

**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 – June 25, 2014**

HBP President, Carla Cefalo Braswell, called the HBP regular public session of the Board of Directors to order at 7:50pm. 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 - A
Douglas Lentz - A		Kim Slate - P
Jay Cosgrove - A		Nancy Burton - P
James Filip - A		Rebecca Kane (Council Liaison) - A
AJ Solomon - A		Rafaella Lee - P
Garrett Newcomb - P		Rob Higgins - A

Also in attendance were Ken Braswell, ShoreGrafx, Katie Reed, 71 Waterwitch, Jim Bollerman, Sandy Hook Marina, Gert Susman, Gert's Snacks and Spices, Karen Gorham, Kranky Cycles, Lynn Sosnowski, Resident, Amy Goerl, Resident, Tom Morford, Marina on the Bay, Sasha Morford, Sasha's Boutique and Wahid Nassir, Fresh Café.

Carla Cefalo called the meeting to order at 7:50 PM, and read the public notice and roll call was taken with a quorum of 7 members being present.

A motion was made by Councilman Kevin Redmond to adopt the minutes of the March 26, 2014 meeting and second by Ara Jamgochian. All were in favor and the motion carried.

TREASURER'S REPORT

The Treasurer's report was presented. There is \$27,156.56 in the Valley National Bank checking account, less outstanding checks of \$2,337.28, leaving a balance of \$24,819.28. In the Valley National Hope for Highlands account there is a balance of \$102,900.32, less outstanding checks of \$15,700.55, leaving a balance of \$87,199.77.

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

COMMITTEE REPORTS:

Executive Committee

2013 Audit – We received draft copies of the 2013 audit; they are being reviewed by the executive board and will be signed on shortly. Carla briefly explained the process of our annual audit, and that an extension was needed because of the addition of the Robin Hood account.

Robin Hood Report- Carla Cefalo explained how the Robin Hood program works, and that the Robin Hood Grant Program and the Hope for Highlands grant are two separate programs. She read the Robin Hood Report provided by Sarah Thoma. As of today there are 17 projects completed, 8 projects in progress, and 5 projects pending funding availability. Funding spent to date is \$97,634.19, with the projected projects costs at \$62,712.51. The projected total is \$183,782.38. The program manager's administrative fees are close to being exhausted, when that happens Diane Keaveny will be finishing up the program. If there is any money remaining we will contact Robin Hood to see if we can use that money for something that benefits the community and meets their requirements.

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Gert Sofman, Gert's Snacks and Spices, stated that Robin Hood would not assist her, as she cannot return to her home. She has plans to rebuild a home in Highlands, on top of her business and she would still not be eligible.

Hope For Highlands Committee Update - Carla Cefalo read the Hope for Highlands report provided by Rachel Stockton. The HFH Committee was led by Rosemary Ryan, Chairwoman, Rachel Stockton, Vice Chairwoman, and Committee Members; Karen Taylor Burke, Bob Small, Tim Hill, and Rick Korn. HBP Board Executive Board members; Carla Cefalo, Rafaella Lee and Jay Cosgrove signed all checks that were distributed from the Hope for Highlands account with THREE signatures for every application.

The committee met weekly for three consecutive months and then bi-weekly to process applications. The Hope For Highlands committee voted to stop accepting applications on October 29th, one-year post Hurricane Sandy as the donations slowed down. There were still approximately 7 applicants on a waiting list, some with incomplete applications, we were able to contact them and complete the applications. Bob Small of Helping Highlands Survivors donated \$7,000.00 to Hope For Highlands on March 22, 2014. We were able to cut checks for the 7 left on the waiting list, which will complete the approved applications.

We also have a total of 33 DENIED applications. These applicants were a combination of people that were not eligible, also people that could not provide sufficient documentation with their application. Various members of the committee contacted them numerous times via US Mail with form letters and via telephone calls. They were deemed denied and filed accordingly.

The total amount distributed from this Material Grant Reimbursement program is \$163,392.45 to 271 residents and \$30,705.17 to 29 businesses. Donations were also made to two churches, the VFW, Legion and the Henry Hudson Regional Band totaling \$1,000 each. Money was raised from online donations, T-Shirt Sales and various concerts held at the Count Basie Theatre and Seastreak Parking Lot. Rick Korn's friend, Bob Turco, donated the T-shirts. Additional monies were raised to donate to the NJFMBA's Project, "Where Angels Play" for the Daniel Barden Playground.

