

Highlands Business Partnership
140 Bay Avenue, Highlands, NJ 07732
Phone: 732-291-4713 Fax 732-872-1031
Board email: hbp@highlandsnj.com

Regular Meeting of the Board of Directors
Off The Hook, 1 Navesink Ave., Highlands, NJ 07732
Monday, April 26, 2021 @ 6 PM

Meeting Attendance: P = Present	A = Absent	
President - Jay Cosgrove - P		Jack Bevins- A
Vice President - Doug Lentz - P		Carla Cefalo - P
Treasurer - Kim Slate - P		Leo Cervantes - P
Secretary - Donica Basinger P		Anna Little – P
Dave Baker - P		Gloria Miller - P

Also, in attendance; Mayor Carolyn Broullon, Councilman Kevin Martin, Nancy Burton, Charlie LaRue, Gert Sofman, Ron Boyce, Valerie Montecalvo and Harrison Baker.

Meeting was called to order at 6:13 PM and the public meeting notice was read, followed by the Pledge of Allegiance.

Roll call was taken with a quorum of 9 board members being present followed by introductions of additional members present.

ACTION ITEMS:

Approval of Minutes

Review January 18th Meeting Minutes

- Motion to approve the January 18, 2021 meeting minutes (emailed to BO) – Gloria Miller, Second Donica Basinger, all in favor, motion carried.

Treasurer’s Report – Kim Slate

- \$103,528.25, less outstanding checks of \$417.88, leaving a balance of \$103,110.37.
- Motion to Approve Treasurer Report – Jay Cosgrove, second by Gloria Miller, all in favor, motion carried.

Program Opportunities – Carla explained Restaurant Revitalization Fund Program and sent it via email. There is a Webinar on April 28th at 11AM. Money must be used by March 23rd 2023.

We will pre-register for EDA Phase IV Grant on April 29th when it opens for non-profits.

We have submitted our Declaration of Intent letter in SAGE for the NJ Travel & Tourism Grant.

Executive Committee Report

- PKF O’Connor Davies sent a link to the portal so we can upload our 2020 documents for review in order to file our 990.
- \$2000 in Arts Scholarship will be given for the Public Art Project in November – December 2020.
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Mayors Report:

- Bay Avenue Redevelopment Area - Mayor Broullon reported that we should have the Planners recommendations in late May or June. There are 155 Properties that span from Veterans Park to Gravelly Point Road and on Miller St., a couple of blocks in. The Planner is Paul Grygiel and he needs to go back five years and check all police, code, planning and zoning records on each parcel in order to study the area and make recommendations. The Study will then go to the Land Use Board for a Public Meeting and input.
- Doug Lentz asked what the benefits are. Mayor Broullon explained the benefits for the Borough and the Developers. It is like super zoning. The designation allows the developer to get creative with their financing options. Carolyn explained

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that is the third Redevelopment Area in Highlands, the first was Shadow Lawn, second Captain's Cove and now Bay Ave. Carla added that it streamlines the process and that it is used as a recruitment tool and Bay Avenue is long overdue and also explained PILOTS (payment in lieu of taxes).

- Doug Lentz asked about UEZ – Highlands is not eligible as we do not have industrial property criteria.
- Jay Cosgrove asked about Shadow Lawn – Mayor Broullon explained that the Purchaser's attorney is in negotiation with our Redevelopment Attorney, Joe Bauman. The Alpine Group has been appointed the conditional developer.
- Doug Lentz asked for the status of the Confidential Assistant Position. Mayor Broullon explained that it is administrative and no one has been hired as of yet. The Confidential title is to protect the residents not the council. Should a resident need to talk to the Administrator or the Mayor about a private matter, they would be protected.
- Economic Development review Board – Discussed impediments to businesses and developers. Residential upstairs and commercial downstairs are on the Borough's Master Plan but when an applicant goes to the board, they get hung up on the parking requirement. They are revisiting the parking requirements to make recommendations.

Marketing Report:

- Carla gave an update on Sponsorship and Barter Commitments. She introduced Charlie LaRue of Char Ron to discuss his barter project to replace the structure for the Highway Sign. Carla thanked all of the sponsors and acknowledged some of the new sponsors at Bridge & Captain's Cove Marina and that there would be some new events planned at their marinas. Carla explained that the Executive Board voted to allow for 50% credit on some of the packages.
- The new 21-22 Visitor Guides will be delivered this week. Also, the County guides have been delivered along with county maps and the take out in Monmouth shopping bags. All cases are in our shed if anyone needs. The Monmouth Guide on line version is up on our site and getting a lot of traffic. Highlands had the largest spread in the guide thanks to HBP and all of our businesses that supported the County.
- Videos – Red Bank Pulse will continue to create videos at all events and for those businesses that bought a full package. We will schedule a time for those due a video.
- Social Media –Diane continues to post our ads and events on FB and Instagram.
- Carla said that no one is pushing the Shop Local program. Donica volunteered to manage the shop local program so if you need any supplies, reach out to Donica.

