

**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 – November 28, 2016

HBP President, Carla Cefalo Braswell, called the HBP regular public session of the Board of Directors to order at 7:32PM and read the public meeting notice. Roll call was taken with a quorum of 11 members being present.

Meeting Attendance: P = Present A = Absent	
Carla Cefalo-Braswell - P	Jeanne DeYoung - A
Jay Cosgrove - P	Staci Gilchrist - P
Rafaella Lee - P	Ara Jamgochian - P
Kim Slate - P	Doug Lentz - A
Jack Bevins (Brett Chamberlain) - P	Garrett Newcomb - A
Nancy Burton - P	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, Jim Bolleraman, Sandy Hook Bay Marina, Luke Bolleraman, Sandy Hook Bay Marina, Gloria Van Biert, Sandy Hook Bay Marina, Tom Kelly, property owner and Bill Iler, property owner.

A motion was made by Ara Jamgochian to accept the minutes of the September 19, 2016, and second by Kim Slate. Nancy Burton, and Staci Gilchrist abstained. All were in favor and the motion carried.

TREASURER’S REPORT

Rafaella Lee, Treasurer, presented the Treasurer’s report. There is \$4,402.52 in the Valley National Bank checking account, less outstanding checks of \$116.09, leaving a balance of \$4,286.43. The Valley National Hope for Highlands account has a balance of \$21,710.18, less outstanding fee of \$32.10, leaving a balance of \$21,678.08. Rosemary Ryan made a motion to accept the HBP and HFH Treasurer’s Reports. Second by Kim Slate, all were in favor, none were opposed and the motion carried.

COMMITTEE REPORTS:

Executive Committee

The HBP 2017 Budget was presented. Carla read the program budget aloud. There is a \$10,000.00 increase in the 2017 budget. Nancy Burton noted this is still under what the budget was 7 years ago and we seem to be doing more with fewer funds. We added money to be allocated to visual improvement, Streetscape Phase III. Carla stated that currently we are assessed at .10 per \$100 value, when we first started we were at .35. Our ordinance currently doesn’t set the rate as other BIDS do. We will be working with Councilwoman Broullon on changing that. Jay Cosgrove commented that it was a small amount over the past 3 years, but that property taxes will be going up as well, which is something to keep in mind. He said the Streetscape is very important to keep going. Bill Iler suggested a holiday tree sale, or plant sale to raise funds, and Carla pointed out that In The Garden sells holiday trees and the Garden Club has a plant sale annually. Bill asked if street vendors can buy into the bid and Carla explained it is governed by State statute, that to be a member you must be in a class 4 property. She added they can be a sponsor, but cannot be a member. Jay Cosgrove made a motion to accept the 2017 Budget. Second by Rosemary Ryan, all were in favor, none were opposed and the motion carried.

The 2016-2017 Goals & Objectives were tabled for this meeting. Carla will email them to the board for approval and then to the membership and submit to the governing body.

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2016 Audit – We have an appointment in January, which will take place in the HBP office with the executive board and the Curchin Group.

The 2017 Meeting Schedule was presented for approval. Carla noted that the June meeting is generally not well attended due to the nature of our businesses, it's a busy time of year. The June meeting was removed from the calendar and we are still in compliance with the four meetings. The meeting location was also discussed with a consensus to continue meeting at the Community Center. Carla asked for a motion to accept the meeting calendar minus the June meeting, Nancy Burton made a motion to accept the meeting calendar, second by Staci Gilchrist, all were in favor, none were opposed and the motion carried.

Marketing & Communications

We will be working on the new 2017-2018 Visitor Guide. We will forward the information via email to secure an ad.

Bahrs is celebrating 100 years, a major milestone and a good marketing opportunity for the town. Congratulations Bahrs.

Monmouth County Tourism Report – Jeanne DeYoung was not present so the report is tabled. Carla did attend the Monmouth County Tourism Council meeting and gave a report on Highlands. The report is available upon request.

