

**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 19, 2016

HBP President, Carla Cefalo Braswell, called the HBP regular public session of the Board of Directors to order at 7:30PM and read the public meeting notice. Roll call was taken with a quorum of 10 members being present.

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

Also in attendance were Nikki Berzinskis, Valley National Bank, Tess Elkins and Brian Wioncek, LogoWear Pros and Bill Iler, property owner.

A motion was made by Rosemary Ryan to accept the minutes of the June 20, 2016, and second by Carla Cefalo Braswell. Kim Slate, Jay Cosgrove, Ara Jamgochian and Garrett Newcomb abstained. All were in favor and the motion carried.

TREASURER’S REPORT

The Treasurer’s report was presented. There is \$19,582.97 in the Valley National Bank checking account, less outstanding checks of \$6,032.40, leaving a balance of \$13,550.57. The Valley National Hope for Highlands account has a balance of \$24,212.06, less outstanding checks of \$1,747.69, leaving a balance of \$22,464.37.

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

COMMITTEE REPORTS:

Executive Committee

Carla announced that we had a new Borough Administrator, Brian Geoghegan, and a new DPW Supervisor, Lou Bador, who has been working closely with HBP and making a lot of positive improvements. Councilwoman Broullon added that Shelly Brown was hired as Brian’s Assistant. Carla commented that Dwayne Harris is filling in for Carolyn Cummins, as acting clerk, until Carolyn can return.

Volunteer Coordinator – Rosemary Ryan has taken on the tremendous responsibility of coordinating volunteers. It is very much appreciated, and Carla thanked her for her taking over the job.

Directors & Officers Policy – Carla sent a Directors & Officers Policy quote to the board members to review.

Marketing & Communications

Monmouth County Tourism Report – Jeanne DeYoung - To date the Department of Monmouth County Tourism has sent out 5,681 tourism information packages. They have been to Belmar Seafood Festival, Riverfest in Red Bank, Oceanfest in Long Branch, Lobsterfest in Bradley Beach, Monmouth County Fair and the last was the Open Space Pace in Freehold Raceway. Jeanne is working with Patti Baxter on the 2017 Visit Monmouth Guide.

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Jeanne mentioned to get our events to them as soon as we have the dates, as they are printing in December. They have not made official commitments to travel show for 2017, but the list of options include, Atlantic City Boat Show, NJ RV Show, Harrisburg Great Outdoors Show, Philadelphia Flower Show and the Montreal Hunting, Fishing and Camping Show and possibly an Ohio Show. Jeanne said they are currently working on updating the County Tourism website and will hopefully be completed by the end of the year. Tourism is important for Monmouth County as it pulls in 2.4 billion dollars. Jeanne said that they applied for the New Jersey State Tourism 2017 Cooperative Marketing Grant, and in 2017 will be applying for a DMO Grant. She will be asking if the money could be divided between Ocean and Monmouth County, neither county received a 2016 Grant. Carla added that the funding of the Marketing and DMO grants comes from the NJ Hotel tax.

Garrett Newcomb brought up street closures being an issue, on both ends of town in Highlands, and how it affected tourism and the businesses. Jeanne asked that the next time it occurs to please call her, and she will reach out to Freeholder Arnone on behalf of the HBP. Councilwoman Broullon stated that the new administrator is working with Chief Blewett on properly notifying the businesses, and that they generally only get 48-hour notice.

Social Media – Website Upgrade – Misc. Ads – We have been using Hootsuite in posting simultaneously on multiple social media accounts, Twitter, Instagram and Facebook. We are currently upgrading our website. It will be interactive and mobile friendly. Nancy Burton and Christian Lee have been working on the website with Ken Braswell, ShoreGrafx, to implement some changes we would like to see. We have also been doing online advertising, which has been very successful. Carla passed out samples of the most recent ads. We have distributed the Fall Brochure/rack cards.

New Visitor Guide – we will be taking ads and printing a new 2017-2018 visitor guide. Carla asked if anyone would be interested in working on this committee, as it is a very time consuming job, soliciting ads. We are looking for someone to organize the ads, we would greatly appreciate it any help we can get on this project.

Events

Car Show Wrap-Up – The Car Show was successful, it cost about \$1,500 in expenses. There were a lot of other events going on the same day, but we think it will grow. Garrett Newcomb asked if it would be closing down Linden in the future. We will be addressing it in the future. Carla said we could have the Car Show at Seastreak as another option. We will also be charging an entry fee going forward.

Clamfest Wrap-Up – Clamfest income was approximately \$75,000.00. The expenses to date are \$52,479.72 with a profit of \$27,542.68. There may be a few more expenses trickling in.

The Fall Farmers Market will run until mid November, weather permitting.

Twin Lights Ride 9/25 – The Twin Light ride will take place this Sunday, September 25th. As of today we have 2,400 pre-registered cyclists. Rosemary said if there was anyone interested in volunteering to please see her. Bike NY has hired a band and an additional police officer and they will be having the learn-to-ride clinic again this year. They did not want to do the bike parade. Bahrs, Chilangos, Havana, et al Fine Foods and Frozen Flavors will be participating as vendors. We also have local business specials on a handout to be given to cyclists after the ride.

