

**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 – September 24, 2014**

HBP President, Carla Cefalo Braswell, called the HBP regular public session of the Board of Directors to order at 7:40pm. 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 - P
Ara Jamgochian - P		Larry Colby - A
Carla Cefalo-Braswell - P		Leo Cervantes - P
Douglas Lentz - P		Kim Slate - P
Jay Cosgrove - P		Nancy Burton - A
James Filip - A		Rebecca Kane (Council Liaison) - P
AJ Solomon - A		Rafaella Lee - P
Garrett Newcomb - P		Rob Higgins - A

Also in attendance were Councilman Doug Card, Barbara Iannucci, Resident, Karen Burke, Resident, Joe Burke, Resident and Gert Sofman, Gert's Snacks and Spices. Carla Cefalo stated for the record that we might be in violation of the Sunshine Law, due to there being 3 Council people present at this meeting. Carla Cefalo called the meeting to order at 7:40 PM, and read the public notice and roll call was taken with a quorum of 10 members being present.

The minutes were emailed to the Board for review on 9/16/2014, a motion was made by Ara Jamgochian to accept the minutes of the June 25, 2014 meeting and second by Councilman Kevin Redmond. Jay Cosgrove, Leo Cervantes and Doug Lentz abstained. All were in favor and the motion carried.

TREASURER'S REPORT

The Treasurer's report was presented. There is \$33,814.15 in the Valley National Bank checking account, less outstanding checks of \$1,819.45, leaving a balance of \$31,994.70. In the Valley National Hope for Highlands account there is a balance of \$54,692.37, less outstanding checks of \$6,838.00, leaving a balance of \$47,854.37.

Ara Jamgochian 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.

COMMITTEE REPORTS:

Executive Committee

Official Welcome to Jeanne DeYoung, Director of Tourism, Monmouth County – According to our By-Laws Article III – (b) There shall be two (2) non-voting board members of corporations or institutions appointed at the pleasure of the appointing authority, HBP, Inc. Board of Directors. In the past we have had Roberta Sheridan of JCP&L and Northern Monmouth Chamber, and since we have lost those members, Jeanne has graciously stepped up to the plate to serve on the Board. Carla thanked her and welcomed her to the Board.

Robin Hood Report - The administrative funds have been exhausted, and Sarah Thoma has left the program. Before she left, she worked in the HBP office for one week to make the transition of her exit as easy as possible. Diane Keaveny will be taking over the remaining projects. As of today, 23 projects have been completed. 1 home is in progress, and one is pending bids. We are wrapping up the program and will submit the final report to the Robin Hood Foundation as required.

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Marketing & Communications

Downtown New Jersey 2014 Conference – Diane Keaveny and Carla Cefalo Braswell attended the Downtown New Jersey Conference with Dr. Downtown, in Rahway on September 12th. There was a lot of focus on the Arts and place-making, and downtown parking. They had a presentation on “Pocket Parks” which is a place-making initiative, where the area in front of an operating establishment is used to create a park setting. It takes up approximately 1½ parking spaces, and is a mobile structure, that can be used as a place for people to gather while waiting to enter a restaurant, to have lunch, or just relax. They are usually landscaped, with seating, a place where you could perhaps have WI-FI access. They can incorporate the arts, the State is heavily focusing on the arts and there is funding available from the NJ Council of Arts and the NJ Historic Commission for 501-(c)(3)’s for art and history projects. Pocket Parks are a \$15,000-\$20,000 investment, and is something we can possibly look into after our Streetscape is completed. Doug Lentz asked if there was funding available for already existing pocket parks like the one he has created between his establishment and Windansea. Carla suggested that a good grant application is essential and that there are a lot of opportunities if art can be incorporated in the project.

2014 Visitor Guide Distribution – From the 20,000 visitor guides printed, we are down to 750, which will be distributed at the upcoming Twin Lights Bike Ride and Oktoberfest.