Social Media/Web/Radio/Online advertising/Newspaper/Magazine and Press releases – HBP is consistently keeping up with the community and we are always looking for new advertising opportunities. If anyone has any ideas please share them. We have talked to Jim Bollerman about doing some advertising with all of the boat traffic that will be coming in. We should capitalize on advertising our beautiful waterfront.

Events

2016 Fall Event Summary –Oktoberfest event was cancelled after three rain dates. We will have a loss of approximately \$3500 and will refund the vendor's fees. We could have lost a whole lot more. The Zombie Parade had approximately 100 more people than in 2015. There was discussion regarding the success of the Zombie parade and if we should continue the event. Carla suggested that we should at least give it five years. The Fall Farmers Market ran until mid November. The Car Show was successful with close to one hundred cars. This Friday, December 2nd is the tree lighting. Holiday lights will be coming up as well, and we distributed up holiday event rack cards in the local establishments.

The 2017 Event Calendar was proposed. At the request of the town officials, Carla and Rafaella will be meeting to discuss event production and logistics. The Council has to vote and pass a resolution to accept this calendar, which gives us permission to use the streets and town resources. Carla mentioned expanding the Car Show. One of our businesses, Kranky Cycles was greatly impacted by street closures this year. We cannot do a Cruise Night on Bay Ave., as it would impact the restaurants parking. Carla suggested having the show at Seastreak Parking lot; Seastreak is receptive to the idea. We do not have a tentative date yet. Nancy Burton commented she loved the car show in the Huddy Park area, that it was a great backdrop for the event. Carla also added that she was thinking they could integrate a craft beer/wine tasting to expand the event and generate revenue. Nancy suggested approving the calendar and deciding the date and location in the future. Bill Iler said that he thought the Car Show being at the Huddy Park location really showcased Highlands. Carla stated she would like to add a craft beer/wine tasting at Seastreak, with 25 craft beer vendors and several wineries as well. Nancy Burton made a motion to

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accept the 2017 Event Calendar to submit to the borough as presented with the car show at the current location. Second by Ara Jamgochian, all were in favor, none were opposed and the motion carried.

Grand Marshal Nominee – Ken Braswell has been nominated in the past, he is going on his 25 years in business and was considered for 2017. Carla suggested that Jay & Ray Cosgrove to be Honorary Grand Marshals, in celebration of 100 Years. Nancy suggested Carla being a grand marshal as well, and she declined. She suggested calling Paul Scharf for photography on parade day if Ken accepts. We will report back to the board.

Economic/Community Development

We are very happy to report that the HBP submitted an application to the Monmouth County Planning Board for a Merit Award for the Sandy Hook Bay Marina Redevelopment Project. There were different categories you could nominate a project for and we were very lucky to submit the nomination in 6 categories. The 6 categories were adaptive reuse or redevelopment, recreation, resiliency, economic development, sustainability and environmental conservation. Carla received a call stating they won the award, and congratulated Mr. Bollerman. They will be accepting the award from the Monmouth County Planning Board on December 19th at 11am. We will publicize this great achievement in the near future. Jim Bollerman spoke and congratulated Jay Cosgrove, and Bahrs on celebrating 100 years. He thanked the Highlands Business Partnership for sponsoring the Marina for the Merit Award. He stated that most of the recipients of this award are government agencies, and it very unusual for private money to win this award. He went on to say that Highlands should be proud that private capital is finding it's way into this community. He thanked the Planning Board and Andrew Stockton for his leadership and help to go forward on the 21 variances that they encountered. Carla thanked Jim and said the HBP is very proud of the project and the Bollerman Company.

There are still funds available through the Grow Monmouth Façade Program. You can apply for grants up to \$1,850. Applications are on the table if you wish to take one or they are available on the County website.

