

**Highlands Business Partnership  
Regular Meeting of the Board of Director's  
November 26, 2001  
Henry Hudson Regional High School  
Grand Tour**

**Executive Session**

Lynn Hunter, HBP President, called the non-public portion of the annual meeting to order at 7:10 p.m.

**Contract Renewals**

Executive Committee members Lynn Hunter and Carla Cefalo-Braswell brought to the attention of the Board the HBP contracts that will need to be re-considered for the approaching new year. Allen Consulting, ACI will expire at the end of the calendar year, as it was authorized to be extended from April 2001 by the Board at the Annual Meeting March, 2001 until the end of 2001. The Executive Committee

Reported to the Board members their thoughts about the work that has been accomplished by ACI and new directions for HBP next year. Several board members requested a report of the accomplishments of ACI. Carla Cefalo-Braswell reported that ACI has compiled a summary of media impressions for 2001 through November 26, 2001:

New Jersey Radio Magazine	1,200,000
Comcast	67,200,000
WJLK Radio	5,000,000
News 12 New Jersey	5,400,000
Print Media	8,852,794
Internet	15,000

Carla Cefalo-Braswell and Lynn Hunter recapped the events that HBP has under taken during the event calendar 2001: Seaport Craft Show, Clam Festival, Farmers Market, Cruise Nights (2), Concert Series (5) with NMCOC, Twin Towers to Twin Lights Bike Tour, OctoberFest, Re-Discover the Treasures of Highlands, Holiday Lighting and Holiday House Tour. There were nine new 2001 events produced by ACI: Seaport Craft Show, (5) Concert Series in partnership with NMCOC, Bike Tour, OctoberFest, Holiday House Tour. K. Shaw reported that new events are very time consuming for logistics, planning and implementing on both ACI's part and HBP Staff. Getting all the players to think ahead to plan the activities of the events and the actual logistics of producing the event are "first time" headaches. Taking an existing event and enhancing it is much more predictable with less troubleshooting. One year and six months ago HBP has two events. HBP has enhanced and expanded destination events at a tremendous pace. Sponsorship for the year 2001 from ACI's work is \$26,000. This amount was less than the first year agreement, therefore, ACI worked without compensation during May and June 2001. This provided HBP with \$30,000 sponsorship income that offsets our destination event expenses.

D. Stafford comments that ACI has done a fine job and that Highlands has really come into "itself" for name recognition this year. D. Stafford stated that he has worked directly with Sylvia Allen and found her to be upbeat and productive in her marketing contributions to Highlands. D. Stafford also commented that marketing is not inexpensive in any form and that he found the \$30,000 to be rather cheap. D. Stafford endorsed having the Executive Committee evaluation the terms of the contract - that is what they are there for...K. Armstrong endorsed the Executive Committee performing this task and commented that it is counterproductive to have the entire Board work on the contract. B. Duncan, M. Kovic and L. Cartaya encouraged creation of a written report that the Board could evaluate and get a better understanding of the roll ACI plays in marketing. C. Cefalo-Braswell commented that numerous reports have been provided the Board and they are available on the Web. The contract consideration for 2002 will need to include, at the Board's request, a summary report of Marketing Committee accomplishments in order to assess contract terms that meet with the Board's approval. There was consensus that no search for consulting services will need to be undertaken. The Board will look for a fax/e-mail summary of the terms for their approval. The Executive

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Committee will discuss and negotiate the terms of the 2002 contract for review and approval by the Board. Bayshore Office professional management services contract will not expire until the first quarter of the January 28, 2002 regular Board Meeting will consider that contact.

**Litigation**

Lynn Hunter presented a summary of payments on the Shore Landing appeal case, which total approximately \$4,000 to date. HBP has set aside \$5,000 allocation for legal services. K. Shaw, HBP Business Advocate, and J. Tedesco, Borough Administrator presented a summary of the status of the appeals case. The BID Ordinance has been amended to meet criteria agreed upon by J. Tedesco, S.

