

**Highlands Business Partnership  
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 28, 2015**

HBP President, Carla Cefalo Braswell, called the HBP regular public session of the Board of Directors to order at 7:36pm. The meeting notice was read into the record and roll call was taken with a quorum of 9 members being present. Also in attendance were Barbara Iannucci, Resident and Councilman Doug Card. The meeting was held at Off the Hook, 1 Navesink Ave, Highlands, NJ. HBP President, Carla Cefalo-Braswell read the meeting public notice announcement.

<b>Meeting Attendance: P = Present      A = Absent</b>	
Ara Jamgochian - P	Larry Colby - A
Carla Cefalo-Braswell - P	Leo Cervantes - A
Douglas Lentz - A	Kim Slate - P
Jay Cosgrove - A	Nancy Burton - P
James Filip - A	Rebecca Kane (Council Liaison) - P
AJ Solomon - A	Rafaella Lee - P
Kevin Redmond – Planning Liaison - A	Jeanne DeYoung - P
Garrett Newcomb - P	Staci Gilchrist - P

The minutes were emailed to the Board for review on 1/23/2015, a motion was made by Ara Jamgochian to accept the minutes of the November 24, 2014 meeting and second by Jeanne DeYoung. All were in favor, Garrett Newcomb abstained and the motion carried.

**TREASURER’S REPORT**

The Treasurer’s report was presented. There is \$14,977.67 in the Valley National Bank checking account, less outstanding checks of \$3,349.04, leaving a balance of \$11,628.63. In the Valley National Hope for Highlands account there is a balance of \$43,556.39, less outstanding checks of \$3,632.10, leaving a balance of \$39,924.29.

Councilwoman Rebecca Kane 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**

HBP Budget – Resolution R – 15 – 44 - HBP Budget was approved at the January 21, 2015 Council Meeting.

2014 Audit - Diane will be making an appointment for the 2014 with the Curchin Group. We have a new auditor, Michael Goldsmith; the audit will take place at the HBP office.

2015 Board Packet - 2015 board packet is a package we use every year that is a standard statewide packet for non-profits that we use for the public and for transparency. It outlines board members responsibilities, board members sign them in the beginning of each year accepting their responsibilities and also disclosing if they have any financial interests, as required by the by-laws. The board packets are given to the auditors.

Nominating Committee - Every March is our Annual Election. Terms ending this year are Kim Slate, Jim Filip, Ara Jamgochian and Doug Lentz, along with the resident seat that is replaced each year. Jim Filip and AJ Solomon will not be seeking re-election. Executive Board will serve as the nominating committee and please put forward any names if you would like to nominate someone.

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Hope for Highlands Update - There are two houses still in the program; one is waiting on concrete, which cannot be done until the spring. The other is in the bid process, waiting on quotes. Once these are both done the program will be completed, we hope to use the remaining balance to complete Veterans Park improvements. We would like to get the electric working in the park. The park services low to moderate-income families; we think that the Robin Hood Foundation would be agreeable to use the money for this project. HBP could get some electrical quotes for the park, being that the park has changed since the last time the scope was done. Councilman Doug Card suggested Ken Braswell, to submit a scope of work, as he is very familiar with what was there and what is needed now.

### **Marketing & Communications**

2015 Monmouth County Guide – Jeanne DeYoung gave an update on the 2015 Monmouth County Guide. 40,000 copies will be delivered on February 2<sup>nd</sup>. We will have a page-turner link to the guide on [www.highlandsnj.com](http://www.highlandsnj.com). Diane delivered rack cards for Jeanne to take to the NY Boat Show, Keyport IHOP, the Monmouth Mall and the Monmouth County Tourism office. They will also be taken to the NJ Flower Show, the Montreal Hunting, Fishing and Camping Show, as well as the Philadelphia Flower Show. They will be working with a company called Great Vacations Getaways, they advertise online and in newspapers, as far north as Toronto, as far west as Ohio and as far south to the Carolinas. As a result of that ad they receive about 6,000 requests for information yearly. Jeanne suggested we can take memberships with this company and we will be looking into that for our businesses.

2015 Visitor Guide – We are in the second year of our two-year guide. We have to make some changes in the 2015 guide, due to Sasha's closing and another business relocating. We will be adding 3 new advertisements, Et Al, Custom Shirts and the Water Witch Coffee Shop; we will pay for the full reprint. We ask for the business to pay for their ad if they have not done so already.

Social Media Update – We have tried the “boost” feature, for Oktoberfest, and believe that it works. For the small investment we make for this service, we will be doing more of this in the future for all of our events. The Guinness Run Event will be boosted as well. Diane has listed our events in numerous online publications. We will be looking into more online advertising opportunities.

Email Newsletter Update – We are looking into hiring an intern from a local college to work on a newsletter.

Sponsorship Update – Carla and Diane have worked together to enhance the sponsorship package. We now have two levels of sponsorship instead of multiple choices, and updated all of the tourism information we include in the package. We are soliciting twelve (12) sponsors for 2015.

