

Highlands Business Improvement District
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Regular Board of Directors Meeting – November 9, 2006

President Carla Cefalo-Braswell, called the HBP regular meeting executive session to order at 7:20 pm. Carla reported that the Board has received a letter of resignation by resident member, Marsha Shaya. Marsha is relocating to Austin, Texas. Carla announced that Marsha's resignation is a big loss for HBP and the Garden Club. A HBP Nominating Committee, comprised of the Executive Committee announces that the expiring terms for Nancy Thomas, Kathryn Lustig and Eddy Sousa end in 2006. Any new nominations are welcome. The Borough Planning Board Liaison representative to HBP was discussed. John Koenig, VP, will make a request to Mayor O'Neil that Councilman Frank Nolan be appointed for 2007. It is the Mayor's decision/appointment. Many Board members were concerned that this liaison roll is of critical importance to HBP and our mission and goals to improvement the business environment in Highlands. Borough participation with HBP in Highlands critical planning issues have been a concern, as voiced by numerous Board members and commercial stakeholders. HBP is seeking Borough Planning Board Liaison participation that brings an informed outlook about local and regional planning activities and participates to bring consensus and solutions to the table for action. Several Board members commented that the current planning representative does not attend meetings and further criticizes HBP activities without a full range of knowledge and information about the issues. A real estate, architect or other professional would bring valuable perspectives to HBP's work. A motion to close executive session was offered by AJ Solomon. The motion was offered to second the motion to close the executive session by Bill Weber, with all present in agreement.

The public session of the Board of Directors to order at 7:38 pm. HBP President read the official meeting notification statement to those present at the meeting. The meeting was held at the Henry Hudson Regional High School Music Room.

Meeting Attendance:

L. Bodnar-Nolan	P	J. Cosgrove	P	F, Rosiak	A	J. Urbanski	A
J. Bollerman	P (arrived late 7:43)	J. Koenig	A	D. Shields	A	W. Weber	P
C. Cefalo-Braswell	P	M. Kovic	A	AJ Solomon	P	J. Wicklund	A
M. Shaya	Resigned moved To Texas	K. Lustig	P	E. Sousa	Proxy	A. Gallagher	P
		R. O'Neil	A	N. Thomas	P	(arrived late 8:09PM)	

Action Items – HBP Reports/Minutes

HBP Minutes have been prepared for the review (forwarded by e-mail) and approval of the Board. A motion to approve the August 23, 2006 Regular Board Meeting Minutes was offer by Nancy Thomas, second to the motion was offered by AJ Solomon. The minutes were accepted and will be added to the corporate records.

Treasurer's Report – Bill Weber presented the HBP profit and loss statement. The final \$25,000 assessment has not been received. Oktoberfest event income was \$7,052 with the Expense is \$7,743. The fireworks bill is outstanding. The treasurer's report will be provided later, as Bill Weber was in a car accident and it could not be completed in time.

The HBP 2007 Goals and Objectives Summaries, Proposed Budget 2007 and Proposed Meeting Schedule was provided to the Board. Various highlights were discussed.

Marketing & Communications:

- **Marketing Video** needs to be finalized with Unreal Productions, now that photos were selected.
- **Currents Magazine** for winter will be targeted with HBP full page/color advertising in the Coastal Zone (24,989 +2,000 retail copies to Red Bank, Rumson, Little Silver, Shrewsbury, Atlantic Highlands, Fair Haven, Locust, Sea Bright, Middletown, Lincroft). This is the time that the dining establishments need the extra exposure to remind people about Highlands as a holiday destination. Three insertions for \$1,188 each (this rate is the five time insertion rate) Issues will be in homes on 11/21, 12/12, and 2/6. A tracking coupon will be inserted for a January drawing for dining. A winter/Valentine issue is a coffee table piece that is out until late March.
- **Escapemarker.com** continues to the end of the year. It is anticipated to repeat for next year's budget. Eddy Sousa can provide the web traffic stats that have been collected. It can be changed for the winter months.
- **Event Networking** Light House Challenge, Great Borough Bike Race and NJ Pride events were attended by HBP volunteers to promote Highlands as a destination. That is an important networking opportunity for Highlands.
- **Downtown NJ** contacts with News 12 and the Water Taxi coverage.
- **94.5 Martha Stewart Satellite Radio** interviews on radio with the history of Highlands and opportunity to name restaurants to promote Highlands as a destination.

