

**Highlands Business Partnership
District Management Corporation
Highlands Business Improvement District
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Special Sub Meeting of the Board of Directors
April 10, 2009**

Meeting called to order at 1:05 PM.

Present: Lynda Rose, Nancy Thomas-Burton, Rafaela Lee, Bill Weber, Jim Bollerman, Jim Filip, Margo Takian, AJ Solomon, Carla Cefalo-Braswell arrived 1:30pm, and Jay Cosgrove at 1:50pm.

Purpose of meeting: Executive discussion from Annual Meeting - AJ's stated that the reason for the meeting is to discuss litigation. In order to begin action, we must get a petition signed by the Business owners. Jim Filip asked what are the grounds to sue the town? AJ's stated that they can't just ignore their constituent's requests and outcry for no justifiable reason. They should not be serving the people with their personal opinions. It's illegal to change what they have been doing without creating or amending an Ordinance. In order for us to pursue legal action, we need to have the petition signed by more than 50% of the business owners. Jim Filip asked what are our odds of getting a majority and Nancy stated, it is the property owners who have a say and not the business operators. Some people do not own the building in which they operate their business.

Carla explained that she met with some SID professionals and experts and that in most cases a governing body supports the BID and the stakeholders want to opt out. We have a unique case by where stakeholders paying a majority of the money want to pay and support the program. The HBP By-laws state that business operators (renters) are members and have a vote regardless. In essence, you pay through your rent and you participate which helps the CPO keep their building rented instead of vacant. Johnny Urbanski has publicly disagreed with the by-laws and used taxpayer's money to send a petition via certified mail in 2006 to only those who pay the assessment. It was not valid. Copies are on file with the office and cd's of the Council Meeting for review if anyone is interested. A solid petition with a majority of those assessed would gain a lot of publicity in our favor, however the petition would also be crucial to take legal action.

A preliminary petition was written and the board felt it too wordy. The goal is to rewrite the petition. A motion was made by Nancy Burton to form a subcommittee to work on the petition and second by Margot Takian, all were in favor and the subcommittee is as follows:

Carla Cefalo Braswell – Executive Committee
Jay Cosgrove – Executive Committee
Nancy Thomas as a business operation
Rafaela Lee as an Apartment owner
AJ Solomon as a Commercial Property Owner

Margo made a motion to pay the attorney one hour to review language of the petition, Jim F second and all were in favor. The committee will meet from here on in without minutes and report back to the Board.

Lynda questioned the budget of the remaining events. Carla explained that she would meet with Lynda separately and provide numbers on what each event generally costs. However, the income is received money daily from vendor fees that pay for a majority of the events. This does not include sponsorship dollars, which are a separate line item on the P&L statement. Most events are self-sustaining and there is always room to make more money. Closing a few more streets would enable more vendor spaces as we sell to capacity each year. Carla asked Lynda to help in any way she can to expand the event income especially for Oktoberfest. Lynda suggested we did not need the fireworks. A sub-committee will work on event expansion later on as they approach. The main planning has been done. Destination marketing has been completed and advertising of the events occurs in January in the State and County tourism sites and publications. Jim F made a motion to adjourn and Jim B second. All were in favor and the meeting adjourned at 2:15 PM.

Submitted by: Carol Bucco