

Highlands Business Partnership
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Regular Board of Directors Meeting Minutes – February 7, 2011

The HBP regular board meeting public session of the Board of Directors was called to order at 6:50 PM by HBP President, Carla Cefalo Braswell announced that the HBP meeting notification was published on highlandsnj.com. 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	P	J. Filip	A
J. Bollerman	P	AJ Solomon	P	D. Lentz	P
L. Cervantes	A	C. Cefalo-Braswell	P	W. Weber	A
M. Takian	A	R. Lee	P		

Also in attendance were Bruce Hilling, Borough Administrator, Dave Mercado, Property Maintenance/Code Officer, Paul Morris, Northern Monmouth Chamber of Commerce, Ken Braswell, Shoregrafx/CPO and Larry Colby, Colby Plumbing/CPO.

Nancy Burton made a motion to accept the minutes of the Second by Rafella, Bollerman abstained, and 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 – Board terms, vacancies and upcoming terms were discussed. Discussion was had regarding replacing John Koenig for lack of participation. AJ made a motion to nominate Larry Colby to replace John's Koenig's term since he made an effort to attend. Becky second and all were in favor. The term ends next month so Larry will be put on the ballot by the exec board. The HBP Board discussed the BID Ordinance Amendment provided by former borough attorney in Executive session. To bring the BID ordinance 10-04 current with state statute and to avoid any further confusion of amendments, Jim Bollerman suggested that we recommend to the Council that they consider our original ordinance 099-06. Carla made a motion to combine 099-06 and amendment 02-03, Becky second and motion carried.

Council will hear the HBP Budget at a public hearing on 2/16/2011. Discussions of filing the Tax Return with Hopkovitz since there was no audit required for 2010. Exec committee will forward pertinent reports to accountant for tax returns. HBP amended by-laws and new board packets and folders were distributed included new assessment roster. Carla reported regarding her meeting with Borough officials for the assessment roster to include missing properties. A current certified roster from Microsystems was provided to board. Next meeting will be annual election and the mailing to the general membership will be sent.

Marketing & Communications – HBP submitted the 2011 Tourism grant for \$25,000 to State and is awaiting reply. The new 2011 ad campaign was used to create a full color glossy event calendar. We printed 10,000 copies to replace paper 3-ups, this will save time, money & labor. Shop local program has been modified to be quarterly. New MC Visitor Guide is out for distribution. Carla and Jay attended event at Spark and met with County & State Tourism Reps. HBP renewed their 2011 Escapepmaker contract.

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A new 2012 Visitor Guide will soon be created, any ideas, please provide input via email. Winter blast is winding down and a winner will be selected on March 30, 2011. HBP is now on facebook and looking at other social media networks. HBP attended NMCC networking event at Bahrs. Sponsorship dollars were secured with Comcast, T&M, and Shore Point in addition to barter with Rahm, Hufnagel, WRAT and Foodtown. Carla discussed the possibility of donating HBP barter from Foodtown to Borough Recreation programs in light of budget cuts. The donation would benefit programs to children and seniors. AJ made a motion to donate our food barter bank valued at approximately \$3K to the Highlands Recreation program, second by Nancy, all were in favor and motion carried. Councilwoman Kane requested that a letter be put forward in writing to Borough.

A Bridge Ribbon Cutting Ceremony with a Taste of Highlands was discussed. The tentative date from our November meeting of April 17, 2011 was reconsidered as Nancy suggested the area would not clean or green in April and the aesthetics may not be completed. Bruce stated the Mayor directed him to check with DOT as to their availability and HBP would plan an event. Jay said the goal of the business community is to let people know that Highlands is open for business and they will not sit in traffic, the earlier, the better. Doug stated that restaurant sales declined due to bridge construction for the last two years.

VIC – HBP hired In the Garden to provide greens and holiday decorations for planters, Huddy Park and Highway sign. Rebecca Kane is committed to work with HBP through the 2011 Clean Communities program.

Economic Development - A subcommittee was formed with Jim Filip, Jim Bollerman and Larry Colby to implement a recommendations report for the Mayor and Council to attract new business. Once completed an investment press kit will be created, printed and distributed as a business recruitment tool.

Old Business – Property Maintenance and Code – Carla reported that this is an ongoing issue for the business community, which is why the new Property maintenance officer was good enough to attend. In an effort to avoid everyone from voicing their concerns at once, Dave Mercado introduced himself to the Board and provided his hours; Tuesday – Thursday from 4-8 PM and Saturdays if necessary. He said he was now doing code enforcement in addition to property maintenance during that time frame. He works full time elsewhere and cannot provide more hours in the borough. He reviewed the methods of handling the current problems. Various board members stated their concerns regarding the eyesores on Bay Avenue and the neglected areas that we have been addressing for years. Mr. Mercado gave an update on some of those properties and said he would focus on the problem areas that we addressed. Carla reported that Mayor Nolan was going to request a walk-through with Bruce Hilling and Dave Mercado to further address the problems.

New Business – Council Liaison and Clean Communities Coordinator, Rebecca Kane reported that due to budget cut in the program, Earth Day Celebration would be replaced with the beach sweeps. She has arranged the sweep through the Clean Ocean Action scheduled for April 30th. Perhaps business could have specials that day. Doug Lentz requested that DPW have equipment available to make the process go faster. Bruce said he would arrange for that. Rebecca said they would leave the recycling yard open later that day for additional clean up.

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Rebecca reported a Kavookjian Field Restoration Committee Fundraiser to be held Friday Night, February 18th at Windansea for \$20.00. Rebecca requested the HBP pull a raffle license for the event, the board agreed and Carla stated she would go to Borough first thing in the AM to complete application.

Bruce discussed the safety hazard problems from the trees on Bay Avenue. AJ said the ones by marina on the Bay are very bad. Bruce will contact the County Shade Tree Commission to come in to remove the trees that have broken up the sidewalks. He requested that the HBP review the trees with him and provide a list to send to the County.

Jay Cosgrove discussed the idea of forming a subcommittee to change the name of the town. He stated the Mayor was for it and that we would get a lot of press for having the discussions, some names were considered, no formal action was taken at this time to form a committee. Jay suggested everyone email one name to HBP prior to next meeting.

Letter was sent by Borough to new business, China Sea, Ruvulo's, Grimaldi's to refer to HBP. HBP will set up Ribbon Cuttings. Paul Morris from the NMCC stated he would attend ribbon cuttings to welcome new businesses and to encourage involvement with the Northern Monmouth Chamber to boost your business.

AJ Solomon made a motion to adjourn at 8:55 PM, Rebecca second, all were in favor. The meeting was adjourned at 9:05 PM.

Submitted by Carla Cefalo-Braswell, HBP