

**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
 Annual Meeting – March 26, 2014**

HBP President, Carla Cefalo Braswell, called the March 26, 2014, for the Annual Meeting and election of the Board of Directors to order at 7:30PM. 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 the following in attendance.

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

Also in attendance were, John Schneider - Resident, Marty Rosen - Lab Scientific, Doug Card - Resident, Barbara Iannucci, Resident, Gert Sofman - Gert's Snacks & Spices, Lynn Sosnowski - Resident, Garrett Newcomb - Kranky Cycles, Karen Gorhan - Kranky Cycles, Jim Bollerman - Sandy Hook Bay Marina and Ken Braswell - ShoreGrafx.

HBP Secretary, Rafella Lee and HBP Admin, Diane Keaveny checked the registered HBP members into the election book.

Carla Cefalo went over the process of the election and how it is conducted for the residents that were in attendance.

A motion was made by Carla Cefalo to adopt the minutes, sent via email and attached in the packets and second by Kim Slate. Rebecca Kane and Doug Lentz abstained. All were in favor and the motion carried.

The HBP Treasurer Report was read into the record. The HBP checking account at Valley National Bank has a balance of \$33,296.74; less outstanding checks \$7,600.00, with a balance of \$25,696.74.

The Hope for Highlands Treasurer's report was read into the record with a balance of \$126,170.67, less no outstanding checks, with a balance of 126,170.67. Kevin Redmond made a motion to accept the Treasurer's reports. Second by Larry Colby, Rebecca Kane and Doug Lentz abstained. All were in favor and the motion carried.

Everyone checked in and submitted their election ballots and the election was uncontested thus the petitions submitted filled all five seats. In the Executive session the officers will be elected.

Carla Cefalo welcomed new board members, Garrett Newcomb, Kranky Cycles, and Rob and Tracy Higgins, Windansea. Carla Cefalo reviewed the structure of the Highlands Business Partnership, and how the organization is funded for the public that was in attendance. Carla explained that the HBP is funded annually by a voluntary assessment of business owners in Highlands, events, sponsorships and tax-deductible donations. She also explained that the HBP is a self-sustaining organization, recognized by the IRS and the State and would be able

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to continue with our programs if we did not receive the assessment. She opened the floor for any questions that the public might have.

John Schneider asked how many members belonged to the HBP and how can you become a member. Carla answered there are 113 commercial property owners and 68 business operators. She explained that members must have a mercantile license and are assessed through their taxes, residents however are encouraged to sit on a committee and there are many volunteer opportunities. John Schneider suggested we give a report to the public to dispel any rumors. She explained that all records are on www.highlandsnj.com. Ken Braswell, ShoreGrafx, stated that rumors will not be deterred no matter what is done, and that you don't want to give credence to people who start rumors by responding. If someone has a concern about a rumor that they can always call and address it to the HBP instead of perpetrating it. Carla Cefalo stated that the HBP cannot exist without the many residents that volunteer and we are always open to answering questions that anyone may have.

Barbara Iannucci, Resident, asked if there was a sub-committee for mercantile licensing, and asked if a resident could be involved in help promote business and make the process of applying for a license less painful. Carla responded that the Borough governs mercantile licensing. She explained that the process involves, HPD for a background check, and HFD, fire safety suppression system, if it is a restaurant. Carla further explained that Rebecca Kane and Kevin Redmond are our Council Liaisons and it is their role to be sure businesses get approved in a timely fashion. She explained how the process works and how we are notified via email from the clerk that a mercantile was received and is pending. A business does not become an official HBP member until the mercantile is approved. Once approved, we get an official email from the clerk and then then give them a HBP Welcome Packet, set up a meeting, do a press release and organize a ribbon cutting. Barbara suggested amending the present ordinance to make it easier for businesses to get a mercantile.

Carla Cefalo explained that the HBP does whatever they can to help existing businesses in Highlands, whether it is expansion or issues they may have with the Borough and that we have intervened many times for a mercantile matter if legitimate. We can certainly look into simplifying all processes related to starting a business.

At this time the ballots were tallied and were announced as follows:

There were three vacant seats for a CPO - Commercial Property Owners
Carla Cefalo-Braswell (Pres), CPO, B52 L2
Rob & Tracy Higgins, CPO, B50 L4 – Windansea
Larry Colby, CPO, B8 L1 – Waterfront Cottages

There was one vacant seat for Business Operators
Garrett Newcomb, Kranky Cycles 321 Bay Ave.

There was one annual vacant seat for a resident with a valid petition submitted by AJ Solomon of Marina Bay Ct.

Carla Cefalo-Braswell received 38 votes, Rob & Tracy Higgins received 37 votes, Larry Colby received 39 votes, Garrett Newcomb received 35 votes and AJ Solomon received 37 votes.

A motion was made to adjourn at 8:00 by Ara Jamgochian and second by Larry Colby. All were in favor and the meeting adjourned at 8:00PM.

Submitted By Diane Keaveny