### **Events Committee**

Resolution R-15-08 approving the 2015 Calendar Events Approval was provided in meeting packet.

St. Patrick's Day Parade Update – Grand Marshals are Daniel Shields and Robert Higgins of Windansea. We found a Kelly Green Dodge Challenger Limousine for parade day instead of the bus.

St. Patrick's Day Fundraiser – The Beef & Brew was a success, and we raised enough money to pay for 3 pipe bands. We are hoping to have as much success with the Chili Cook-off and the Guinness Run to be able to cover the cost of all of the pipe bands entirely.

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### **Economic/Community Development**

Streetscape Update – NJEDA/DBIZ Update – Councilwoman Rebecca Kane said they are still reviewing the bids, which should be solidified by the next Council meeting. There will be a lot of construction in town by summer, streetscape and will be coming to fruition. The money for these programs must be spent by December 31, 2015. Councilman Card, stated that he reviewed the 7 bids, two of which was Suburban and T&M. T&M was \$15,000.00 more but their scope of the project showed they really knew the needs of our town and had a grasp on our events. Carla stated she worked with them in Keyport and they were phenomenal, and that they are diligent about meeting every week throughout the duration of the project. It will be important to stay in communication with the effected businesses. We would like to make some incentives to draw people to Highlands during the construction period.

Highlands Health & Fitness – Rick Korn gave a presentation on Highlands Health and Fitness (HH&F), a copy of the presentation is available upon request. HH&F is a multi-layered real estate redevelopment and sports event marketing project designed to rebuild, rebrand and reinvigorate the town of Highlands New Jersey into the health and fitness capital of the world. HH&F is designed as a joint venture between the town of Highlands New Jersey, its residents and businesses, and a variety of strategic partners including world-class developers, financial partners, hospitality and hotel partners, hospital and university medical research groups and doctors, sports event companies, professional athletes, leagues, and sports and entertainment companies.

Rick emphasized the incredible natural resources (ocean, beaches, rivers and parks) and close proximately to NYC via ferry (40 Minutes), Highlands is a prime location for a world-class health and fitness village. HH&F goal is to create an environment that enables health conscience consumers, amateur athletes and sports enthusiasts of all ages to train, play and learn from the best athletes, and health and fitness experts in the world. To accomplish this HH&F will partner with pro athletes, world-renowned chefs and restaurateurs, sports event promoters, and health and fitness experts to create a village that is unique, entertaining and inspirational. The concept is to rebuild and rebrand Highlands into state of the art health and fitness village that will be populated with the top organizations and people in the world in health, sports and fitness. HH&F will accomplish this by first creating large fitness and sporting events while redeveloping distressed properties along Bay Avenue in Highlands, which were devastated by super storm Sandy. We feel this strategy will enable HH&F to begin to build Highlands' fitness brand and to generate revenues for HH&F. celebrity chefs, and of course because we are the Jersey Shore great music. We discussed the best time to have the games would be after Labor Day Weekend.

### **Visual Improvement Community**

Miller Hill Mural Resolution – R-14-208 – Councilwoman Rebecca Kane would like to form a committee to oversee the Mural Hill Mural project and would like it started and completed by the spring. HBP would be willing to use part of the VIC budget to pay for funding of the project. We have already been approached by a local artist Jim Kovic to paint the mural; he has done a beautiful mural in Sea Bright. We discussed the possibility of soliciting artists and having them submit proposals. It was discussed that the mural would have a nautical theme or subject matter, relative to the history of Highlands. This should include, beach, boating, lighthouse, dining, etc. Diane will contact MOCO, who has a mural program and find out if we could be included in that program. Nancy suggested we reach

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out to Jim Kovic and let him know that we will be taking applications for muralists. HBP will develop a spec and advertise that we are looking for muralists and get it on the website to hopefully get submissions by March.

Bay Ave. Maintenance Program – Depending on the schedule the Borough gives us for the Streetscape we may hold off on the program, or do partial maintenance on the areas that will not be included in the Streetscape.

Wayfinding Signage 2015 – Wayfinding signs will be updated in March, anyone needing new signage must submit a form to us as soon as possible, they are available on the website.

Veterans Park Boardwalk – The boardwalk construction will begin as soon as weather permits, we have secured the material, and will hopefully be addressing the electrical situation in the park.

### **OLD BUSINESS**

Property Maintenance Update – Councilman Card said that the new ordinance that Council just passed would put the heat on property owners, absentee landlords and vacant homes. About 6 weeks ago the Council passed an ordinance that was supported by the State to go after out of state lenders, the new ordinance, which was propagated by the State, allows them to go after in state lenders and in state absentee property owners.

### **NEW BUSINESS**

There was no new business.

A motion was made to adjourn at 9:30PM by Garrett Newcomb, second by Kim Slate. All were in favor and the meeting adjourned at 9:30PM.

Submitted by Diane Keaveny