.00 of bartered goods services for the Veterans Park improvements. Memorial Project secured at least \$150,000 in donations and goods for the installation of the Memorial Project. There will be a \$5,000.00 sign donated by Sign-A-Lize once approved by the Borough

Jim Fox, a local resident and architect will serve on the Visual Improvement Committee. Jim has a design for a new boardwalk used in one of our prior grant applications and it includes new benches. We will be working with Mr. Hill to look into grants to assist. Jim Fox gave a brief explanation of the lighting donated by the Reggiani Company and when it will be completed. Jim will also investigate National Monument criteria for registering Memoria.

Old Business

Miller Terrace Phase II – Carla explained that we are still waiting for Borough to get meter installed but other than that all irrigation is in and ready to be planted by Rahm and Hufnagel on Barter form last year. Will follow up with Tim Hill.

The usual subject of the lack of Property Maintenance was discussed. AJ expressed her dismay in the town for not enforcing fines on residences and landlords that do not maintain their properties. Councilwoman Kane explained that there are only 15 hours allotted for code enforcement, which is a big part of the problem. AJ asked why can't the Police enforce these fines and if a Councilperson can't make it happen, who can. Carla explained that the Chief advised her that if they are ordinance related, they could issue fines. Councilwoman Kane explained that Mayor Nolan needs to communicate as to the direction we want to take to the police department. Nancy said in fairness to Becky, we never asked her to speak to the Chief on our behalf. Rebecca will discuss this with Mayor & Council as well as PD.

New Business

The following new businesses have received welcome packages. Ribbon Cuttings were postponed due to hurricane mess and will be organized in the near future.

Bay Avenue Bakery and Café

Kranky Cycles – wants ribbon cutting in Spring 2012

Primo's Pizza

China Sea

The Chubby Pickle is pending approval.

AJ requested that the HBP would sponsor some traps for the Have a Heart program. She explained the TNR (Trap, Neuter & Return) program put in place by the Borough and the MCSPCA. In total since the program inception in August, they trapped eighty-six cats in which half were females and twenty kittens. AJ explained that the TNR program would prevent 5000 cats in five years from being born. Each female can produce with its offspring, 1600 cats in five (5) years. Carla explained it is a negative perception to visitors. They are noticeable in parking lots of the restaurants. Jim Bollerman expressed that it is a good idea to sponsor the traps because it helps the perception of the town and real estate values. AJ Requested 5 traps and 5 transfer cages. Jim Bollerman made a motion to donate \$500 and second by Carla Cefalo, all were in favor. The motion carried.

Jay mentioned that the Twin Lights would be celebrating their 150th Birthday. There was no additional information available at this time but he is on the board and would keep us informed. There may be an event in June and HBP can advertise in the Visitor Guide. Jay will find out how HBP can get involved.

AJ Solomon made a motion to adjourn at 9:44 PM and second by Jim Filip, all were in favor. The motion carried.

Prepared by: DLK

Submitted by: Carla Cefalo-Braswell