Streetscape Phase II– Phase II is underway and will be completed by December 31st, 2016. Phase II was funded from the Downtown Business Improvement Zone Fund. We had originally got the funding for the Storm Water Management Project that was to go from the highway down to Huddy Park. The project coming in at way more than the \$500,000 allocated. It was also contingent on federal funding of 4 million dollars that they never got. Carla called the DCA and requested them to reallocate the money to finish Phase II of the Streetscape.

- Streetscape Phase III Recommendations – Under the VIC committee we formed a sub-committee at the end of our last meeting to work on the sidewalk café ordinance, signage permitting process, and the aesthetics of Bay Ave. The committee consists of Jay Cosgrove, Rosemary Ryan, Carla Cefalo Braswell, Andrew Stockton and Bill Iler. Carla presented a draft that they had been working on. Rosemary stated it is not only for businesses downtown, but uptown as well. She added they observed, awnings, lighting, tables and chairs not up to code and dumpsters exposed to the public. Rosemary mentioned the Grow Monmouth Façade grant being available to help with improvement costs. Bill Iler very diligently worked on a two-page summary with detailed notes to recommend to the planning board and for the borough to implement. Nancy Burton noted the use of neon signage, and thinks they are helpful. She added table and chairs on the sidewalks needs to be regulated by a percentage of coverage of the sidewalk. Rosemary listed the main points of the bill:
 - VIC review process for zoning and construction applications in the business zones
 - Signs and awnings - Add details to current sign ordinance for bright line sign standards; use VIC to encourage preferred style choices.
 - Lighting - enforce current ordinance for glare position and height.

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- Street furniture, trash cans, seating, planters need style review and regulations.
- Fences - Enforce current ordinance and add to ordinance to prevent chain link fences in a street visible area.
- Dumpster area and trash - Ordinances to require screening and clean trash areas. Must be added or enforced more strongly.

Carla added that they have been taking a lot photos, and they have realized there are a lot of problems to be addressed and that it is a work in progress. Carla asked Councilwoman Broullon how the council would prefer the sub-committee to establish the VIC review process. Councilwoman Broullon said she would speak with the borough attorney, and the rest of the council would have to be on board. She added that there are already so many layers, as she is discovering with her new business ownership to how things are being done. She expressed concern in adding another layer. Carla pointed out that the design review process ordinance is already on the books but it is headed by the Department of Housing. Carla asked if we could amend the ordinance from the head of housing to the VIC committee, Councilwoman Broullon said there is no head of Housing. Andrew Stockton suggested it be reorganized to the zoning officers responsibility. Councilwoman Broullon agreed, however she said that design should not be left up to zoning. Andrew said that zoning is the department that gets the application for sign permits, dumpster enclosures, etc, and if he sees a plan that is not in compliance he can point that out to them as part of the review for the zoning permit. Design could not be mandatory, but more a suggestion of criteria and options. Andrew stated they are working on form based zoning in the master plan for Bay Ave., where design standards will fit specific blocks. He added that if it was too much for zoning to take on, perhaps the architectural review/design committee could be taken on by HBP. Rosemary Ryan added that this is a guide to assist new business owners.

VISUAL IMPROVEMENT COMMITTEE

Fall & Holiday Decorations – fall decorations are under way, Community of Hope volunteered for the project and did a spectacular job. We will look into new decorations for the lampposts depending on the cost.

OLD BUSINESS

Business Friendly Guide is long overdue and seems to be an impossible task.

NEW BUSINESS

Shore Veterinary is coming soon, 182 Bay Ave. and Il Lago 122 Bay Ave. Mr. Bollerman gave an update on the Bay Pointe Inn, they got their COI and are ready to hand the restaurant over to Joe Amiele, it will then be up to him when they will be opening but predicts it will be in the near future. Councilwoman Carolyn Broullon will be opening Feed & Seed General Store on Bay Ave.

A motion was made to adjourn at 9:02PM by Jay Cosgrove, second by Brett Chamberlain; all were in favor and the meeting adjourned at 9:02PM.

Submitted by Diane Gunter