

**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 23, 2017**

HBP President, Carla Cefalo Braswell, called the HBP regular public session of the Board of Directors to order at 7:22PM, due to inclement weather, and read the public meeting notice. Roll call was taken with a quorum of 7 members being present. Carla welcomed Councilwoman Rebecca Kane Wells returning as our Council Liaison. Andrew Stockton was reappointed as our Planning Liaison.

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

Also in attendance were Bill Iler, property owner, Steve Solop, Steve Solop Custom Shirts & Ken Braswell, ShoreGrafx.

A motion was made by Rosemary Ryan to accept the minutes of the November 28, 2016 meeting, (emailed to the Board for review on 1/14/2017) and second by Carla Cefalo Braswell. Leo Cervantes and Rebecca Kane Wells abstained. All were in favor and the motion carried.

**TREASURER’S REPORT**

The Treasurer’s report was presented. There is \$1,255.18 in the Valley National Bank checking account, less outstanding checks of \$71.84, leaving a balance of \$1,183.34. The Valley National Hope for Highlands account has a balance of \$9,999.41, less outstanding checks of \$32.10, leaving a balance of \$9,967.31. Carla stated that \$10,000.00 of the HFH monies was transferred to the HBP regular account to cover projects that were not allocated in out budget, including the holiday decorations for the new lamp posts and a the replacement of the chain link fence in Veterans Park by the Daniel Barden playground and next to the boardwalk. There is a beautiful fence there now that compliments the boardwalk. Rosemary Ryan made a motion to accept the HBP and HFH Treasurer’s Reports. Second by Rebecca Kane Wells, all were in favor, none were opposed and the motion carried.

**COMMITTEE REPORTS:**

**Executive Committee**

The HBP 2017 Budget of \$70,000 was presented to Council and the public budget hearing will take place February 15, 2017. HBP board members should attend.

2017 Goals & Objectives was distributed via email. The project at Veterans Park was added as one of many accomplishments of 2016. Carla asked for a motion to accept the Goals and Objectives and will submit them to the governing body. Rebecca Kane Wells made a motion to accept the Goals and Objectives, second by Carla Cefalo Braswell. All were in favor, none were opposed and the motion carried.

2017 Calendar of Events - Resolution 16-239 was approved at the December 21, 2016 Council Meeting. The Borough Administrator Brian Geohegagan, Councilman Card and Councilwoman Broullon requested Carla, Rafaella Lee and Diane Gunter, to meet with them to discuss our events before approving it. It was mostly going over logistics. Councilman Card requested possibly changing the layout of Clamfest due to the inconvenience of having the festival on Waterwitch and the unhappy business owners that have voiced their concern to him directly.

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Carla expressed that many of the changes cannot be made due to Fire Official regulations. Carla met with the businesses owners to see if there was a way to make the festival beneficial to them. Nancy suggested a meeting with the businesses and Dave Parker to explain to the businesses why the layout has to stay the same. Nancy Burton suggested the food be on Bay Ave. where the retail vendors are and Carla explained the rationale of a food court being adjacent to park and close to beer garden, in addition to the space requirements and that we have made many changes over the years until we get to the best possible scenario. We will never make everyone happy with the layout, but we can offer compromises, which have already been made. Diane stated that we can't offer a compromise if the businesses are not speaking to us directly about their concerns and she is always available for this discussion. Rebecca Kane Wells suggested having music events and art shows in the park in July; to bring extra revenue to the businesses on Waterwitch Ave. Carla added that at the meeting with Brian Geoghegan and Council members, she asked for help with the St. Patrick's Day Parade for the end of the parade route, which always problematic.

2016 Audit – We are currently soliciting new proposals for a new auditor. Curchin Group has increased their fee substantially by 53%.

The 2017 Board Responsivity and Financial Disclosure packets were included in your packets; board members signed and submitted them to Diane. We will email

**Executive Nominating Committee** – Every March is our Annual Election. Terms ending this year are Carla Cefalo Braswell, Kim Slate, Staci Gilchrist, Jack Bevins, Garrett Newcomb and Larry Colby who will not be running again this year. In addition the resident seat is up each year. The Executive Board will serve as the nominating committee and please if anyone would like to nominate a member, please contact Diane to submit their name and get a petition. Packets will be sent according to the by-laws.

## **MARKETING & COMMUNICATIONS**

2017 Monmouth County Tourism – Jeanne was not present but sent a tourism report, the report has been emailed to board members.

2017 – 2018 Visitor Guide Distribution – If you are taking an ad, please get your ads in. We would like to get them to print as soon as possible. Carla asked Bill to reach out to Il Lago and Yunique Yoga to see if they would like to take ads.

Website – Database Upgrade – The new website is up, with the exception of the Borough section. Please enter all of your promotions, events and social media links on the website. If you need your password or help in navigating the new site please let us know and we can help you. We will be doing extensive search engine optimization which Christian Lee and Carla have worked on with Ken.

Social Media Update – Diane continues to post HBP events as well as other special events and member's awards on Twitter, Facebook and Instagram.

Marketing Grant Letter of Intent 2018 – The online grant website, Sage (System for Administering Grants Electronically) will be upgrading their site. Carla Cefalo Braswell and Diane Gunter will be attending a training class at the Fire Academy in Sayreville, this Friday, January 27<sup>th</sup>, to learn the new updates they have added to the system. The Letter of Intent date has not been posted as of yet.