Ruby, Council, L. Hunter and R. Goldsmith, Attorney. The Ordinance was introduced the first meeting in November 2001. The public hearing for the amended BID Ordinance will be held December 19, and the Borough will make official notice to those commercial property owners that will now be included in the district. There are approximately 8 included in the district that were not included in 2001. These properties were discovered with an analysis of the sewer date base for properties that have five or more sewer hook ups. These properties were compared with the property class listing for commercial property class 4 and identified and researched by the assessor. There are several properties that are similar to Shore Landing consisting of more than five units that were on the 2001 assessment roster. HBP has provided Shore Landing according to Judge Gilroy's decision the \$3,000 assessment paid by them. No other similar property owners will be able to request assessment reimbursements. Those commercial property owners must have individually filed suit to receive reimbursements. HBP will hold in escrow approximately \$15,000 in assessment income during 2002 on a quarterly basis until such time as the appeals case is settled.

Upon adoption of the BID Ordinance amendment, the 2002 budget will be introduced by resolution.

B. Duncan repeated that requests to have the minutes and agenda ahead of time are most important. A more detailed agenda and minutes two weeks to a month after the meeting will help The Board function more efficiently. K. Shaw, HBP Business Advocate responded that minutes would be prioritized and distributed to the board in the fashion requested.

Executive Session was closed by a motion by B. Duncan, second by C. Cefalo-Braswell with all in favor the session was closed at 8:00 p.m.

Lynn Hunter, President, called the public session of the HBP Board of Directors to order at 8:01 p.m.

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Meeting attendance:	<input type="checkbox"/> = present	<input checked="" type="checkbox"/> = absent					
K. Armstrong	<input type="checkbox"/>	B. Duncan	<input type="checkbox"/>	J. Koenig	<input checked="" type="checkbox"/>	R. Rauen	<input checked="" type="checkbox"/>
L. Cartaya	<input type="checkbox"/>	W. Garcia	<input checked="" type="checkbox"/>	M. Kovic	<input type="checkbox"/>	S. Ruby	<input type="checkbox"/>
D. Douty	<input type="checkbox"/>	L. Hunter	<input type="checkbox"/>	H. Moyer	<input type="checkbox"/>	J. Wicklund	<input checked="" type="checkbox"/>
C. Cefalo-Braswell	<input type="checkbox"/>	K. James	<input checked="" type="checkbox"/>	R. Mumford	<input type="checkbox"/>	D. Stafford	<input type="checkbox"/>
						K. Lustig	<input checked="" type="checkbox"/>

11/17

50% plus one = quorum

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**Minutes of the August 13, 2001 Regular Meeting of HBP**

Minutes were reviewed and a motion by K. Armstrong, second by M. Kovic to accept the minutes into corporate record. With all in favor the minutes shall be included in corporate records and added to our Website for public access.

**Treasurer's Report - L. Hunter in absence of W. Garcia**

The money market account total is \$53,444.19 effective 10/31/01 \$43,944.19 effective 11/26/01; checking account total is \$3,833.48 effective 10/31/01 \$5,457.01 effective 11/26/01. L. Hunter provided a written report to the Board of Directors in B. Garcia's absence. The Board will be provided a report in the mail within two weeks of the meeting date. There is one remaining assessment payment from the Borough for December 2002. Additional income reimbursements from the Borough for the trashcan and highway sign in process for a total of \$6,300. Additional amounts owed include Woods Edge Landscaping, Greenbaum Rowe Law Firm, Allen Consulting, Bayshore Office and VIC for holiday decoration remaining balances due after shipping - approximately \$23,000.

**Executive Committee - Hunter, Cefalo-Braswell, Garcia, Lustig**

The contract review and litigation overviews were reported in the Executive Session.

**Committee Reports**

**VIC - K. Armstrong, Committee Chair**

Planters, bike racks, trash receptacles, replacement highway sign (near CVS), holiday decorations are all in process in installation. Holiday planning and decorating has taken considerable time of the VIC and future projects include banners for Bay Avenue through the work of ACI and sponsorship. This will be a marketing and sponsorship opportunity for HBP. Preliminary costs have been discussed and they include \$150 install, bracket, name cost; HBP sponsor cost one year - \$295, three years \$395; Outside sponsor cost one year \$395, three years \$495 with 10% discount for 5 or more. There is an \$8,000 sponsorship income potential in this project for HBP.

