

**Highlands Business Partnership
 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 24, 2014**

HBP President, Carla Cefalo Braswell, called the HBP regular public session of the Board of Directors to order at 7:54pm. The meeting notice was read into the record and roll call was taken with a quorum of 10 members being present.. 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	
Ara Jamgochian - P	Larry Colby - A
Carla Cefalo-Braswell - P	Leo Cervantes - A
Douglas Lentz - P	Kim Slate - P
Jay Cosgrove - P	Nancy Burton - P
James Filip - A	Rebecca Kane (Council Liaison) - P
AJ Solomon - A	Rafaella Lee - P
Kevin Redmond – Planning Liaison - P	Jeanne DeYoung - P
Garrett Newcomb - A	Rob Higgins - A

The minutes were emailed to the Board for review on 11/20/2014, a motion was made by Councilman Kevin Redmond to accept the minutes of the September 24, 2014 meeting and second by Councilwoman Rebecca Kane. All were in favor and the motion carried.

TREASURER’S REPORT

The Treasurer’s report was presented. There is \$33,512.90 in the Valley National Bank checking account, less outstanding checks of \$4,829.11, leaving a balance of \$28,683.79. In the Valley National Hope for Highlands account there is a balance of \$44,521.64, less outstanding checks of \$3,632.10, leaving a balance of \$40,889.54.

Jay Cosgrove made a motion to accept the HBP and HFH Treasurer’s Reports. Second by Carla Cefalo Braswell, all were in favor, none were opposed and the motion carried.

COMMITTEE REPORTS:

Executive Committee

Budget Discussion for Submission – Carla raised the issue of the board submitting a number rather than a rate especially since there are new properties at QChek & CVS for inclusion in the BID. Rebecca suggested for Carla to meet with Patrick DeBlasio, Borough CFO to review 2015 SID roster for new property inclusion and to discuss setting a rate rather than a number. A motion was made by Councilwoman Rebecca Kane to table the proposed Second by Councilman Kevin Redmond, all were in favor and the motion carried. A special meeting will be held on Monday, December 8th, 7:00PM at Off the Hook.

Goals & Objectives 2014/2015 – The Goals & Objectives for 2015 were reviewed, along with the 2014 accomplishments. Doug Lentz made a motion to adopt the 2014/2015 Goals & Objectives. Second by Ara Jamgochian, all were in favor, none were opposed and the motion carried. They will be submitted to the Council.

Annual Reports – 2012 and 2013 Annual Reports are being completed by Diane Keaveny, due to Irene and Sandy, they were not completed. 2011 is now completed. Our audits were all submitted and are current. 2011 will be submitted to DCA.

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The proposed 2015 Board of Directors Meeting Schedule was reviewed. Councilwoman Rebecca Kane made a motion to accept the 2015 Meeting Schedule. Second by Carla Cefalo Braswell, all were in favor, none were opposed and the motion carried. Diane will publish in the Asbury Park Press as required in January.

Marketing & Communications

Diane reported that she will be sending sponsors pertinent documentation if required for their tax deductions and will begin to prepare the 2015 packages in December.

Carla reported that our ad was finalized the Monmouth County Visitor Guide and will be distributed at various trade shows and events. We will continue to advertise programs, new businesses' and events on Social Media, Radio, PSA's, Newsmakers and Press Releases.

Red Hot Magazine – Diane submitted the Red Hot Magazine interview article and advertising pricing to the board. Members stated that many of them already advertise in the magazine and they rather not spend the marketing budget on print ads. They would like see more ads on FB and other online venues.

Events Committee

Proposed 2015 Calendar for approval and submission – The FMBA is organizing the Angels Fun Run, a run from the Anne Marie Murphy playground in Sea Bright to the Daniel Barden playground in Highlands, pending NJDOT approval to close one side of the bridge. Sea Bright and Highlands will get 25% of the proceeds and the remaining 50% will go to the Sandy Ground Project. There will be a post party barbecue for the registered runners in the street between Inlet Café and Windansea.

