

**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 Meeting – June 25, 2012**

HBP President, Carla Cefalo Braswell, called the HBP 2012 annual meeting public session of the Board of Directors to order at 7:30pm. The meeting was held at the Robert D. Wilson Community Center, 22 Snug Harbor Avenue, Highlands, NJ. HBP President, Carla Cefalo-Braswell read the meeting public notice announcement. There was a quorum with the following in attendance.

Meeting Attendance: P = Present A = Absent	
	Kevin Redmond – Planning Liaison - P
Ara Jamgochian - P	Larry Colby - A
Carla Cefalo-Braswell - P	Leo Cervantes - A
Douglas Lentz - P	Margot Takian - A – Replacement Required
James Bollerman - A	Nancy Burton - P
Jay Cosgrove - P	Rebecca Kane (Council Liaison) - A
James Filip - A	Rafaella Lee - P
Kevin Connelly – Resident - A	William Weber - P

Also in attendance was Gert Sofman, Gert’s Snacks and Spices and Carmine De Falco, Fincredit. .

A motion was made by Doug Lentz to adopt the minutes of the March 28, 2012 meeting and second by Kevin Redmond. Ara Jamgochian abstained. All were in favor and the motion carried.

The Treasurer’s report and Profit and Loss was presented. Doug Lentz made a motion to accept the Treasurer’s report. Second by Ara Jamgochian, all were in favor and motion carried.

EXECUTIVE COMMITTEE REPORT – Cefalo-Braswell, Cosgrove, Lee, Weber

Adopt-A-Bench Program – Carla reviewed the Adopt-A-Bench Program. Benches will be available to adopt for \$500.00 per bench with the option of a personalized plaque. The benches are the same benches as on South Bay Beach. There will be a press release on the website with a link to the Adopt-A-Bench application form. Montecalvo Bayshore Recycling Corp. will donate 4 benches. The Highlands Garden Club will also be purchasing 4 benches. Information on the program will go out with the tax bills in July. There will be a ribbon cutting to introduce the program in Veterans Park. It will be up to the Visual Improvement Committee to help get the word out about this program. Carla Cefalo-Braswell made a motion to approve the Adopt-A-Bench Program. Second by Kevin Redmond, all were in favor and motion carried.

HBP Audit – Carla reported that the Curchin Group was processing the 2011 Audit. An extension was filed, as we had to go back to 2009 records since we were not assessed in 2010.

MARKETING AND COMMUNICATIONS – Cefalo/Cosgrove

2012 Visitor Guide Kiosks - We are in the process of looking for Kiosks for 2012 – 2013 Visitor Guides that would be located at Veterans Park, Huddy Park, Seastreak, Cornwall Park and our local beaches. We are looking into having them custom made to accommodate the size of the guides and so that they would each hold a good amount. They will take approximately 3 weeks to fabricate. Public works would install them. It was suggested by Carla that perhaps Nancy Burton’s father could construct a wooden one for Seastreak temporarily until the custom outdoor kiosks were completed. In the meantime, Visitor Guides are delivered to Seastreak terminal in both Highlands and Atlantic Highlands.

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SPECIAL PRESENTATION

Carla introduced Carmine De Falco of Fincredit and propertytaxcard.com

Propertytaxcard.com is a business solutions company created 18 months ago by Mr. De Falco. This is a program that reduces property taxes when you shop local. The program allows residents to receive discounts at participating businesses and an equivalent credit to pay down their real estate taxes. If a resident shops at a participating local business they will purchase their goods and also have the cashier swipe their Property Tax card. A specific percentage of the sale, decided upon by the business, will go towards the reduction of your property taxes. Fifty days before your quarterly tax payment is due, Fincredit uploads all payments to the municipality. Then, the township will send you a revised tax bill minus what you have already contributed. If you are a renter you can still participate in this program. Instead of receiving a rebate towards your quarterly property tax bill, renters will receive a discounted check annually, essentially getting cash back for shopping locally.

Board members did not express interest and Carla Cefalo questioned the program in relation to the size of our business community. She expressed that Highlands might be too small for this type of program to work, but that it was a good incentive to Shop Local.

Jay Cosgrove asked if the company would need access to their bank account numbers, and Mr. De Falco said that yes they would need bank account information initially to set up the accounts. He also asked if commercial property owners are included in the program, and the response was yes.

Mr. De Falco also pointed out that the customer information the businesses would have access to would be an asset for marketing purposes. He also added that it could be a multiple town program, including surrounding towns.

Carla Cefalo suggested that it be introduced at a Council Meeting sometime in the future.

Marketing & Communications – (continued)

Social Media Networking –

Comcast Newsmakers – June 5 – Carla Cefalo was interviewed on Comcast Newsmakers and spoke about the 18th Annual Clam Fest. She also did a phone interview June 21st for Channel 12 talking about the Taste of Highlands. This interview ran the 21st and 22nd, two days before the event.

Nightlife Database Upgrade – A database upgrade has taken place on the Highlandsnj.com website. Ken Braswell developed an Iframe for HBP members to use on the Nightlife page. This upgrade enables the businesses to post events on the Nightlife page and they would also be able to link it to the businesses website as well.

Retail Database –

A retail database similar to the nightlife database is being developed for the shops not utilizing nightlife. A local retail business can post daily, weekly or monthly specials. By adding a retail database it would be a good way to let the public know there are business opportunities in Highlands.

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Ribbon Cuttings - Welcome packages were distributed to Gert Sofman, Gert's Snacks and Spices, and to Wahid Nassir, Fresh. Gert was present at the meeting and talked a little about her new business. She sells healthy snacks for beaching and biking, organic ice cream, teas, spices, candy and lotions. Gert is previously from Atlantic Highlands. Her ribbon cutting will take place some time at the end of July.

The Board moved to skip the VIC and ED committee reports, as no updates were available.

A motion was made to close the public portion at 7:55 by Doug Lentz and second by Jay Cosgrove. All were in favor and the meeting adjourned at 7:55PM.

Submitted By Diane Keaveny