2015 Visit Monmouth County Guide – We will be renewing our ad in the 2015 Monmouth County Guide and any member of the HBP will be given a 15% discount. Carla asked Jeanne DeYoung to talk about the Monmouth County Tourism Office, located on Main St. in Freehold, and a little about where the guides are distributed. Monmouth County Tourism is a division of public information, Laura Kirkpatrick is the Director of Public Information and Jeanne is the Director of Tourism and reports to Freeholder Tom Arnone, who is very active in tourism. The Monmouth County Guide is just one tool they use to promote tourism. They receive 35,000 books in January and distribute them in their office, along with the Highlands Visitor Guide and others throughout Monmouth County. The Monmouth County Guide is advertised and linked on <http://greatvacations.travel>, which reaches as far north as Toronto, Canada, as far west as Ohio and as far south as the Carolinas. When someone contacts the office for a tourism packet the Guide is included in this package. This year they sent out 4,600 tourism packets as a result of Great Vacations website and publication. The guides are also distributed to Travel Information Centers, Jackson Premium Outlet, Jersey Shore Premium Outlet, Belmar Boardwalk Tourism Booth, Asbury Park Tourism Booth, Long Branch Tourism mini van, The Monmouth County Information Center in the Monmouth Mall, Red Bank River Center and Monmouth County Information Center located in the Keyport IHOP. They also have a partnership with three AAA Offices, two in NJ and one in lower NY State. They are also distributed to the roadway travel centers, that are maintained by NJ State Office of Travel and Tourism located in the John Fenwick, Knowlton, Molly Pitcher and Vince Lombardi Travel Plazas. Along with the Turnpike they are also distributed at Monmouth Service Area, Exit 98, Wall Township and Oceanview Service Area in Cape May on the Garden State Parkway. Jeanne attends Travel and Trade shows, including the Philadelphia Flower Show, the NJ Flower Show, the New York Times Travel Show and the Montreal Hunting, Fishing and Camping Show. They partner with Cape May Tourism and Belmar Tourism and some of the Centers for the Arts throughout the state to have the manpower to attend these shows, as most are multiple days. The guides are distributed to all of the Chamber of Commerce in Monmouth County, and to many events, festivals and retail stores throughout NJ. The guide can be found in page-turner format on the Monmouth County Tourism website, www.tourism.visitmonmouth.com and on the HBP website as well.

Jeanne added that in 2013, Freeholder Tom Arnone created the Tourism Advisory Committee. The committee is made up of 15 Mayors and 15 members of the Tourism community in Monmouth County. The committee meets quarterly, and shares information on how to collectively boost tourism. Carla Cefalo is a member of the committee

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Events Committee

Clamfest Wrap-up – Thank-you letters have been sent to the Borough officials for Clam Fest 2014. The total income was \$66,288.00 and the total expenses were \$45,089.66, with a profit of \$21,198.34. Our vendor spaces were sold out, but we feel the weather hurt our attendance for the first two days.

Farmers Market - will continue through November 1st.

Twin Lights Ride – Twin Light Ride is this Sunday, September 28th. We will be advertising our local business specials in a handout to give to cyclist after the ride. Chilangos, Bahrs and Havana will be vendors at the festival area, there will be live entertainment by the Jonzes, and sponsorship activity from both Bike NY and the HBP. Bob Small from Helping Highlands Survivors has donated leftover t-shirts and sweatshirts, which we will be selling along with our t-shirts, at both the Twin Lights Ride and Oktoberfest.

Oktoberfest – is October 4th, 2-9PM, with a rain date of October 5th. We have a great German Oompah Band booked with dancers and several new German beers in the beer/wine garden. We are changing the configuration of the food court and garden to avoid line congestion. We have purchased stanchions to help with long lines and crowd control. There will be a best costume contest and beer stein-holding contest. In addition to the Bavarian food we will have Chilangos, Bay Avenue Bakery, Havana and the HFD. We also need volunteers so please sign up today or urge anyone you know that is interested to get in touch with our office at 732-291-4713 or email hbpadmin@highlandsnj.com.

Economic/Community Development

Veterans Park Boardwalk – We are working with Tribar, a local contractor in town that has done a lot of house lifting here in Highlands. He is donating his time and labor for building a new boardwalk in Veterans Park. He has met with some of the Borough officials, Councilman Redmond and Councilman Card and members of HBP. The Open Space Fund will be used to purchase the boards. We have a budget of \$40,000.00 for materials that will be required. We are hoping to speak with vendors about potentially giving us a discount for composite instead of wood. If we do end up purchasing wood, HBP would be committed to maintaining it, power-washing annually, staining and keeping it fresh. Councilman Card said he is in the process of talking to different vendors regarding the price. Carla suggested offering them sponsorship or barter opportunity. The boardwalk will be scaled down slightly. There will be a crew, recruited to dismantle the north end, where we will not be rebuilding. This will take place mid-October, and the HBP will coordinate the volunteers and provide coffee and lunch using our Food Town barter..

Veterans Park Fencing – HBP obtained quotes for new fencing at Vets Park to replace the chain link fence. Proceeds from the Taste of Highlands were earmarked and advertised for Vets Park Improvements. The new fence has been ordered and should be installed by Oktoberfest.

EDA Streetscape Grant Update – Tim Hill, Borough Administrator – Tim Hill gave an update on the EDA Streetscape Grant. Monies were announced as potentially coming forward October 13, 2013, we did apply in December 2013 and notification was made to the Borough in February 2014 that they were one of 4 projects being considered for the next level. May of 2014, they did meet formally with the NJEDA team and they went over the process and that gave us another milestone and we felt that we were more solid in our application and in the running. They pointed out some things we need to complete and we complied. The next step the Environmental Review process, which started in June and was completed formally in mid August. The project must be completed by December 2015. We recently had the agreements put in place and one of the differences between this and other programs is that the federal funds that were earmarked for this project are from HUD so the requirements are much more stringent than other grant programs, we must abide and adhere to the federal guidelines without exception. The project cost is approximately 1.5 million dollars, which is the maximum we were allowed to apply for.