Corn Stalks have been removed and candy canes have been fabricated and installed by a group of volunteers - Cathy and Bob Armstrong and family, L. Hunter and staff, Carla and Ken Cefalo-Braswell and family. They have been installed along Bay Avenue for holiday for a festive addition to the streetscape. They will be stored in the former NPP shed that has been cleared and cleaned out for storage of all holiday and HBP materials. J. Tedesco, Borough Administrator is working with HBP to ensure that new purchases are maintained and stored efficiently. Special thanks to the Chamber of Commerce for funding the GPU holiday outlets for the 2001 decoration installation.

**Economic Development - R. Mumford/B. Duncan, Committee Co-Chairs**

The Borough and HBP awaiting a determination of the Smart Growth application for funding a Strategic Revitalization Plan. B. Duncan informed Board members that the Flood Mitigation Plan is on file with the Borough Boards and is a useful tool for re-development in Highlands. Bill complimented K. Shaw, who wearing another hat other than HBP completed the Plan for Highlands Borough. K. Shaw thanked Bill for his comments and noted that the Executive Committee has a copy and that it is available for Board members to review upon request. K. Shaw also noted that the plan was approved by FEMA and the NJ Office of Law and Public Safety, OEM as the first step in obtaining special flood mitigation funding to lessen the impact of flooding in Highlands. B. Duncan commented on the terrific job that Pastor Mc Grail has done with the former Episcopal Church on Bay Avenue. A letter is requested to be sent informing the Pastor that HBP notices and finds great value in the churches investment in Highlands and we hope to work together on economic development issues involving our goals for a Strategic Revitalization Plan, funded by a Smart Growth grant. A motion to send the letter was made by B. Duncan, second by K. Armstrong with all in favor the letter will be sent reflecting the comments of the HBP Board of Directors. R. Mumford seconded B. Duncan's comments

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and observations noting that that faith based initiatives allow for much more latitudes that private sector and public projects. They have done a fine job making people notice that there really is a church on that property. S. Ruby, Council reported that she and other members worked to rally support for Highlands Smart Growth application - Strategic Revitalization Plan during the League Conference this month. We are all hopeful this funding will be available for Highlands. K. Shaw noted that according to her contacts there is a remaining 1.3 million in Smart Growth funding and awards are stated to be announced before the end of the year. K. Shaw commented that this represents the single most important initiative that HBP and Highlands can undertake to make business recruitment effective and productive. Making the environment predictable will ensure success for both parties and we will able to define our design and planning parameters ahead of time; and simply implement without arbitrating each new applicant or expansion. A productive exercise in business recruitment.

S. Ruby reported that while at the League she participated in an outlet mall survey which produced a positive profile for Highlands to be considered for outlet stores. HBP staff will be on the look out for a contact and will coordinate with appropriate committees.

J. Tedesco, Borough Administrator commented that the Methodist Church has been in discussion with the Borough regarding the demolition of the empty house and potential use for parking by the Borough during the week and church on the weekend. Discussion will continue.

**Marketing/Special Events - Co-Chairs L. Hunter and C. Cefalo-Braswell**

C. Cefalo-Braswell summarized the Marketing Committee projects, several of which were discussed during Executive Session. Coupons (direct marketing to the ferry riders), 9 new events, double truck adverting (two Asbury Park Press and one Amend Publishing - summer/fall 2001) HBP web banner sponsorship - "be one of the big guys" and coupon booklets for visitors at all HBP events. A summary report will be provided by the C. Cefalo-Braswell to be distributed to all Board members in advance of the electronic vote on ACI contract renewal. The Board is invited to participate in the contract negotiation meeting scheduled for December 8, Saturday, 10 am at ShoreGrafx. This notice is considered the official notice. There will be no reminders calls, stated by Lynn Hunter, President.

The meeting was adjourned at 8:50 p.m. by a motion from K. Armstrong, second by C. Cefalo-Braswell with all in favor the meeting was adjourned.

**Next regular meeting of the HBP Board of Directors is Monday, January 28, 2002**

**Meeting Schedule for 2002: Annual Meeting Monday, March 11, 2002  
Regular Meeting Monday, August 12, 2002  
Regular Meeting Monday, November 25, 2002**

Submitted by K. Shaw, Business Advocate