The program is now officially closed, but we still have the information online should we be fortunate to get any new donation monies. Should we receive donations; the committee can revisit the denied applications or meet with the HBP Board for another project. This program was separate from the Robin Hood Grant Program and this committee had no dealings with the Robin Hood program. Tom Morford asked if he could have a list of which businesses received money from the Hope for Highlands Grant. Carla said she would refer his request to the committee. Carla did say that some of the businesses that were entitled to the grants received the money and donated their money to the Sandy Ground Project, Highlands Daniel Barden Playground.

Marketing & Communications

Visitor Booth at Bike NY 5 Boro Bike Race, Asbury Pride, Sandy Hook Lighthouse 250th - 2014 – 2015 Visitor Guides have been distributed at the Bike NY, 5 Boro Bike Ride, Pride in Asbury Park and at the Sandy Hook 250th Anniversary Celebration. They have also been delivered to Monmouth County Tourism, Seastreak, Sandy Hook Visitor Center, Twin Lights of Navesink and JSCVB has distributed them at events and have placed them at the Garden State Parkway Visitors Center along with Event Calendars. They will be distributed on a weekly basis starting next Tuesday, July 1st, to all the local businesses and other area businesses such as A&P and various Foodtown stores. We need your brochures, menus, etc for the 20th Anniversary Clam Fest Bags for distribution.

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Lt. Governor Kim Guadagno Summer Season Kick-Off Ribbon Cuttings – She offered to come and do ribbon cuttings for businesses that were not ready for business last year during the Stronger Than the Storm campaign. The businesses she visited were Claddagh, Havana and Highlands Pancake House.

Social Media DRMI workshop – The Downtown Revitalization Management Institute held a social media workshop that Diane attended. If anyone has anything they would like to put on our Facebook page please let us know and we will gladly post it.

Events Committee

Seaport Craft Show - The 14th Annual Seaport Craft Show took place on Sunday May 25th, with 25 vendors, 13 of which were new vendors, 12 returning vendors. They were all juried, with handmade items only. Diane made a recommendation that the fee might be lowered to \$65.00. Many vendors stated that the price is more than most other events they attend. The Shoppers were plenty and most vendors were very pleased with their sales for the day.

Taste of Highlands - Taste of Highlands, we have 20 restaurants/businesses participating this year, we will be having 2 party limo buses to take the ticket holders around to the establishments. Participating businesses are Andy's Shore Bar, Bahrs, Bay Ave. Bakery, Chilangos, Chubby Pickle, Claddagh, Driftwood Bar, Francesco's, Fresh, Gert's, Havana Tropical Café, Highlands Pancake House, Inlet Café, Katz's, Lusty Lobster, Moby's Off the Hook, Sasha's Boutique, Welsh Farms/Blimpies and Windansea. Businesses have to sell 12 tickets to be eligible for a \$300 reimbursement from HBP.

Farmers Market - The annual market begins on Saturday, June 28th, same day as Taste of Highlands. We have our returning farmers and many other specialty vendors such as baked goods, Neshanic Beekeeper Honey and Heidi's Jams. HBP donated a booth for the season to the Highlands Arts Council. They will occupy the same space weekly and sublet to Highlands's artisans. The artisans can donate a portion of the proceeds to the Council or they can charge the artisan for the space. It was an effort to assist them in their fundraising initiatives.

20th Annual Clamfest – taking place from July 31 – August 3. We have a new ride company, and are using Paladin Amusements for their games. All raffle licenses have been secured. We have 18 retail vendor applications in to date, with 6 being corporate vendors. I have only received 6 food vendor applications; only 1 is from our local restaurants. Time is of the essence as the Fire official needs to get the fire permits in and we have to figure out how much electric and propane has to be ordered. Please send in your applications and insurance YESTERDAY. We have a great line up of entertainment and some special items in the beer/wine garden. We will donate \$1000 to the VFW for use of their lot. We also need volunteers so please sign up today.

