

**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 20, 2017**

HBP President Carla Cefalo-Braswell called the March 20, 2017 Annual Meeting and election of the Board of Directors to order at 6:39PM. The meeting was held at Robert C. Wilson Memorial Community Center, 22 Snug Harbor Ave., Highlands, NJ. 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 - P
Kim Slate - P	Doug Lentz - P
Jack Bevins- A	Garrett Newcomb - P
Nancy Burton - P	Rosemary Ryan- P
Leo Cervantes - P	Councilwoman Rebecca Kane Wells (Council Liaison) - A
Larry Colby - A	Andrew Stockton – Planning Liaison - A

Also in attendance was, Steve Solop, Steve Solop Custom Shirts; John Martin, Shore Side Veterinary Care; Gloria VanBiert and Luke Bollerman, Sandy Hook Bay Marina; Nikki Berzinskis, Valley National Bank; Richard Mullarkey, Valley Avenue Management; Katie Reed, commercial property owner and resident and Donica Bassinger, resident and business owner.

COMMITTEE REPORTS:

Executive Committee

Carla reported that the Curchin Group sent their letter of engagement increasing our fees by 53%. It would go from \$3,400 to \$5,770. Jay Cosgrove called the Curchin Group and tried to negotiate, but they told him the fee should actually be \$10,000.00. Karen Taylor Burke, who was a board member on Hope For Highlands, is a CPA and her company, PFK O'Connor Davies gave us a proposal, and is willing to do the audit for \$5,000 per year, for the next three years.

An unexpected additional expense would include the replacement of the HBP shed. We currently have a 12x24ft shed where we keep all of our supplies. The Borough has purchased a 7-office modular to replace the rented trailers and we were told to move our shed so there would be room for the new offices. The shed can't be moved, as it would fall apart, it was built in 1996 and has survived three hurricanes and a Nor'easter. We will be looking for a new shed and have to allocate a minimum of \$5,000. The borough administrator did not want us to use a metal storage unit, he preferred the HBP to purchase a shed. The borough allocated us a 20x20 piece of property, Ken Braswell made a map and request for proposal to solicit quotes. They will be fencing in our area so that is separate from the DPW Yard.

Highlands Police Department Presentation/Discussion – Officer William Siegel gave a presentation on recent burglaries that have been taking place in town. He said there were 3 and that the perpetrator had been caught. He suggested that all businesses be diligent and make sure everything is locked and secure. He advised business owners to invest in a security system, they are reasonably priced and are of great quality and help the police tremendously. He also stated that the HPD would be willing to come to our businesses and assess the area to see how security could be improved, to call the station and set up an appointment.

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Marketing

We are wrapping up the 2017 – 2018 Visitor Guide and will solicit Seatreak about taking the middle foldout map and making a large version to hang in the terminal.

Social Media, Website & Database and Online event registration – Everyone needs to utilize the website and post their events and specials. Everything is on the home page and you can now link your social media accounts to the post. We will have an intern posting during the summer season.

We will be applying for the NJ Travel & Tourism Marketing Grant. The letter of intent is due on April 24th.

Events

Earth Day will take place April 22nd. We will be partnering with the Green Team and the Borough, and local organizations are welcome to participate. We will have online registration that will be active shortly.

Seaport Craft Show will take place May 28th. We have partnered with the Historical Society to add a Post Card Show; it will be in conjunction with the craft show and will be located in the lot on the corner of Bay and Waterwitch. It will feature vendors and collectors.

Taste of Highlands will take place June 24th and the 23rd Annual Clamfest will take place August 3-6th. We will be selling band sponsorships this year, which will be advertised online and through social media.

Highlands Car Show will take place September 16th, with a rain date of September 30th. We have a new car club this year, Kroozin Productions, they run large-scale car shows. Steve Solop asked if the show could extend further down Bay Ave. Carla explained that we probably could not close Bay Avenue as it is a County Road and the businesses on Bay would be impacted. We will discuss it with the car show producer.