Visual Improvement Committee:

Nancy Thomas, Chairperson, reported that the activities will be similar to last year with the Pride in Highlands Day having some of the elements of the V-Free grant that HBP submitted to the Secretary of State for funding in 2007. Highlands V-Free was organized to bring the youth, schools and community together for anti-vandalism, violence, and victimization activities that would kick-off 2nd quarter of 2007. The grant was a maximum allocation of \$3,000 used to promote positive strategies to improve Highlands.

- Container planting program will continue with the volunteers with the Garden Club.
- Trash containers were paid for and installed by the Borough. The Borough used the Clean Communities funding for the purchase of the new green trash containers.
- 2006 Miller Hill project is still pending to be completed in 2007. This will enhance the entrance into town. A design is approved and in place for installation.
- Cornwall Square project was approved by the Board in 2006 for a mural, along with irrigation to maintain plantings. The main pipe is already in place for to complete the irrigation. Garden Club and Shade Tree donated the trees.
- Marine Place lighting needs to be taken care of during 2007.

Economic Development:

Fred Rosiak reported that during 2006 the water taxi operations did become operational. Landing rights on Sandy Hook is no small accomplishment for HBP during this year. HBP volunteers contributed to the success by riding the taxi, taking tickets, and working to problem solve issues during the season. Various suggestions were assembled to improve the operations, including no Thursdays, expanded hours for Saturday and Sunday. Monmouth County Transportation Committee was invited to participate. A floating dock installation in the price range of \$10,000 for Sandy Hook is planned for 2007. HBP will work to develop grant funding for the new floating dock. Linking this seasonal traffic to

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our restaurants, B&B's and other recreational options that are value added in building the visitor base for our local business. Richard Wells is working with HBP on the required permitting and is very supportive of the improvements to the Sandy Hook landing. Tagging on to the existing permit will be explored along with the floating dock. A long-term goal would be to aspire to secure funding for a 2nd boat lease that will ease the time schedule taking visitors to Sandy Hook.

Action Items including the 2007 goals & objectives, committee budgets, calendar of events, and meeting calendar were reviewed.

Budget Issues: A letter will be send to the Mayor and Council regarding the 2006 budget allocation. It was agreed upon by Councilman Urbanski in the April 21, 2006 Special Board Meeting regarding the 2006 budget that additional assessment funding would be provided by the adjustment of properties included in the district by Borough Tax Assessor/Assessor Officials. The County website lists the \$92,000 not the \$95,000 as formalized at the special meeting. These adjustments have not been made.

- **Goals & Objectives Report Summaries:**

Motion was offered by Kathryn Lustig, second by Fred Rosiak with all in favor the motion to approve these report summaries was accepted by the Board.

- **Committee Budgets/2007 Budget**

Motion was offered by Carla Cefalo-Braswell, second by AJ Solomon with all in favor the motion to approve the committee/2007 budget was accepted by the Board.

- **Calendar of Events 2007**

Motion was offered by AJ Solomon, second by Bill Weber with all in favor the motion to approve the calendar of events (with reduced concerts and day of the week change to Thursday) was accepted by the Board.

- **HBP Board Meeting and Committee Calendar**

Motion was offered by Jim Bollerman, second by Carla Cefalo-Braswell with all in favor the motion to approve the Board Meetings dates and quarterly committee meetings (sub-committee meetings to be scheduled as needed)

Old Business

Holiday party for volunteers was discussed for after New Years celebrations. A date prior to Super Bowl weekend was discussed and will be explored.

A motion to adjourn was offered by Kathryn Lustig, second by Bill Weber. The meeting was closed with the consent of all board members.