Event Recap:

- The 9th Annual Chili Cook Off was held on February 21st. Carla thanked the Proving Ground for hosting. Attendance was low due to snow and people may have been leery due to Covid. The income was much lower than usually with an approximate \$1,000 profit.
- The 8th Annual Guinness Run was held on March 6th and was a great success. There was a glitch in the Wufoo ticketing system causing major problems but Mayor Broullon saved the day. Carla thanked Off the Hook, especially Kim and Carolyn as well as the HPD and all of the volunteers. It was freezing cold and we had to remain outdoors. Despite the bitter cold, it was a great success and definitely growing bigger every year. We had about 125 registered participants with \$3860 in income and only \$149.79.
- The Taste of the Emerald H'Isle'lands was held on March 20th. Carla thanked Jay for coming up with the idea in lieu of the St. Pat's Parade. It was a great day for all and definitely a huge success. We sold about 225 tickets. The total income was \$10,211 and the expenses were 1371.81. Carla thanked all of our great businesses that participated.
- The Pride in Highlands Earth Day was a joint event with the Borough and many other non-profits and organizations in town. Carla acknowledged Ron Boyce regarding the town wide clean up. Mayor Broullon reported that 132 residents participated and the DPW picked up bulk and debris from their yards. Earth Day followed the clean-up week and the Borough, HBP, PBA, Police Explorers, Open Space Committee, Garden Club, Lions Club, Monmouth Conservation, Bayshore Recycling, Girl Scouts and Boy Scouts all participated. Carla reported that the Project Compassion missionaries came back to for their 20th mission to Highlands and participated in Earth Day clean up; they cleaned and painted the Boardwalk at Veterans Park as well as painting the Gazebo in Huddy Park.

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Carla reviewed the upcoming events, Brew By The Bay which is May 8th but will be in two shifts of 220 tickets per shift. Chief Burton worked with us to review a better layout to adhere to the social distancing guidelines. The second shift is sold out and the first shift only has 90 tickets left.

The Seaport Craft will be May 30th, followed by the 10th Annual Taste will take place on June 26th, 26th Annual Farmers Market will begin June 19th & the Frank Thomas Annual Fluke Tournament will be held on June 19th as well. Nancy Burton explained the Fluke tournament and what it means to their family and that her Dad had a boat in that marina most of his life. He was a great friend and supporter of the business community. Nancy described how the tournament will work as far as registration, prizes, etc. and local resident Russ & Karen Chelak will provide a pig roast and post party BBQ sponsored by Captain's Cove Marina. Geoff Pierini, new owner of Captain's Cove is interested in bringing neighborhood fishing back which is where Frank Thomas fished since he was 5 years old. These are the only events approved by the Borough OEM & Mayor Broullon at this time due to executive orders.

Visual Improvement Report:

- Planters will be coordinated with In The Garden Barter for the Spring/Summer. Carla acknowledged that the DPW has changed all of the soil and added blue stone for drainage.
- New wayfinding signs have been delivered and will be installed. We will replace the white boards on back of the poles that have many signs. Seafarer asked to order one for the jug handle.
- Carla reviewed Char Ron's proposal to replace the structure for the sign. Char Ron explained how he will rebuild the structure but he is waiting for the anchoring system information to proceed. Doug asked if we can update the lighting. We will report when complete. We are working with the property owner for the lease.

New Business:

We will have a bench dedication on June 13th at 1PM for former Borough Clerk, Nina Flannery in Huddy Park. She sat in the same bench every week at the Farmer's Market, year after year and was a great supporter of the market. Her family will be in attendance and there will be an official ceremony organized by the Borough and Historical Society.

Other Business:

Dave Baker asked about the Yoga Studio closing. Valerie Montecalvo explained that she bought the studio but that the business was already opting out of their lease before she went into contract to purchase the building. She also brought up some of the rumors on FB. Valerie explained her vision for Bay Avenue and gave a report on the progress thus far and how she would like to bring some of their expertise from her companies to help. There is no hidden agenda and they plan to help revitalize Highlands as she has been a resident here for nearly 35 years and has recently got more involved in Highlands after working from home for the past year or more. Carla expressed the time is right with redevelopment areas and the plans for flood mitigation. Everyone thanked Valerie.

Old Business:

We scheduled 7 Ribbon Cuttings for May 1st since we could not do them last year. Please joins us at Char Ron's, Franny's, Gerts Snacks, Gianna's, Edward Allegra Law Firm, Jujitsu Self Defense Center and Sandbox. Details will follow by email.

Adjourn

Donica made a motion to adjourn, Second by Kim Slate, all in favor, meeting adjourned at 7:22 PM