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Oktoberfest – 10/1 2-9PM Rain date 10/2 12-8, the vendor space is full and the band and dancers have been secured. We have added several German beers in addition to the Bavarian food, catered by Bahrs. Also attending are Chilangos, Havana, Bay Ave. Bakery, et al Fine Foods and the Highlands Fire Department. We also need volunteers; please sign up with Rosemary

Zombie Parade & Pub Crawl – We have signed a contract with a team of make-up artists from the NJ Zombie Walk in Asbury Park. They will be available in the park at 10AM on October 15th. We will have our tent set up for registration and check in, and make-up packages that can be purchased. The Thriller Dance Team will perform at Huddy Park and again at Veterans Park after the parade. There will be a costume contest with cash prizes at Veterans Park following the parade. There will be Zombie Pub Crawl following the parade; you do not have to participate in the parade to go to the pub-crawl. The Pub Crawl is \$20.00, which includes a commemorative t-shirt for the first 100 pre-registered crawlers, access to the party limo bus and discounts at participating establishments. The t-shirts are being donated by Ritchie & Page Distributors and this years proceeds will be donated to the American Cancer Society, Making Strides Against Breast Cancer and the Cristine Meredith Miele Foundation in Little Silver, a local non-profit that raises funds for genetic counseling and testing focused on early detection of breast cancer at the Parker Family Health Center in Red Bank. The owners of the Chubby Pickle approached us to do additional fundraising for breast cancer; they are going to be coordinating with the establishments participating in the pub-crawl. There will be a 50/50 and donation boxes will be placed at all the establishments. The following Saturday we will have a brunch at the Chubby Pickle where we will invite representatives from both foundations and present them with the donations.

Economic/Community Development

Sidewalk Café Ordinance – Planning Committee – With the completion of the streetscape and some ongoing issues coming up of whether businesses are allowed to have tables in front of their establishments, we need to recommend an ordinance with design standards to enhance the new streetscape. Through the planning committee with Andrew Stockton and Councilwoman Broullon, we have looked at ordinances from 3 other towns. In the next few weeks we will have a sub-committee meeting and come up with a recommendation to the governing body to implement the ordinance. We will also be asking for input from the businesses that have outdoor seating. The Borough will look at the recommendation and then passed on to the Planning Board. Brian Woincek asked if sidewalk signage would be addressed as well. Carla expressed that she would like to revisit the sign ordinance. Many businesses have illegal signs, temporary signs such as vinyl banners used, as a permanent signage is not allowed. At one the time the Borough would share sign application with the HBP and we were allowed to sign-off on it to make sure it followed the guidelines and we would like to see that implemented again. Signage and awnings play an important part in the streetscape program. Bill Iler asked if we could review some of the surrounding towns designs manuals and see if we could come up with an updated plan for Highlands. Carla suggested the possibility of setting up a sign awning and paint program in the future. Rosemary Ryan suggested forming a committee that can come back to the board with projected costs and information. Bill Iler volunteered to be on the committee, as did Jay Cosgrove and Andrew Stockton. The committee will meet and have information to share at the November meeting.

Veterans Park Boardwalk Update – The boardwalk screws are now being applied, and the boardwalk will be completed. Rosemary commented about the lack of lighting in the park at night being a safety issue. Carla said they have submitted electrical specs to the Council and the ball is in their court.

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EDA Streetscape /DBIZ Update – Weather permitting phase 2 of the streetscape will be completed by Thanksgiving. Councilwoman Broullon said that if any business owners had issues with Phase 1, they would be addressed in Phase 2.

VISUAL IMPROVEMENT COMMITTEE

Miller Hill Mural – Mural project is near completion. Jim Kovic is working on the last section. It has been a slow process, but it looks beautiful. Carla asked Carolyn to see if the DPW could stay on top of the weeds at the top of the wall.

Fall Decorations – fall decorations are under way, Community of Hope volunteered for the project and did a spectacular job.

Vets Park Aluminum Fence – We will also be replacing the chain-linked fence on the waterfront, behind the Daniel Barden Playground with boardwalk fencing.

OLD BUSINESS

Property Maintenance Update – Councilwoman Broullon Dave Mercado has been busy, in court twice a month, with fines. He is trying to get rid of several abandoned houses as well.

NEW BUSINESS

A new restaurant bill is opening in October at 122 Bay Ave. The same owner of Citrico's in Bradley Beach owns it.

Spiritual Beauty has reopened at 130 Bay Ave.

Seastreak purchased Doris & Ed's

Bill Iler said that he is still trying to get some answers on the double-layered street light issue. He has contacted Brian Geoghegan regarding that and other light issues he has with the firehouse light shining in on his tenant's apartment. Carla noted that JCP&L needs a letter from the Borough, on Borough letterhead to be able to turn off requested lights.

A motion was made to adjourn at 8:52PM by Carla Cefalo Braswell, second by Rosemary Ryan; all were in favor and the meeting adjourned at 8:42PM.

Submitted by Diane Gunter