

**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 18, 2017

HBP President, Carla Cefalo-Braswell, called the HBP regular public session of the Board of Directors to order at 7:32 PM and read the public meeting notice. Roll call was taken with a quorum of 9 members being present.

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

Also in attendance were Nikki Berzinskis, Valley National Bank, Brett Chamberlain, Seastreak, Bill Iler, Summerhouse and Patty K., resident.

A motion was made by Garrett Newcomb to accept the minutes of March 20, 2017, and second by Kim Slate. Nancy Burton abstained. All were in favor and the motion carried.

Rafaella Lee, Treasurer, presented the Treasurer’s report. There is \$25,050.28 in the Valley National Bank checking account, less outstanding checks of \$11,966.66, leaving a balance of \$13,083.62. The Valley National Hope for Highlands account has a balance of \$1,159.4. Kim Slate made a motion to accept the HBP and HFH Treasurer’s Reports. Second by Jay Cosgrove, all were in favor and the motion carried.

Special Presentation - Carla introduced Artie Smallwood, from Comcast Universal. Artie gave a presentation on advertising. He manages advertising for Comcast and Verizon Fios. He showed a video on advertising on Comcast Spotlight. He talked about online and television advertising opportunities that would put Highlands in front of thousands of viewers every week. He suggested launching a “Highlands for the Holidays” campaign that would start in November and run into December. It would focus on all the unique attractions that Highlands has to offer. The idea would be to feature Highlands as a destination, for shopping, dining and entertainment, and to encourage viewers to shop local. The campaign consists of 30-second commercial spots, and 30-second forced-view online pre-rolls, Holiday greetings spots and shop local promotions. The benefits would be reaching thousands of Comcast/Verizon subscribers, extending our season, generating excitement within the community and highlights our events. You have the ability to choose where and when the advertisements are marketed. Artie will email the presentation to the members for future consideration.

Executive Committee:

An extension was filed for the Annual Audit and will be completed before the deadline of November 15th.

We made a \$5,000 deposit for the construction of the new HBP shed and are waiting on the borough to finish the grading on the property, so construction can begin before winter.

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Marketing & Communications:

Carla tabled the Monmouth County Tourism Report since Jeanne DeYoung was not present and reported the following:

A special thanks to our TCNJ Business Intern, Stephen Stockton. He worked tirelessly over the summer to assist HBP by keeping the businesses events current on our website and social media accounts. He learned about non-profit organizational structure, assisted with events and many other day-to-day activities. Stephen will receive course credit for the internship with HBP.

HBP submitted a grant application to NJ Travel & Tourism Marketing for \$25,000. We will be notified in October.

We are planning Networking events in 2018 for businesses to brainstorm and exchange contacts. Some will feature guest speakers and/or presentations.

The HBP has hired a new intern, a student from the Rutgers Marketing Project that took place over the summer. The students from the Rutgers Business School came to Highlands and interviewed some businesses and developed 4 marketing plans for their project. Brett Chamberlain suggested Google AdWords/Pay-Per-Click as being much more efficient methods for marketing than television. Carla explained that we applied for the NJ Travel & Tourism Marketing grant with a budget for Google Ad Words and that we also submitted extensive key works for search engine optimization when we upgraded the website. Brett mentioned that he would be reaching out with proposals to graduate programs at universities for students studying marketing to focus on Highlands as a potential advertising project, possibly specifically digital marketing.

HBP continues to promote destination Highlands on various Social Media outlets including FB, Instagram, Twitter, Local and HBP events are promoted on County, State and regional websites, Comcast, WRAT Rat Radio and Press Releases are sent to an extensive media list. We welcome new advertising opportunities, if anyone has any ideas please share. We met with representatives from Boat USA over the summer. They had many Highlands Businesses listed as being in Atlantic Highlands. We made immediate corrections and will be working with some of our Marina owners for advertising opportunities to boaters and day trippers. Sandy Hook Bay Marina gives a Highlands Business Guide to their boaters. We need to capture the day trippers to let them know what our local businesses must offer.

Events

2017 Fall Event Summary – Special thanks to Councilwoman D 'Arrigo and the open space committee for changing their pocket park planting date to permit the car show. The Show It at the Shore Car Show was successful, with about 70 cars, the new company worked out well and everything went very smoothly. Clamfest income was \$69,141.00, with expenses of \$49,147.69, with a \$20,038.31 profit. We had a few less vendors this year, due to the scheduling conflicts in surrounding communities. The Fall Farmers Market is underway and the new vendors are happy with their sales volume except for one. The Twin Lights Ride is on September 24th. The Explorers will be assisting in parking. All HBP members are welcome to have free exhibit space and all restaurants can participate at no cost. Oktoberfest will take place on October 7th, followed by the Zombie Parade and Pub Crawl, October 28th.

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Economic/Community Development

Carla Cefalo submitted the Borough of Highlands, Streetscape Project for a Downtown NJ Award.

Visual Improvement

Sidewalk Café Design Guidelines are being reviewed. Councilwoman Kane said that they are in the process of looking at other town's sidewalk café ordinances and deciding what they liked and did not like. The borough attorney believes they can achieve the same objective with a shorter ordinance. They will continue to review and return to the committee with their findings. One of their biggest concerns was the BYOB businesses, and being able to drink alcohol outside of the establishments. Carla said they would be addressing the outage of some of the decorative lighting. Bill Iler mentioned the issue of the double lighting on Bay Ave. and stated that there is no ordinance that says turning the streets lights off is not permitted and would like that addressed by Council. JCP&L said the request to turn off the lights has to come from the borough and that there is no issue with turning them off. Carla Cefalo and HBP members will be attending the council meeting on Wednesday to address this issue.

OLD BUSINESS

We had ribbon cuttings for Bay Pointe Inn and SummerHouse. Bill Iler gave an overview of the 10-cottage lodging, and said SummerHouse will be open through November and the main house will be open year-round.

NEW BUSINESS

The Groom Room, 164 Bay Ave will celebrate a grand reopening as there is a property and business owner. The Seafarer, 1 Atlantic St. is open for business. Highlands Seed and Feed, 154 Bay Ave., will be opening soon, and Mark Hinlicky, who is one of our sponsors, Sprinkler Master, has purchased 121 Bay Ave. He will be opening Hinlickity's Ice Cream Parlor in March 2018. 128 Bay has been purchased, previously the Tap House, and hopefully will have a new business there in the future. Ribbon Cuttings will be scheduled with the business owners.

Hope for Highlands Texas – HBP has been discussing adopting a small town in Texas, Highlands, that was affected by Hurricane Harvey. We will email our plans once a program is implemented.

The next meeting will be held on November 20th. A motion was made to adjourn at 9:02PM by Jay Cosgrove, second by Kim Slate; all were in favor and the meeting adjourned at 9:02PM.

Submitted by Diane Gunter