Economic/Community Development

Veterans Park Boardwalk – Barry Heffernan from Tribar Services, has volunteered his services and staff to replace the boardwalk that was in Veterans Park. Kevin Redmond will be meeting with him to work out the logistics. There may be money available from the open space fund to purchase the materials, and labor will be donated from Tribar. Rutgers Design Studio – The Rutgers Bloustein School of Planning did a design studio that came to Highlands. HBP met with them, and furnished them with the Esri Demographic Data. We met with the students and took them on a tour around Highlands on a limo bus. They prepared an amazing town plan, which will be posted on the website as soon as we receive it.

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Special Presentation for project located at Sandy Hook Bay Marina/Paradise Trailer Park – Jim Bollerman
Jim Bollerman made a presentation that has been submitted to the planning board and to various Federal, County and State agencies. The project, named Navesink Shores, will be located between Willow St., where the Sandy Hook Bay Marina was located and the old Paradise Trailer Park was. Mr. Bollerman thanked the Highlands Business Partnership for their constant support and encouragement. The project has two main components; one being the marina and the second will be a townhome project.

There will be approximately 49 units and the entrance will be off of Shore Drive. Originally they had zoning approved for 84 units, but wanted to make the project special by keeping the waterfront more visible. The units are designed to market to different types of homebuyers, such as the empty nesters, gen-x, singles and married with no children. The entire project will have classical shore style architecture.

The marina parcel's entrance will be off Willow St. The restaurant will be moved to the right corner waterfront location where the ticket house was located. There will be a marina office and lighthouse building to tie the marina together. The new layout will have better spacing for boaters and will be more efficient. The slips will range from 30 to 50 ft. or possibly larger. Mr. Bollerman did receive a grant that was available to marina operators if they are willing to target transient boaters. This was not a grant that was Sandy related. The marina will have 15 transient boat slips, which will in turn be good for Highlands businesses. Ideally they would like to be able to attract transient boaters and have them return year after year. A marketing plan would have to be implemented and showcased to yacht clubs and marinas to bring boaters to Highlands, but in order to do that, visual improvements must be made in Highlands. Mr. Bollerman said the project will create new jobs, extend the season for local businesses. Carla commented the marinas and restaurants are our anchors and that projects like these are very important in attracting other business and residents to Highlands.

Carla reported that Highlands is one of four towns to receive a 1.5 million dollar grant from the EDA for streetscape. This will be used for new stamped concrete sidewalks, curbs and some lighting. The project is in DEP review. Nancy Burton commented that we need to support Chris Grover and the opening of the hardware store. Mr. Bollerman wanted to acknowledge Mayor Nolan and the Council for all they have done to support him in this project.

Visual Improvement Community

Bay Ave. Maintenance Program – we are trying to coordinate with Mr. Hill to have a street sweeper in conjunction with the Rahm Maintenance contract. Regardless, we will begin the program without the street sweeper, before the July 4th weekend.

Wayfinding Signage – The Wayfinding signs have been updated for 2014.

Cornwall Square Signage – There has been a new sign placed in Cornwall Square.

Veterans Park Memoria Sign – Veterans Park Memoria sign has been installed, it was donated by Sign-A-Lize of Old Bridge. We will be restoring the brown Veterans Park sign, so that it matches the bulkhead sign on the highway.

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Highlands Neighborhood Clean-up Committee – Diane Keaveny and Carla Cefalo attended Creative Highlands where they talked to Katherine Reed, resident and business property owner, and a lot of residents who are discouraged with the property maintenance issues in Highlands. We discussed how we could reignite a property Maintenance committee and Katherine will be taking the initiative and is looking for any residents that would like to become involved. We will be splitting up the Borough into zones. It would involve taking note of areas that need to be addressed and formally submitting it to the town and following up what is being done with the problem areas.

NEW BUSINESS

Pending Mercantile – Red Finch, LLC, 205 Bay Ave, (Custom shirts)

Pending Mercantile – Sand Bar by the Bay, 1 Atlantic St.

Available establishment – 71 Waterwitch Ave. the former Sand Witch Shop. They have some prospects currently that would be a great addition to Highlands.

A motion was made to adjourn at 9:15PM by Kevin Redmond, second by Ara Jamgochian. All were in favor and the meeting adjourned at 9:15PM.

Submitted by Diane Keaveny