The Clam Fest will be July 30 – August 2, the reason it is scheduled earlier than usual, is because of the availability of the ride company and so as not to compete with the Navesink Fair. Next year it will be moved back to August 4-7th. Councilwoman Kane made a motion to approve the 2015 calendar, Rafaella Lee second, all were in favor, none were opposed and the motion carried.

Grand Marshall Nominee – Allison Loori and Ken Braswell, who were both in line to be nominated as Grand Marshals, both declined. Grand Marshals are responsible for raising money in other local parades, and we have come to the decision, that we will now ask Grand Marshals to help in raising money for our parades as well. Danny Shields and Robbie Higgins would be next in line. Jay made a motion to nominate Robbie & Danny and Carla second, all in favor and the motion carried. We require that the Grand Marshals purchase the tickets to the Beef & Brew, as well as other fundraisers in order to raise their \$2,500.00. There was discussion about the location of the fundraisers. Ara offered the Claddagh for the Beef & Brew again and Rebecca offered use of the firehouse if we needed more room and we could pull a social affairs permit. We also discussed the possibility of running a super 50/50 for \$100 per ticket. There is a problem of businesses not selling raffle tickets or fundraising event tickets discussed the businesses purchasing a certain amount of raffle, or fundraiser tickets and it is then up to the business owner to sell them and make his money back. Everyone agreed that the Grand Marshals should be responsible for raising money and also the businesses will purchase tickets and be required to sell in the future.

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Economic/Community Development

Veterans Park Fence & Boardwalk – TriBar

We are doing a three-phase project with TriBar, he fixed a drainage issue, which was Phase I. He will be doing all the labor on barter. We will be giving him a sponsor package for 2014, for Phase I, so he has a tax deductible donation for the drainage project. Phase II, will be the fill, to place where the concrete wall is broken. There will be different types of material used for fill, we are presently waiting for a list of material from TriBar and we are speaking with Montecalvo to see if they would be able to donate the material needed. The boardwalk will not go all the way down, but will go about halfway and it will be handicap accessible and will not. Councilman Doug Card got a quote from Builders General for \$70,000. There was a dismantling committee consisting of Councilman Card, Joe Burke, Charlie Wells, and several volunteers from the community. We chose to go with a composite, rather than wood, so that it is easy to maintain. We went through Allied Building Supply in Toms River and were able to get the 2,550 square feet of composite for \$11,200.00. We made a 50% deposit last week, so they would store the material until we can begin the construction after Phase II is complete. We may use the remaining Hope For Highlands money to pay the balance. We will be ordering black railings that will match the new Veterans Park fencing. The Borough will do the electrical upgrade, which will cost approximately \$40,000.00. TriBar will be a multi-year sponsor.

Visual Improvement Community

Holiday Decorations Update – Ken and Diane started putting up the Christmas Lights in Huddy Park today. Diane will be re-wrapping the candy canes and putting them up. In the Garden will be doing the greens, and the Highway Sign in the next week.

OLD BUSINESS

Robin Hood – We hope to use the remaining funds on the boardwalk project, as it would be a project that would serve low to moderate-income families and the community. There are still two unfinished projects that are waiting to be finished due to weather issues.

NEW BUSINESS

Et al Fine Foods, 71 Waterwitch Avenue, the Ribbon Cutting was held on November 16th. Jeanne DeYoung, County Tourism attended and the local officials as well as HBP members. Kim was very appreciative of the publicity and welcome she has received in the community,

CVS will tentatively open for Thanksgiving weekend but have requested postponing their ribbon cutting until December 14th. We are working on their press release that must be approved by corporate.

Red Finch LLC (Custom Shirts, 205 Bay Ave.) Steve Sollop bought the Mumford Design building; they will be closing in December, with a ribbon cutting in the spring.

A motion was made to adjourn at 9:08PM by Councilwoman Rebecca Kane, second by Ara Jamgochian. All were in favor and the meeting adjourned at 9:08PM.

Submitted by Diane Keaveny