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2017 Sponsorship Packets have gone out. So far we have a commitment for \$5,000 from Bayshore Family of Companies, and our barter sponsors. Shorepoint is returning as a sponsor. In the past they normally give us a check and partial barter of a donation of beer for the Beef & Brew and Chili Cook-Off and wine for our BYOB's for Taste of Highlands. They told us a week ago that they can no longer donate product thus this will add to the cost of our fundraisers.

### **EVENTS COMMITTEE**

**St. Patrick's Day Parade Update** – We now have parade registration available online at [www.highlandsnj.com](http://www.highlandsnj.com). We discussed if there should be a charge for outside businesses to participate, being that the registration is more accessible. Ken Braswell is our Grand Marshal, and he is very deserving of the honor, we could not do our events without him. Jay Cosgrove will be announced as Honorary Grand Marshals to celebrate Bahrs 100 year anniversary.

**St. Patrick's Day Fundraisers** – The Beef & Brew St. Patrick's Day Parade Fundraisers will be held at Windansea on January 29th. Thank you to all of our businesses for their generosity towards great gift auction. Irish Step Dancers and Middlesex County Pipe & Drums will provide entertainment. Ken Braswell and Jay Cosgrove will be honored and presented with their sashes. The 5<sup>th</sup> Annual Chili Cook-Off is February 26, 3-7PM at the Claddagh. The 4<sup>th</sup> Annual Guinness Run will take place at Bahrs on March 11<sup>th</sup>, from 2PM, with a pub-crawl immediately following from 3-5PM.

### **ECONOMIC/COMMUNITY DEVELOPMENT**

**Streetscape Phase III** – We have been working on recommendations for signage, lighting and fencing. We want to raise the bar and keep Bay Ave. looking attractive.

**Sidewalk Café Recommendations** – We are also working on a sidewalk café ordinance where there would be guidelines and recommendations where everything would be consistent and compliant. These recommendations will make their way from the Council to the Planning board.

### **VISUAL IMPROVEMENT COMMITTEE**

**Spring Clean Up** – Diane Gunter is appointed as Clean Communities Coordinator. We will be working on spring clean up for the parade.

**Signage/Lighting** – We are hoping to establish a review committee for sign applications, to assist the businesses that are applying for signage. The goal is to make the aesthetics of Bay Ave. pleasing by having consistent, signage, planters, furniture and lighting. We have also sent the member the Grow Monmouth \$1,850 Grant out via email. Carla referred Rebecca Kane Wells to the November 2 minutes for an in-depth explanation of Streetscape Phase III. Bob Lee submitted lighting issues to discuss as well.

**Light post Banners** – We have received emails asking if we will be putting flags on the new decorative lights. We are going to be forming a banner sponsorship program. Our former liaison Councilwoman Broullon had been working with Brian Geoghegan to have some of the streetlights turned off that were near the newer posts. Councilwoman Wells said that they were waiting on the Streetscape Phase II lights to be completed first. Carla stated the project is done and it needs to be addressed. Bill Iler will forward a list of the light posts that are in question to Councilwoman Kane Wells and Carla, and she will forward to Captain Burton who can reach out to JCPL. Steve Solop also pointed out that there are a lot of wires that are old and not being used that can also be removed. Steve also asked why there were still vehicles in Katz's lot if the project was complete. Councilwoman Kane Wells said that they would be removed within the next 10 days. Carla mentioned that the benches by Il Lago and Younique Yoga would be moved to another location.

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**OLD BUSINESS**

Lou Bador, DPW Manager has resigned and Mark Philpot, formally from Sea Bright DPW, will replace him as of January 30<sup>th</sup>. Councilwoman Kane Wells said he will be a great asset to Highlands. He has many certifications and a great knowledge of beach maintenance. He has the potential to save us \$180,000 per year with one license alone, on money we use for outsourcing in the past.

Carla mentioned that our picnic tables and candy canes have been displaced from the Borough trailer and are now in our shed, which leaves no room to move around in the shed. Carla asked Councilwoman Kane Wells, if she could reach out to Mark once he is on board to find a solution to our storage situation

**NEW BUSINESS**

We will have the Ilago ribbon cutting on January 31, at noon. Mike Dangelo was very pleased with the press release we sent.

Shore Side Veterinarian – We don't have a date that they will be opening yet. Carla asked Councilwoman Kane Wells if she could look into the mercantile process for state licensed professionals as in the past, they were exempt from the mercantile license.

Steve Solop stated two of his customers saw drug dealings on Bay Ave. He asked if there was anything we could do about this. Nancy encouraged Steve to report it, and Carla offered to do that as well.

Bill Iler stated he has started working on the former Navoo cottages, and he is hopeful to have them ready for occupancy by May. The target is marketed for weekly rentals for biking, yoga, and windsurfing enthusiasts. They will be doing all ten at once, in different colors. The building department has been cooperating with them and everything is going well.

Councilwoman Kane Wells wanted to mention that she is involved with flood mitigation, there is close to 7 million dollars they have bonded for to do projects, which have never gotten off the ground. She will be meeting with Dale Leubner, Kim Gonzalez and Pat DeBlasio to determine the dollar amount of each bond and what the projects are if they need to be tweaked to see what they can get going. She would like to see at least two parts of flood mitigation taken care of, and would like to execute which ever ones make the most sense.

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 8:52PM.

Submitted by Diane Gunter