

**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 – January 29, 2014**

HBP President, Carla Cefalo Braswell, called the HBP regular public session of the Board of Directors to order at 7:36pm. 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. There was a quorum with 8 members.

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

Also in attendance were Amy Fitzgerald, Director of Monmouth County Department of Economic Development and Susan Folta, Monmouth County Economic Development, Gert Sofman, Gert's Snacks and Spices, HFH and Sarah Thoma, HBP-Robin Hood Program Specialist and Craig and Nancy Andrews, Chubby Pickle.

A motion was made by Nancy Burton to adopt the minutes of the November 25, 2013 meeting and second by Kim Slate. Kevin Redmond and Ara Jamgochian abstained. All were in favor and the motion carried.

TREASURER'S REPORT

The Treasurer's report was presented. There is \$10,392.73 in the Valley National Bank checking account, with no outstanding checks, leaving a balance of \$10,392.73. In the Valley National Hope for Highlands account there is a balance of \$44,459.83 with no outstanding checks, leaving a balance of \$44,459.83.

Nancy Burton made a motion to accept the HBP and HFH Treasurer's Reports. Second by Kevin Redmond, all were in favor, none were opposed and the motion carried.

Special Presentation - Economic/Community Development

Grow Monmouth Façade Improvement Program - Carla introduced Amy Fitzgerald and Susan Folta from Monmouth County Economic Development, who were there to give a presentation of the Grow Monmouth Façade Improvement Program. The Monmouth County Board of Chosen Freeholders have established the program to provide businesses, either property owner or tenant, with funds to assist with the improvement of business facades and the replacement of deteriorated commercial signs, doors, painting, windows and awnings. Grants for the façade improvements are intended to fund 100% of the project cost up to a maximum of \$1,850.00 and are on a first come first serve basis. Total project costs cannot exceed this amount and cannot be part of a larger building façade improvement project. Carla Cefalo-Braswell suggested we ask the Borough if it would be possible to get the permit fees waived for this project. Councilman Redmond asked how long the process takes and Amy said the turnaround time should be 30 days. She also explained Made in Monmouth, an annual event that takes place on April 12, 2014 showcasing products made exclusively in Monmouth County. If any business is interested in participating they can find information on the Monmouth County Division of Economic Development website.

COMMITTEE REPORTS

Executive Committee

Robin Hood Grant- Sarah Thoma reported that as of today there are 9 completed projects. There are 3 projects in progress, 3 projects out to bid and 1 project on hold due to weather/owner issues, 1 project is on hold due to injury of contractor. The projects completed consist of 2 kitchens, 1 heating system, 1 heating/HVAC system, 2 roofs, electric & plumbing, bathroom and 1 sliding rear door/deck. Projects in progress consist of 1 bathroom/window/rear, wall of house, electric and 1 back door/landing/stairs. There are 11 requests for partner agency assistance and 5 on the waiting list for funding. Carla Cefalo emphasized that there should not be a waiting list, if there are reasons that an applicant has to wait; you must go onto the next applicant. It is a first come first serve program.

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HBP Budget – Resolution R-14-46 Approved January 15, 2014 – Carla Cefalo thanked Councilman Redmond, noting it was the fastest budget ever approved.

2014 Audit – The 2014 Audit will take place on February 17 for the first review. The reports, fraud questionnaires all pertinent information has been completed and returned to the Curchin Group.

Registration – Petitions/Proxy – If anyone is interested in running for a board seat please contact the office. There are three seats available for Commercial Property owners, one for a Business Operator and one Resident seat.

Hope For Highlands Committee Update – We had 212 applications received for the \$1,000 grant. We had 18 denials, none of which were businesses. We have 6 on the waiting list, and have stopped taking applications as of October 29th. We will try to raise money and close out the 6 remaining applicants.

Marketing & Communications

2014 Travel & Tourism Grant – We applied for a marketing grant through the NJ Travel & Tourism Cooperative Marketing Program and received \$18,750.00. The new Visitor Guide will be published and we need to expand our marketing including social media, billboards and advertising during the off-season. We cannot use the grant to promote individual businesses, but to promote Highlands as a destination. It is imperative to utilize this grant to let people know that Highlands is open for business.

