

**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 21, 2016**

HBP President, Carla Cefalo Braswell, called the March 21, 2016, for the Annual Meeting and election of the Board of Directors to order at 7:35PM. The meeting was held at Robert C. Wilson Memorial Community Center, 22 Snug Harbor 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	
Carla Cefalo-Braswell - P	Jeanne DeYoung - A
Jay Cosgrove – P	Staci Gilchrist - P
Rafaella Lee - P	Ara Jamgochian - A
Kim Slate - P	Doug Lentz - P
Jack Bevins- A	Garrett Newcomb - P
Nancy Burton - A	Rosemary Ryan- P
Leo Cervantes - P	Councilwoman Carolyn Broullon (Council Liaison) - P
Larry Colby - A	Andrew Stockton – Planning Liaison - P

Also in attendance was, Karen Britton, Vice President of the Henry Hudson Tri-District Education Foundation, Steve and Pat Solop, Steve Solop’s Custom Shirts & Clothing and Ken Braswell, ShoreGrafx.

Carla introduced Karen Britton, Vice President of the Henry Hudson Tri-District Education Foundation. Karen gave a brief report on the fundraising initiative and monies that the HHTDEF was able to give to the schools. The HHTDEF was established in 2014 as 501(c) 3 entity. Their mission is to support the schools’ vision for exceptional Science, Technology, Engineering, Arts and Math programs (STEAM) and athletics at the Tri-District schools of Highlands and Atlantic Highlands. The Foundation raises funds and disperses grants to support the middle schools’ STEM Academy, innovative classroom projects and field trips spearheaded by STEAM teachers, arts programming and improved athletics at all three schools. The grants awarded in 2015 include the ‘Students 2 Science’ program, Pre-K ‘Engineering Center’ for the Highlands Elementary School, the creation of the Genius Hour Club at HHRS, ‘Odyssey of the Mind’ funding for the elementary schools and the Atlantic Highlands Elementary School Garden. The Arts and Athletic related grants included athletic equipment, a Broadway field trip, new theatrical lighting for the stage at HHRS and enhanced dance support for student plays.

Their fundraising events include, the Kickoff Event and Chilifest in 2014. In 2015, the Cruise and Cocktail Party at the Montecalvos, Chilifest, Hoops for Hope and ‘HHRS Admirals Supporter’ lawn signs. Upcoming events in 2016 include, Kevin Smith Podcast slated for June 25th, Hall of Fame/Wall of Honor scheduled for August 14th. This event will honor notable alumni.

Karen thanked the Highlands businesses for all of their support. She asked for a list of the Highlands businesses logos and links to their websites to advertise on their social media page.

A motion was made by Councilwoman Broullon to accept the minutes of the January 25, 2016 meeting, second by Andrew Stockton. Jay Cosgrove, Kim Slate, and Garrett Newcomb abstained. All were in favor and the motion carried.

TREASURER’S REPORT

The HBP Treasurer Report was read into the record. The HBP checking account at Valley National Bank has a balance of \$18,247.01; less outstanding checks \$13,280.52, with a balance of \$4,966.49.

The Hope for Highlands Treasurer’s report was read into the record with a balance of \$25,902.04, less outstanding checks, \$0, with a balance of \$25,902.04. Rosemary Ryan made a motion to accept the Treasurer’s reports. Second by, Kim Slate, all were in favor, none were opposed and the motion carried.

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HBP Treasurer, Rafella Lee and HBP Admin, Diane Gunter checked the registered HBP members into the election book. The election was uncontested, with 17 votes.

There was one vacant seat for a CPO - Commercial Property Owner:
Rafaella Lee, - BL38, L8 – The Beach House

There were two vacant seats for Business Operators:
Nancy Burton, Business Operator (BO) – In The Garden, 69 Waterwitch Ave.
Leo Cervantes, Business Operator (BO, also CPO), Chilangos 272 Bay Ave. BL 72 Lot 12

There was one annual vacant seat for a resident with a valid petition submitted by Rosemary Ryan of Highland Avenue.

Everyone checked in and submitted their election ballots and the election was uncontested thus the petitions submitted filled all 4 seats.

Carla Cefalo Braswell nominated Rafaella Lee to be Treasurer, Doug Lentz second, all were in favor. The election was unanimous with 17 votes. Carla congratulated the newly elected board members.

