

**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 22, 2018**

HBP President, Carla Cefalo Braswell, called the HBP regular public session of the Board of Directors to order at 7:30PM, due to inclement weather, and read the public meeting notice. Roll call was taken with a quorum of 12 members being present. Carla welcomed Councilwoman Carolyn Broullon returning as our Council Liaison. Andrew Stockton was reappointed as our Planning Board Liaison.

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 - A	Carolyn Broullon (Council Liaison) - P
Leo Cervantes - P	Andrew Stockton – Planning Board Liaison - P
Craig Bahrs - P	

Also in attendance were Bill Iler, property owner, SummerHouse, Nikki Berzinskis, Valley National Bank, Donica Basinger, Feed & Seed, Kim Gonzales, Highlands Borough Administrator & Councilman Ken Braswell & owner of ShoreGrafx.

A motion was made by Staci Gilchrist to accept the minutes of the November 20, 2017 meeting, (emailed to the Board for review on 1/18/2018) and second by Andrew Stockton. Ara Jamgochian and Carolyn Broullon abstained. All were in favor and the motion carried.

TREASURER’S REPORT

The Treasurer’s report was presented. There is \$19,729.73 in the Valley National Bank checking account, less outstanding checks of \$4,459.32, leaving a balance of \$15,270.41. The Valley National Hope for Highlands account has a balance of \$1,159.41, less outstanding checks of \$0, leaving a balance of \$1,159.41. Garrett Newcomb made a motion to accept the HBP and HFH Treasurer’s Reports. Second by Ara Jamgochian, all were in favor, none were opposed and the motion carried.

COMMITTEE REPORTS:

Executive Committee

The HBP 2018 Budget of \$70,000 was presented to Council on 11/24/2017, and they have not acted upon our budget yet. The Sunset Clause bid ordinance, which must be reinstated every three years, was just approved at the last council meeting, and that had to be done before they could approve the budget.

2018 Calendar of Events - Resolution 17-188 was approved at the December 20, 2017 Council Meeting.

Executive Nominating Committee – Every March is our Annual Election. Terms ending this year are Jay Cosgrove, Doug Lentz and Ara Jamgochian. In addition the resident seat is up each year, Rosemary Ryan had to resign as our resident member when she was elected to council. There are a few people that are interested in the resident seat. The Executive Board will serve as the nominating committee and if anyone would like to nominate a member, please contact Diane to submit their name and get a petition. Packets will be sent to every member of the HBP, according to the by-laws.

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MARKETING & COMMUNICATIONS

2018 Monmouth County Tourism Report – Jeanne was not present to give a report.

2017 – 2018 Visitor Guide Distribution – We will be tweaking and reprinting the visitor guide. We will be in touch with you in the next 30 days to get any updated information, or a new ad. We would like to get them to print as soon as possible.

HBP was awarded Marketing Grant Award \$19,250 – The sub-committee has started implementing Google analytics and Google Ad Words, and created 100's of metatags. We registered with a federal work-study program with Monmouth University to get some marketing interns, which would enable us to hire them at very little expense as a non-profit. The University would pay them \$10-\$12 per hour and we would be billed approximately \$2.50 per hour on a monthly basis. We will be looking for two interns who will be working primarily on social media. Nancy Burton had suggested a marketing leader board to post our businesses ads on Instagram in rotation. We received our first grant payment of \$9,000 to get started.

2018 Sponsorship Packets have gone out. So far we have received Montecalvo Bayshore Family of Companies. Carla asked that if any of the board members have a vendor or distributor that they think might be interested in being a sponsor, to please let us know and we can send them a sponsorship package. It would be beneficial if all board members would make a commitment to help us get some new sponsors for 2018.

Shop Local – We would like to revamp the Shop Local program. Shop Local is a program where we give consumers cards to get stamped at local businesses and once they are fully stamped they drop off their card at participating businesses with contact info on the back of the card and are eligible for a monthly drawing to win \$100 in Bid Bucks. Donica Basinger suggested that the card must be stamped from 5 different businesses in order to participate in the program. The Bid Bucks must be used at participating Shop Local businesses.

EVENTS COMMITTEE

St. Patrick's Day Fundraisers – The Beef & Brew St. Patrick's Day Parade Fundraisers will be held at Off The Hook on January 28th. 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. Gloria Miller, Seascape Manor and Gary Branin Sr., Branin Construction, will be honored and presented with their sashes. The 6th Annual Chili Cook-Off is February 25, 3-7PM at the Inlet Cafe. The 5th Annual Guinness Run will take place at Bahrs on March 10th, from 2PM, with a pub-crawl immediately following from 3-5PM.

St. Patrick's Day Parade Update – We now have parade registration available online at www.highlandsnj.com. Carla encouraged all businesses to register, whether marching or having a float, or an event at your business.

ECONOMIC/COMMUNITY DEVELOPMENT

HBP has allocated \$10,000 to a Paint/Signage/Fence Program. We would like to get applications up on the website for the grant. It will be a grant for up to \$1,000, on a first come first serve basis, to help businesses spruce up their business. The business would furnish receipts for the paint, sign or fence, and we will reimburse for money spent.

Carla introduced Kim Gonzales, the newly appointed borough administrator and everyone introduced themselves.

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VISUAL IMPROVEMENT COMMITTEE

Signage/Lighting – We would like to revisit the lighting on Bay Ave. and the possibility of turning the overhead snakehead lights off temporarily, for 90 days, to see if the decorative lights are bright enough by themselves. As it is now there is a double row of lights along Bay Ave., which not only is not cost effective but also not aesthetically pleasing, as the bulbs are two different colors. Kim Gonzales asked for a list of the poles in question and what needs to be done. Bill Iler stated that a written request must be sent to JCP&L with borough letterhead. If the test period is successful, the snakehead lamps could be removed. Councilwoman Brouillon added that JCP&L is offering LED replacements in batches of 12. She suggested the park areas be done first, starting with Veterans, Huddy and the skate park. This would be zero cost to the town. Carla asked if there would be a choice of warm or cool lighting, Carolyn said she would find out if there was a choice.

Light Post Banners – HBP is looking for a sub-committee to work with Jay Cosgrove on light post banners. Jay had suggested copper nautical themed pole mounted decorations that would be permanent to replace banners. Donica offered to be on the sub-committee with Jay to research and decide whether to have seasonal banners or the type that stays year-round.

OLD BUSINESS - HBP and the business community have been complaining about property maintenance for a very long time. Carla mentioned that she asked Dale Leubner if he could please make a recommendation to the governing body to amend the fence ordinance to be more specific in what they could and could not have pertaining to chain-link fences. Kim Gonzales offered to create a work order for property maintenance, much like the one they created for DPW. All agreed that would be helpful.

NEW BUSINESS – Leo asked if we could have a Cinco de Mayo festival but during a different month, as it always rains on May 5th, possibly in June or July. Craig Bahrs stated sports events are very popular now, and suggested a triathlon event as something to think about in the future. We also discussed combining the Recreation center children's parade, pet contest and Zombie parade all on the same day, October 20th.

A motion was made to adjourn at 8:33PM by Kim Slate, second by Staci Gilchrist; all were in favor and the meeting adjourned at 8:33PM.

Submitted by Diane McIlwaine