2014 Monmouth County Guide – We have taken a Visit Highlands ad, for a discounted fee, in the 2014 Visit Monmouth Guide. This guide is dispersed throughout the county and goes to several travel shows. Carla Cefalo represents Highlands on the Monmouth County Tourism Council, which meets monthly. Each town has a representative that gives a report on what is going on in their community. If Carla does not attend, Diane Keaveny attends the meeting to give the monthly report. We have a link on our website to the Visit Monmouth Guide.

2014 Visitor Guide – Our visitor guide is in the process of being finalized and will be distributed at various trade shows via the Jersey Shore Convention and Visitors Bureau. It will also be available at the Monmouth County Visitor Center, Sandy Hook Visitor Center, Twin Lighthouse and the Seastreak Ferry Terminal. Carla suggested contacting NY Waterway about distributing with them.

Events

St. Pat's Parade Update – Henry Moyer and Nick DiBari are the Grand Marshals of the 2014 St. Patrick's Day Parade. Carla noted that the attendance for the Beef & Brew was very poor this year and her disappointment in business owners not attending. Carla thanks Ara Jamgochian for hosting the event. Carla suggested that we should advertise earlier, or perhaps make the Chili Cook-Off the main fundraiser. She also suggested that the previous grand marshals should purchase a pair of tickets and also be in attendance at the parade fundraisers when possible.

Sponsorship Update – Letters and contracts were sent to T&M, Montecalvo, WRAT, Hufnagel, Seasteak, Comcast, Shore Point Distributors and Foodtown. There were also requests sent out to new prospects, Monmouth Medical Center, Meridian, Quick Chek and Navesink Fitness.

Event Calendar Resolution #R-13-287 – The 2014 Calendar of Events was approved December 18, 2013.

We have planned a new St. Pat's fundraising event, The Guinness Run, originally scheduled for March 1st, however there is a Sandy Ground Polar Plunge on the same day. We do not have a contact with the Guinness Distributors, so we may have to change the name. Carla explained the concept of the race. The Council and the HPD have agreed to support the event. It was decided that \$20.00 would be an appropriate registration fee. Craig Andrews volunteered to sub committee on the event, and help coordinate a contact with Ritchie and Page for Guinness. Nancy Burton suggested including a 50/50 ticket with registration. Kevin Redmond suggested the weekend before St. Patrick's Day, 3/15 or 3/16. Craig suggested sending them sponsorship information. Carla Cefalo reminded everyone that the Chili Cook-Off was on February 23rd at Windansea.

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Visual Improvement

Bay Ave. Maintenance Program – We are looking into the possibility of hiring a part-time maintenance worker for the Bay Ave. clean up. We would like someone dedicated to cleaning the area daily.

Wayfare Sign Relocation – We are working on relocating the Veterans Park Wayfare signs out the flowerbed area to the corner.

Veterans Park signage - Carla Cefalo showed the new Veterans Park Memoria sign that will be going up this spring. The sign is being donated by Sign-A-Lize, it will have panels that can be changed. We are also looking to move the fence that runs along the basketball court, closer to the sidewalk. This will enable us to expand the area we utilize for Oktoberfest. We are coordinating the new fence with Tim Hill. We would also like to restore the current brown wooden Veterans Park sign to match the sign we have currently at the top of Miller St.

Economic Development

Carla explained that through the FEMA Long Term Recovery Planning Process, she chaired the Economic Development Committee and she worked with Mr. Hill and Steve Nelson (the town's FEMA funded planner) for the Borough to apply for the NJ EDA Streetscape Grant for the Bay Avenue Revitalization Project. The public through the voting process at the FEMA Long Term Recovery Planning public meetings favored this project. If funded, the Borough would get 1.5 million dollars for new streetscape in designated areas of Bay Avenue as afforded.

Carla also explained that Rutgers Bloustein School of Planning and Urban Design would be coming to Highlands to do a Studio/Course. This is a group of students who will study Highlands Bay Avenue Business Zone and the surrounding areas from Valley Avenue to Veterans Park. They will be coming Monday, February 2nd, to take a tour of Highlands and HBP will participate in the Studio with Councilman Chris Francy.

NEW BUSINESS

Enlightened Spirit Coach New Age Boutique is now open for business and Diane will be giving them their HBP Welcome Packet

A motion was made to adjourn at 9:02 by and second by Carla Cefalo-Braswell, second by Kevin Redmond. All were in favor and the meeting adjourned at 9:02PM.

Submitted by Diane Keaveny