Visual Improvements Committee

The HBP has a VIC sub committee consisting of Jay Cosgrove, Bill Iler, Rosemary Ryan, Andrew Stockton, and Carla Cefalo. We met to discuss signage, lighting and sidewalk café ordinances. The committee looked at four other towns, and has put together extensive recommendations for things such as lighting, signage, furniture and barriers. She will send a copy to the council for review and then we will revise based on their input and share with members that would be impacted. The recommendations are meant to be helpful and enhance the 2 million dollar streetscape investment. There are businesses that do not have the proper lighting, signage, planters and fencing in accordance to the current ordinances. We would like to eliminate chain link fences on Bay Ave. going forward. We would not ask those who currently have them to take them down, but if anyone applies for a fence permit we would like to eliminate the option of chain link fencing in the future. If approved, we are asking the borough to allow the zoning officer to share the applications with the visual improvement committee to review and if something is not conducive with the recommendations, we could offer guidance and possibly assistance with a small grant. The Grow Monmouth Program is still available, and we encourage everyone to take advantage of that. The program must be used for something that is permanently affixed your building. The recommendation that we made for sidewalk café is April – October, after that time the tables and chairs would have to be put away for the winter. Rosemary Ryan added that garbage pails must not be visible on Bay Avenue, and that is covered in the current ordinance, they should be stored behind the building. The town is working on a sidewalk ordinance as well, regarding maintenance of weeds on the sidewalks in front of residential and business properties.

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Barter Agreements

HBP has renewed the barter agreement with Frank Rahm, he will be watering the trees and planters on Bay Ave. twice a week. In The Garden will be doing a \$6,500 visual improvement barter for the full year. This will include holiday decorations, planters and the bulkhead sign. We also have Sprinkler Master and Hufnagel Tree Experts renewing their barter.

A motion was made by Rosemary Ryan to accept the minutes of the January 23, 2017 meeting, second by Staci Gilchrist. Kim Slate and Doug Lentz 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 \$37,540.96; less outstanding checks \$10,755.95, with a balance of \$26,785.01.

The Hope for Highlands Treasurer's report was read into the record with a balance of \$1,159.41, less outstanding checks, \$32.10, with a balance of \$1,127.31. Kim Slate made a motion to accept the Treasurer's reports. Second by, Ara Jamgochian, all were in favor, none were opposed and the motion carried.

Carla Cefalo had everyone in attendance introduce themselves, and being that there were several 4C property owners who are members of the HBP in attendance, she let them know that we expanded on the website to include them, so that they can list their information and rentals.

Carla asked for everyone in attendance sign the election book and ballots were distributed.

Steve Solop asked if the streetscape project was completed. He noted that there were a lot of things that they still had to do including removing tape and foam, and was asking if they would be spraying silicone to deter weeds. He also brought up his concern about a property being purchase across from his property by a developer that is looking to increase the footprint of the building from 35 to 62% and also asking for a variance for 9 parking spots. He and the surrounding neighbors will be attending the planning board meeting to express their concerns. Carla stated that in 2001 the HBP made recommendations to the governing body for a parking impact fee ordinance that was role-modeled from Red Bank and it was very successful there. She asked Steve if that was brought up at the hearing and he stated it was. Carla explained that there are no designated parking spots in Highlands.

Carla announced that there was a town hall taking place this evening at Henry Hudson Regional High School, with the Army Corp of Engineers regarding the sea wall. This will be the final public meeting.

HBP Treasurer, Rafaella Lee and HBP Admin, Diane Gunter checked the registered HBP members into the election book. The election was uncontested.

There were three vacant seats for CPO - Commercial Property Owners:

Carla Cefalo Braswell – BL52, L2, 140 Bay Ave.

Jack Bevins – BL100, L26, Seastreak LLC

Staci Gilchrist – BL50,L4, Windansea

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There were three vacant seats for Business Operators:

Kim Slate, Designee - Business Operator (BO, also CPO) – Off The Hook, 1 Navesink Ave.

Craig Bahrs, Business Operator (BO, also CPO), Bahrs Real Estate, 426 Hwy 36

Garrett Newcomb, Business Operator (BO), Kranky Cycles, 321 Bay Ave.

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 7 seats.

Carla congratulated the newly elected board members.

A motion was made to adjourn at 7:50 by Rafaella Lee and second by Carla Cefalo Braswell. All were in favor and the meeting adjourned at 7:50PM.

Submitted By Diane Gunter