

**Highlands Business Partnership**  
**PO Box 375, 140 Bay Ave., Highlands, NJ 07732**  
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**Regular Board of Directors Meeting Minutes – February 8, 2012**

The HBP regular board meeting public session of the Board of Directors was called to order at 7:40 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

AJ Solomon	A	R. Kane	P
J. Bollerman	P	R. Lee	P
C. Cefalo-Braswell	P	D. Lentz	P
N. Burton	P	H. Maresca	A
L. Colby	P	K. Redmond	P
J. Cosgrove	P	M. Takian	A
L. Cervantes	P	W. Weber	P
J. Filip	P		

Also in attendance were Mayor Nolan, Councilman Francy, Ara Jamgochian, Dan Pinzone, Fred Callis, Lynn Weber, and Michale Jia.

Jay Cosgrove made a motion to accept the November 22, 2011 minutes, Second by Rebecca Kane, Mayor Nolan and Larry Colby abstained due to absence and Kevin Redmond abstained since he was not on the board in November, and all were in favor and motion carried.

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

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

Carla welcomed new liaisons for 2012 and recognized the HBP budget approval process, it was record breaking, unanimous approval this year and thanked council members for their support.

**MARKETING & EVENTS COMMITTEE REPORT – Carla Cefalo-Braswell & Jay Cosgrove**

Carla took a moment to explain Groupon, discussed at last meeting. It was something the businesses would have to do on a one on one basis. Progress of the new 2012 & 2013 visitor guide was reported and should be ready for St. Pat's Parade.

Mayor Nolan reported on his meetings with Seastreak regarding concert series at Seastreak. Mayor Nolan would like to see Highlands represented at terminal and Carla suggested utilizing the Kiosks at Seastreak for advertising and perhaps bartering for space on website. Mayor Nolan talked about expanding the liquor license, perhaps discussing cook-offs with them at the concerts. Mayor Nolan informed us that Seastreak will have a bus for their beach run on weekends and will bring people to Highlands for lunch and that we should menus and guides on the bus ready for customers.

Carla also reported on the new entertainment button the Highlandsnj.com website and that all the businesses should be taking advantage of this great feature. She also talked about her recent appearance on Comcast Newsmakers. Where she spoke about how we are different from Atlantic Highlands with beaches and lighthouses, bed and breakfast and other great resources available. Carla reported on the status of the St. Patrick's Day Parade and the Beef and Brew Fundraiser at Off the Hook, we made approximately \$3,800.00. There will be an additional fundraiser that Diane is working on for the parade on February 26<sup>th</sup> at the Andy Shore Bar. We will be soliciting members to participate. The Borough was thanked for purchasing a table at the event. Carla mentioned HBP's meeting with Mark Stewart regarding the 150<sup>th</sup> Anniversary of the Twin Light House and Jay reported some of their preliminary plans and requested we include them in our advertising.

Sponsorship was discussed and it was noted that Comcast will not be giving as much this year as in past for sponsorship. Diane is preparing and mailing Sponsorship packages and soliciting Meridian Health, Bayshore and other new corporations. We revisited the bulkhead billboards featuring dock and dine in Highlands. Carla reported that if the Rec needed the food barter from Foodtown for 2012, they are welcomed to use it. The donation would benefit programs to children and seniors.

A new marketing idea was discussed by Leo and Carla to break the Guinness World Book of Records by Chilangos making the "World's Largest Enchilada" in Highlands. This would be an 80-meter enchilada approx. 250 feet. A Saturday late in June was suggested. We will be looking into the Guinness Book information. Also a sub-committee was suggested for this event. Councilwoman Kane, Doug Lentz and Mayor Frank Nolan agreed to participate. The Taste of Highlands was discussed, Carla reported she has not heard from PBA yet and April 23<sup>rd</sup> would probably not happen.

The 2011 winter blast winner from PA stayed at Seascape in January and sent a nice letter to HBP complimenting our town and our package. HBP is now on facebook and looking at other social media networks to expand marketing.

#### **VISUAL IMPROVEMENT COMMITTEE – Nancy Burton**

Miller Hill project to start in March with plantings and Nancy is working with a local business owner for a new mural. A crew from Rahm of 2 coming through with his truck removing graffiti, weed wack and remove trash. Power washing and sweeping was discussed as well. Noted that they will not be sweeping down the storm drains. This would be 10 man-hours per week, April through October. They would also water containers; remove mattresses or any other clean-up tasks. The Clean Communities Program will start about March 12 just before parade.

Nancy also discussed was the flooding issue in Huddy Park and crosswalk repair, along with sidewalk repair. There is an issue with the Wayfinding signs, 9 signs are missing and have been reported as stolen to the HPD, a report was filed. Signs missing included Laura's, Schupps, Claddagh and the Sand Witch Shop. DOT was to replace two Medallions on the top of the Way finding signs. The company that designed them no longer exists, Sign-A-Lize will be fabricating a new design that features the Twin Lighthouse carved and dimensional. Carla reported the sign for Veterans Park sponsors would be designed by Robyn and presented to Mr. Hill.

#### **ECONOMIC DEVELOPMENT - Jim Bollerman**

Jim reported that the ED committee would meet with JCPL and other designated members to revisit the underground utility project for potential DBIZ funding. Mayor Nolan said sidewalks would need to be widened to do this. The County would be involved; traffic and parking would be affected, with the possibility of angled parking from Bahrs to the Hardware Store.

Jim stressed the importance of the ED committee and the business recruitment/retention in regards to the flood mitigation. Jim Bollerman made a motion to Support Flood Mitigation Plan and Nancy Burton second, all were in favor. Jim Bollerman made a motion that the Flood Mitigation Support should be combined with the ED Committee and Carla Cefalo second, all were in favor. Both motions carried.

Fred Callis and Dan Pinzon from Enelectros Energy Management Company gave a presentation. It's a company that offers renewable energy at a low cost to business owners. Median rate is .12; Enelectros quotes .85 fixed rates for one year. Delivery is extra. Numerous towns do this and save 25% - 40% on their bill. They are offering to combine all the businesses as one to reduce costs even more. Mayor Frank Nolan and Councilwoman Kane are waiting for references from Enelectros. They are looking to implement in March.

Old Business – Property maintenance - HBP continues note problems and submits to Borough.

New Business – HBP sent welcome package to new business owner Chubby Pickle and scheduled their Ribbon Cutting with Mayor & Council on 2/12/12.

Rebecca Kane made a motion to adjourn at 9:03 PM and second by Kevin Redmond, all were in favor. The meeting was adjourned at 9:05 PM.

Submitted by Carla Cefalo-Braswell, HBP