

**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 – November 25, 2013**

HBP President, Carla Cefalo Braswell, called the HBP regular public session of the Board of Directors to order at 7:30pm. The meeting notice was read into the record. The meeting was held at Off the Hook, 1 Navesink Ave, Highlands, NJ. HBP President, Carla Cefalo-Braswell read the meeting public notice announcement.

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

Also in attendance were Gert Susman, Gert’s Snacks and Spices, Rosemary Ryan, HFH and Sarah Thoma, HBP-Robin Hood Program Specialist

Carla Cefalo called the meeting to order at 7:41 PM, and read the public notice and roll call was taken with a quorum of 7 members being present.

A motion was made by Doug Lentz to adopt the minutes of the September 26, 2013 meeting and second by Carla Cefalo- Braswell. All were in favor and the motion carried.

TREASURER’S REPORT – Rafaella Lee

The Treasurer’s report and Profit and Loss was presented. There is \$23,732.00 in the Valley National Bank checking account, less outstanding checks of \$2,823.74, leaving a balance of \$20,908.26. In the Valley National Hope for Highlands account there is a balance of \$66,644.67 less outstanding checks of \$3,756.53, leaving a balance of \$62,888.14.

Robin Hood Grant- Sarah Thoma reported that as of today there are 32 ELIGIBLE APPLICANTS, 7 completed projects (1 joint project completed by a Future With Hope). There are 5 projects in progress – scheduled for completion next week. There are 4 projects out to bid, (1 project pending bid for completion of project with a Future With Hope), 1 project pending a signature, 2 projects on hold due to financial situations. There are 3 applicants pending RHF funding availability. She also has 5 referrals for consideration of joint projects with a Future With Hope. There are 4 approved applications with projects on hold due to RREM funding/tear down/or other collaborative venture. Projects completed consist of 2 kitchens, 1 heating system, 1 heating/HVAC system, 2 roofs and 1 sliding rear door/deck. Projects in progress consist of 2 bathrooms, 1 window, 1 roof and 1 back door/deck/stairs.

Hope for Highlands Report – Rosemary Ryan reported that the Hope For Highlands Program stopped accepting applications October 29th, one year post Hurricane Sandy. To date they have distributed nearly \$154,000.00 to residents and \$30,000.00 to businesses. There are still approximately 7 applicants on a waiting list, some with incomplete applications. There are approximately 15 applications that are deficient and been sent many letters and have not replied. Carla said that we will still be accepting donations and will try to raise funds to make sure all of the applicants on the waiting list are taken care of. It was decided to make a final attempt to reach out to the deficient applicants with a cut-off date. Carla thanked Rosemary for her tireless efforts on chairing the committee.

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Larry Colby made a motion to accept the HBP and HFH Treasurer's Reports. Second by Kim Slate, all were in favor, none were opposed and the motion carried.

EXECUTIVE COMMITTEE REPORT – Cefalo-Braswell, Cosgrove, Lee

Council's Vision – Councilwoman Rebecca Kane – The Downtown Business Improvement Zone Loan was awarded to Highlands and that will enable phase one of the flood mitigation project to begin, which is the pipe from Rt. 36 to Jones Creek, which will pump the water. Rebecca said that they took action to bond that and that they will be meeting December 11th to talk about infrastructure and capital improvement. Larry Colby expressed concern about the possibility of Borough Hall moving off of Bay Ave. He feels that it will set a tone, that if the Borough doesn't find it to be a good location, businesses won't either. Nancy Burton was in favor of the Borough facilities moving off of Bay Ave. and perhaps utilizes the 171 Bay Ave. property, as much needed parking. Rebecca added that the Council's vision is to continue to hold the HBP events, which were record breaking in attendance last year and to work hard to recruit businesses. The amount of time it takes to get a mercantile licenses was discussed, it was agreed that the process needs to be streamlined.

Planning Vision – Councilman Kevin Redmond (tabled, Council Redmond not present)

Budget Discussion for Submission – The budget for 2014 was discussed; everyone agreed that it should remain the same as 2013 at \$50,000.00. Carla expressed she would like to see some professional consultants work on some projects, in 2014. Carla requested a meeting with Tim Hill and Steve Nelson, from NJ Future, who is a planner from the FEMA Recovery Group and is working with the Borough. The meeting was regarding the original DCA Street Scape program that HBP was persuing. The program has been turned over to New Jersey EDA and Borough must apply. Carla will work with Steve to assist with an application for 1.5 million dollars. These are the types of projects that the HBP would benefit from with a professional consultant. Kim Slate said that a consultant would be a great idea for the near future, when the flood mitigation project is complete in 2015. Larry Colby made a motion to accept the 2014 Budget. Second by Doug Lentz, all were in favor, none were opposed and the motion carried.

Goals & Objectives 2013/2014 – The Goals and Objectives for 2014 were reviewed, along with the 2013 Accomplishments. Councilwoman Kane stated that we need to make sure people are aware of our accomplishments for 2013. Carla said they get posted on the web and the council should take formal action to accept them. Doug Lentz made a motion to adopt the 2013/2014 Goals & Objectives. Second by Councilwoman Kane, all were in favor, none were opposed and the motion carried.