COMMITTEE REPORTS:

Marketing – We have secured contracts for the billboards, which have gone up this year. Carla has contacted them and negotiated with them and we got them for less at \$750. Carla suggested we consider leasing a billboard for the entire year in 2017. We would be able to include this in the Travel & Tourism we applied for if we are approved. Presently we lease billboards for Taste of Highlands, Clamfest and Oktoberfest.

Events – The St. Patrick's Day parade was a huge success, one of the best parades since 2010. Doug Lentz asked if there was a measurement of attendance for the St. Patrick's Day Parade. Carla estimated there was about 5,000 people in attendance and explained the formula for crowd counting. Carla suggested renting metal barricades for next years parade.

April 23rd will be Pride In Highlands Community Clean-up Day. Rosemary Ryan is coordinating a beach sweep through the Environmental Commission with Clean Ocean Action. Community of Hope, Highlands Borough Arts Council, Girl Scouts and Boy Scouts and other community groups are invited to participate. Check-in will be at 9am at Veterans Park. The businesses are encouraged to do lunch specials for the volunteers. The PBA has offered to cook hamburgers and hot dogs at the park and Community of Hope has offered to have lunch in front of the church, as they did after Sandy. Quick Chek will donate coffee and donuts for the morning check-in. March 22, there will be a meeting at the Claddagh with one representative from each organization. The board members are invited to attend. Montecalvo has offered to donate a dumpster if one is needed.

Taste of Highlands – There will be a free beach concert as the last stop of Taste of Highlands. The Moroccan Shepherders will be celebrating their 20th anniversary and will be playing on the beach from 4-9pm. This will be advertised on the Taste of Highlands billboard. We will be looking for volunteers.

Doug Lentz mentioned it is the Inlet Café's 50th Anniversary this year and asked for a suggestion of when he should have his celebration. Carla Cefalo Braswell suggested April, September, or perhaps July 4th weekend. He would like to close off part of the road for a block party. Carla will write a letter to the Mayor and Council requesting the road be closed for the event.

Visual Improvement – Carla suggested we consider having a professional company come into clean the sidewalks in the future, to be added to the budget in 2017/2018.

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Councilwoman Broullon reported that the streetscape project would resume in full force by the end of this week. They will finish the sidewalks and curbs that have not been completed on the east side of the street and will begin the ones on the west side of the street. After that is completed, they will begin the area between Valley and Washington. They are still negotiating between the bids on the project, trying to make it look continuous. They may have to have fewer amenities in this area. The North Street piping replacement project should be completed by April 15th, and will be paved when it is finished. Carla Cefalo Braswell asked if there would be a construction meeting before the streetscape project resumes, and if Ken Braswell could attend on behalf of the BID. He made several suggestions to T&M and they did his recommendations and made the changes. Councilwoman Broullon said she would set up a kick-off meeting with Tim Hill, T&M, Councilman Card and Ken Braswell to represent HBP.

Andrew Stockton brought up the lot located on the corner of Bay and Miller St. He stated there is a curb cut and apron for his driveway access that was never approved. He said this will take away the brick pattern, and it should never have been placed there. Andrew emailed the appropriate officials and no one has responded. Councilwoman Broullon asked if he could forward a copy of the email to her.

Carla Cefalo Braswell asked that they get the sidewalk cafe ordinance completed before the streetscape project is completed. Businesses should have cigarette butt receptacles, trash cans, bike racks and they should all be consistent and match the streetscape project amenities. Rosemary Ryan said the Environment Commission would be offering grants for bike racks.

Steve Solop asked if the streetlights would be phased out now that we have the new decorative lighting. The streetlights cannot be phased out as there is not enough light with decorative lights. There was a discussion of the streetscape lights being a different color than the street lights, and Councilwoman Broullon said she would contact JCPL and see if there was an option to get the current lights replaced with LED bulbs. This would make the street safer and it would match the decorative streetlights.

In addition, in conjunction with the Streetscape project, HBP will be purchasing exterior paint with HFH funds, for any commercial business that is in need of it.

Carla Cefalo Braswell complimented Garrett Newcomb on the renovation of Kranky Cycles.

Economic Development will be tabled until the June Meeting.

Carla Cefalo Braswell announced that Tim Hill will be retiring and the borough will be interviewing for a new administrator.

A motion was made to adjourn at 8:50 by Carla Cefalo Braswell and second by Staci Gilchrist. All were in favor and the meeting adjourned at 8:50PM.

Submitted By Diane Gunter