

**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 25, 2016**

HBP President, Carla Cefalo Braswell, called the HBP regular public session of the Board of Directors to order at 7:34PM and read the public meeting notice. Roll call was taken with a quorum of 12 members being present.

Meeting Attendance: P = Present	A = Absent
Carla Cefalo-Braswell - P	Jeanne DeYoung - P
Jay Cosgrove - A	Staci Gilchrist - P
Rafaella Lee - P	Ara Jamgochian - P
Kim Slate - A	Doug Lentz - P
Jack Bevins- P	Garrett Newcomb - A
Nancy Burton - P	Rosemary Ryan- P
Leo Cervantes - P	Carolyn Broullon (Council Liaison) - P
Larry Colby - A	Andrew Stockton – Planning Liaison - P

Also in attendance were Maureen Welch, HBAC, Donica Basinger, resident, Councilman Doug Card, Barbara Iannucci, resident, Brett Chamberlain, Seastreak LLC and Tess Elkin and Brian Wioncek, LogoWear Pros? Did not have my sign in sheet, this who I remember, not sure about Tess & Brian.

A motion was made by Rosemary Ryan to accept the minutes of the November 23, 2015 meeting, (emailed to the Board for review on 11/17/2015) and second by Staci Gilchrist. Jack Bevins, Doug Lentz and Nancy Burton abstained. All were in favor and the motion carried.

TREASURER’S REPORT

The Treasurer’s report was presented. There is \$3,417.98 in the Valley National Bank checking account, less outstanding checks of \$72.02, leaving a balance of \$3,345.96. The Valley National Hope for Highlands account has a balance of \$23,088.03, less outstanding checks of \$2,512.10, leaving a balance of \$20,575.93.

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

COMMITTEE REPORTS:

Executive Committee

The 2016 Council Liaison , Carolyn Broullon and Planning Liaison, Andrew Stockton were introduced. We are looking forward to progress and working with the planning process to encourage growth in the business district. Nancy suggested recognizing Becky for her contribution. Carla said that Becky has sent an email correspondence today that she will forward to the Board and that we will get a recognition plaque for Becky and Kevin.

The HBP 2016 Budget of \$60,000, was presented to Council for hearing and adoption on January 20, 2016. The Budget Hearing has been set for the February 17, 2016. HBP board members should attend,

Resolution #15-237 dated December 2, 2015 approving our 2015-2016 Goals & Objectives was distributed.

Resolution 15-238 dated December 2, 2015 approving our 2016 Calendar of Events was distributed.

We have an appointment with The Curchin Group at the HBP Office o February 6, 2016 to conduct our 2015 Audit. Members of the Executive Board will attend.

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The 2016 Annual Board Packet was distributed for review. The forms were duplicated from a standard statewide standard for non-profits used for the public transparency. It outlines board members responsibilities and financial disclosures statements. Board members sign them annually. The board packets are given to the auditors.

Executive Nominating Committee – Every March is our Annual Election. Terms ending this year are Rafaella Lee, Nancy Burton, and Leo Cervantes along with the resident seat that is replaced each year. Executive Board will serve as the nominating committee and please put forward any names if you would like to nominate someone. Packets will be sent according to the by-laws.

MARKETING & COMMUNICATIONS

2016 Monmouth County Guide & Visitor Guides Distribution – Jeanne DeYoung gave an update on the 2016 Monmouth County Guide The Monmouth County Visitor Guide has been received and HBP took a full page ad and is featured in a two-page spread. The 2016 Calendar rack cards and Highlands guides have been distributed. Jeanne will take our guides and rack card to all various trade shows scheduled. Some include, NYC Boat Show, NJ RV Show, the Philadelphia Flower Show, the NJ Flower and Garden Show and the Montreal Hunting, Fishing and Camping show as well as local rest areas and other regional events

Online & Social Media Update – We are expanding our online advertising in 2016. We utilize advertising on Facebook, which is very successful on a very small budget. We also created forms on Wufoo, for online registration, which can be utilized for many of our events. We have raised the price of some events to cover fees incurred using PayPal and Wufoo.

Marketing Grant Letter of Intent 2017 – We will be sending a letter of intent for the 2017 NJ Division of Travel and Tourism Marketing Grant as soon as it is posted.

2016 Sponsorship Packets - Diane is in the process of sending out the 2016 sponsorship packages.

EVENTS COMMITTEE

St. Patrick's Day Parade Update – We now have parade registration available online at www.highlandsnj.com. We discussed if there should be a charge for outside businesses to participate, being that the registration is more accessible.

St. Patrick's Day Fundraisers – The Beef & Brew St. Patrick's Day Parade Fundraisers will be held at Windansea on January 31st. Irish Step Dancers and members from two pipe bands provided entertainment. Co-Grand Marshals Joan Wicklund and Rosemary Ryan will be honored and presented with their sashes. The 5th Annual Chili Cook-Off is February 21, 3-7PM at Havana. The 3rd Annual Guinness Run will take place at Claddagh on March 12th, from 2PM, with a pub-crawl immediately following from 3-5PM. We are hoping to have as much success with all three fundraisers to be able to cover the cost of all of the pipe bands entirely.

ECONOMIC/COMMUNITY DEVELOPMENT

Streetscape Update– Streetscape project has been suspended until spring.

DBIZ Update – Documents have been submitted by the borough to DCA for approval transfer funds to complete the sidewalk project in the Spring.

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VISUAL IMPROVEMENT COMMITTEE

Miller Hill Mural – Mural project has been suspended until spring. There is one remaining postcard to be completed.

Wayfinding Signage – Way finding signs will be updated in March, anyone needing new signage must submit a form to us as soon as possible, they are available on the website. HBP and Captain Rob Burton are working with Sign-a-lize, to put a proposal together for new street signage on Bay Avenue.

Veterans Park Boardwalk – Perma Fence has finished the railings and will complete the kick boards. Tri-Bar will complete their portion of the ramp. We are hoping that the Borough will complete electrical work in late spring and the Garden Club as well as other volunteers will spruce up the boardwalk area.

OLD BUSINESS

Property Maintenance Update – Council Liaison Broullon gave a report on the Borough's ordinance amendment for the upkeep of vacant and abandoned residential properties. Carolyn explained the registration process and associated fees in addition to fine increases. Fifty 50 percent of all fee income will be used for municipal activities with respect to vacant and distressed properties, including code enforcement, abatement of nuisance conditions, stabilization, rehabilitation, and other activities designed to minimize blight and/or promote further productive reuse of properties. The owner of any vacant property will be required to have liability covering damages to any person or any property caused by any physical condition of or in the building. The fees imposed will have a great impact to clean up the town and expedite the owners to update and maintain the neglected properties. It works in other towns and will work here.

NEW BUSINESS

Younique Yoga – 165 Bay Ave. mercantile is still pending, we will be contacting the owner and setting up an interview for a press release and ribbon cutting in the near future.

Veterinarian, Dr. Linda Morrone is in the process of purchasing the Sean Byrnes Building and will be setting up a practice there.

Maureen Welch gave a presentation on the Highlands Borough Art Council. They have acquired their own non-profit status and are no longer part of the Atlantic Highlands group. The HBAC will conduct various free events and will be inviting businesses to participate and sponsor events.

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

Submitted by Diane Gunter