Annual Report – HBP is required by statute to submit an annual report with our audit to NJ DCA. We did not have to furnish an annual report in 2010 because we were not a BID thus not required. In 2011, we did not submit one so we must submit 2011 and 2012. Kathy Shaw, a former HBP consultant is going to prepeare the reports to bring us current.

Proposed 2014 Meeting Schedule – The 2014 Meeting Schedule was reviewed. Councilwoman Kane made a motion to accept the 2014 Meeting Schedule. Second by Rafaella Lee, all were in favor, none were opposed and the motion carried. Diane will forward to APP accordingly in January.

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MARKETING & COMMUNICATIONS

2013 Sponsorship – HBP obtained 5 direct sponsors, and 4 Barter Agreements for the 2013 event calendar.

Monmouth County Tourism Council – Carla was appointed to the Monmouth County Tourism Council by Freeholder Arnone. The council meets once a month and consists of one representative from all the towns in Monmouth County. Diane Keaveny will be attending on behalf of Carla when she cannot attend. The council was very helpful in promoting Highlands and our events.

Publications, Ads, Brochures – There have been complaints that the HBP has not been spending enough money to advertise businesses. Doug Lentz suggested placing ads in Tri-City News. Carla suggested a generic PSA billboards to promote Highlands as a destination. Doug Lentz suggested on the Parkway near 117 going south.

PR/Radio/Newsmakers – WRAT did a tremendous amount of airtime for our events for 2013. We expanded our social media efforts with facebook, and other online publications such as the Patch, app.com and nj.com. The Star Ledger gave us excellent coverage for our events. HBP was covered on various Comcast channels during Comcast Cares and throughout the Newsmakers programs where Mayor Nolan attended on our behalf.

EVENTS COMMITTEE

2013 Wrap Up & Totals (P&L) – We had record-breaking sales for 2013 Oktoberfest. HBP has not raised the vendor fees in all of the 20 years of operation, Carla asked the board if they thought we should increase the Clamfest fees for the outside retail vendors. It was decided to raise the fee for outside food vendors by \$200.00 and retail vendors by \$50.00.

Proposed 2014 Calendar for approval & submission – This year HBP has added 3 events to the calendar of events, the Beef & Brew, the Chili Cook-off and the Highlands Guinness Run. We would like to raise \$10,000.00 for the St. Patrick's Day Parade, to pay the pipers. The Highlands Guinness Run is a race in which the runner's race down Bay Ave. with a mug filled with Guinness and the person who has the most beer in their mug at the end of race wins. Mayor Nolan has approached the HBP to coordinate a Memorial Day and Veterans Day event. The Board felt that the purpose of the HBP events is to bring tourists to the businesses and was given a suggestion by Bob Lee to have a boat parade on Memorial Day weekend, where the businesses could give specials to the boaters. Doug Lentz thought it would be too difficult logistically on a busy weekend. Larry Colby suggested the Council send a letter to the VFW and American Legion to see if they are even interested in HBP assisting with these events. Councilwoman Kane made a motion to accept and submit the 2014 Event Calendar to council, scratching the Memorial Day event and the Veterans Day event. Second by Larry Colby, all were in favor, none were opposed and the motion carried.

Grand Marshal Nominee – HBP approached Allison Loori, Driftwood Lounge & Liquors, who was next in line, to be the Grand Marshal in the 2014 St. Patrick's Day Parade but she respectfully declined. Councilwoman Kane suggested asking the Barden Family to come to Highlands to be honorary Grand Marshals. If they do not want to participate, the next in line would be Nick DiBari and Henry Moyer of Off the Hook.

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VISUAL IMPROVEMENT COMMITTEE

Holiday Decoration Update – In 2012 the funds raised from a Taste Of Highlands were designated to lease Christmas decorations for a 3-year term. Upgrades to the JCPL utility poles are required and very costly in order to hang light displays. In place of the displays, a new fence has been purchased for Huddy Park. Bob Herold has agreed to install for free and get us the materials for the fence at cost. We have ordered commercial grade LED lights that we will be putting under the fence and the park will stay lit. We have ordered PVC pipes to make candy canes to be placed on the street poles and will be put together at the firehouse.

Bay Ave. Maintenance 2014 – needs modification – Carla would like to see the HBP put more money into Bay Ave. maintenance. Perhaps a dedicated maintenance man with a truck that could display our name/logo. The board agreed to look into improving the program.

Adopt-a Bench – We have 7 bench orders to be placed in the spring.

OLD BUSINESS

Property Maintenance – There has been an additional part-time person hired to help Dave Mercado with the property maintenance. Councilman Chris Francy had suggested to Carla we work with her in getting Highlands cleaned up.

NEW BUSINESS

Lab Scientific at 15 Bay Ave. is opened for business.

Highlands Pancake House is still not opened.

We are still waiting to do ribbon cuttings for Havana, Claddagh, ShoreGrafx and HBP.

Enlightened Spirit Coach New Age Boutique and the Paddle Hut are pending mercantile.

A motion was made to adjourn at 9:46 by and second by Kim Slate, second by Councilwoman Kane. All were in favor and the meeting adjourned at 9:46PM.

Submitted by Diane Keaveny