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The project areas were defined as the commercial business district, we really did not have a say as to where the money could go, and it had to be earmarked towards specific areas. Project areas at this time are Bay Avenue from Shrewsbury to Valley and Bay Avenue from Washington to Central and they did us allow some creativity due to some areas of concern along Shore Drive from Washington to Central because that is identified as a district. Tim also mentioned that they have an application in for a \$650,000.00 Transportation Alternative Program grant, which they are hoping to fill the gap in between. The project scope is sidewalk and curb replacement and installation of pedestrian scale-type lighting, also installation of appropriate low maintenance planters. There will be a creation of well-defined crosswalks, installations of benches, trash receptacles and perhaps bike racks. The next step in this process for the governing body is putting out an RFP for the engineering services that will be required to oversee the project. Jay Cosgrove asked how placing new sidewalks and curbs would effect the area in front of Borough Hall, or other housing that will be worked on, and the possibility of them being damaged.

Fort Hancock Renovation Process – www.forthancock21stcentury.org - Tim Hill, Borough Administrator - Tim gave a brief update on the Federal Advisory Committee, which encompasses The Fort Hancock Restoration. He handed out a tear sheet to everyone that the committee put together. There is a lot of interest and it is a long process. This process began in March 2012 with the charter and then had to go to the Federal Registry and had to be sanctioned by the Federal government to go out. Once the Charter was recognized they then put out a call for nominations, which took about 4 months. The process was completed August 2012, however the committees work was delayed until January, 2013 due to Hurricane Sandy. There have been 14 public meetings held, and Tim encouraged everyone to go to www.forthancock21stcentury.org, where there is information on all the meetings, and other pertinent information regarding the project. In October-December, 2013 the committee put out a Request For Expression for Interest, to gauge what the public and private sector were looking at to potentially do at Fort Hancock. There were 41 respondents to that REFI, among them there were bed & breakfasts, bike rentals, hospice care, museums, veterans housing, educational, waterfront recreational, art schools/ studios, farming and a dog park. The committee decided they could either go the route of waiting for a massive developer, and try to put it out for all 35 buildings. The committee was allowed to go up the line from the Federal government process and they are going allow us to have a Pilot Program, they have targeted 6 buildings and have specific uses from those that were mentioned that you may want to apply for when the official RFP goes out. The RFP should be done by late fall. Tim noted that there was not a lot of initial response from restaurants. Tim serves on the committee, as well as Mayor Nolan. If you are interested please visit the website.

Visual Improvement Community

Miller Hill – Frank Rahm will be maintaining Miller Hill regularly. The Miller Hill mural has to be painted over, Larry Colby had offered to purchase paint to cover at a previous meeting. Carla and Rafaella have met with the Highlands Historical Society President and Vice President and other members, and discussed partnering with them on the project. We came up with the idea of possibly painting old post cards. We will be submitting a letter to solicit the towns approval, and done by resolution as we do all of our programs. The Bus Stop Mural was also discussed as members of the public were inquiring as to what happened to the beautiful mural that was on the bus stop. Carla stated that the artist told her at the Clam Fest that he painted over. The Borough will have it repainted blue by DPW.

Highlands Construction Office – Frank Rahm will also be doing general clean up and plantings at the highway sign.

Highlands Neighborhood Clean-Up Committee – If anyone sees something that they believe is a problem to please contact Diane via email and she will assemble the information and submit to the Borough every other week.

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OLD BUSINESS

Mercantile approved, occupancy pending closing date – Red Finch LLC, 205 Bay Ave. Steve Solop owns the business and makes beautiful custom shirts for ladies and gentlemen.

NEW BUSINESS

CVS Corporation – We have reached out to CVS, and we are planning a ribbon cutting. We have spoken to the manager, and are waiting for a call back from the district manager. Councilman Card mentioned that he attended the Top Tomato ribbon cutting, and they expressed an interest in becoming a member of the HBP. Carla said that they could certainly be sponsors, so we will be reaching out to them.

Konstruktion Business Office, 120 Bay Avenue, mercantile is pending, opposite of Circle K. She also mentioned that Circle K has temporary signage that is not allowed and should be addressed by Mr. Mercado.

A motion was made to adjourn at 8:51PM by Doug Lentz, second by Councilman Kevin Redmond. All were in favor and the meeting adjourned at 8:51PM.

Submitted by Diane Keaveny