

**Highlands Business Partnership
District Management Corporation
Highlands Business Improvement District (BID)
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Regular Board of Directors Meeting – August 24, 2009**

The HBP regular board meeting public session of the Board of Directors was called to order at 7:55 PM by HBP President, Carla Cefalo Braswell announced that the HBP meeting notification was in the Asbury Park Press and highlandsnj.com. The meeting was held at the Robert D. Wilson Community Center, 22 Snug Harbor Avenue, Highlands.

Meeting Attendance: P = Present A = Absent

L. Bodnar-Nolan	A	J. Cosgrove	P	N. Burton at 7:45PM	P	J. Filip	A
J. Bollerman left at 8PM	P	R. Walker	A	F. Rosiak	A	L. Cervantes	A
C. Cefalo-Braswell	P	M. Takian	P	R. Lee	P	W. Weber	P
D. Lentz at 7:35PM	P	L. Rose	P	AJ Solomon	P	C. Francy	A

Also in attendance were Mayor Anna Little; Carol Bucco, HBP; Ken Braswell, ShoreGrafx. Robert Lee

The action items were moved for a vote immediately because some members had to leave early due to family obligations. AJ Solomon made a motion to accept the audit for 2008 that was delayed due to employees of the Curchin Group. Bill Weber seconded motion. All were in favor.

AJ Solomon moved the minutes of the Annual Meeting of March 23, 2009, Special meetings of February 9, 2009, February 23, 2009 and April 10, 2009. Seconded by Jay Cosgrove. All were in favor.

Treasurer's report was not available due to Bill being ill but will be e-mailed to the Board. A profit & loss statement through 8/23/2009 and other financial reports were presented to the Board.

Carol read a letter sent by Nina Flannery and authorized by the governing body inquiring about how the HBP was going generate revenue and become a self-sustaining entity beyond November 2009. The HBP has not responded to the letter as we have obviously reported that the events were our only means to sustain to Councilman Francy. The 2010 calendar has also been advertised in the Visitor Guide and provided to Tim Hill for the DOT.

HBP will need to seek a replacement for Lori Ann Bodnar since they have closed the business and have been unable to participate due to having a baby. A letter will be sent thanking LoriAnn for her loyal years of service. John Koenig is interested in serving again now that he is no longer sailing. An email nomination and vote will be held in the near future.

The HBP received a New Jersey Travel & Tourism in the amount of \$10,000. We have been awarded \$8,000 and will receive the remaining \$2,000 when we file the report with invoices explaining how the grant funds were utilized. A large portion of the grant was used to print 25,000 copies of the new 2-year visitor guide, new billboards and ad placements for destination Highlands.

Carla gave a Kavookjian Restoration Committee update since a balance of the financial reports provided reflected the fundraising money from this committee. The Kavookjian field had fallen into a state of disrepair and approximately in 2002 a committee was formed at the request of Tom Kavookjian at a council meeting. Members included Rebecca Kane and Anna Little, both Councilwoman at that time, Chief Blewett, Tom Kavoojian, Tim Hill and perhaps others. At that time they made some minor repairs to the grounds of the field. This year their committee spokesperson, Tom Kavoojian approached the HBP president at the Highlands Earth Day event in April and asked to use the HBP raffle license to fundraise. It was offered by Tom Kavoojian that HBP would be included in all press releases, signage and public relations. Carla polled the Executive committee members, Jay Cosgrove, Rafaela Lee, William Weber and Jim Filip and it was agreed this type of project falls within our goals and initiatives and we would be happy to file the raffle permit. The raffle was filed in Atlantic Highlands since the event was held at the Shore Casino. The HBP was not included in any planning meetings. Mr. Hill kept the HBP apprised as the event drew near. Mr. Hill was concerned that no one has contacted HBP and knowing our financial budget situation from attending Council meetings, he called the office 3 days prior to the event to be sure we would be able to cover the expense of the Shore Casino dinner, the band and anything else that needed to be paid on the night of the event. The exec board was taken back by not be included or called for a meeting since we were expected to lie out the money until the deposits were made from the fundraiser. Mr. Hill met with Exec board members on Friday, July 24, the day before the July 25th event with an excellent accounting record and helped to

deposit all monies accordingly into the HBP bank account. Computerized accounting reports were provided to Mr. Hill to keep track of the monies. Upon payment of the bills for the event and the recording of the monies earned (all raffle reports have been filed with legalized games in August), the HBP bank account reflects the remaining profit from the fundraiser in approx. \$6,000.00. Carla and Bill Weber were present at the fundraiser for the purpose of handling the ticket sale totals and counting for the licensing requirements. The HBP was never mentioned in the press release or signage and only as an after thought at the fundraiser due to the integrity of Mr. Hill. The Board has expressed their discernment. The BOD would like to see the fundraising proceeds not reflected in the balance of our account. The Exec Board will discuss with Mr. Hill.

The Clam Fest report is included in your meeting packet and there was approx an \$8,000 profit. Carol reported two major incidences that the police were called. A wire for the stage worth approximately \$1,300 was stolen from the stage and someone was scalping ride bracelets. The ride owner at an old friends request gave 8 4-day bracelets to his friend's son for the poor kids in "Kenny" Parker. As it turned out the bracelets were duplicated to about 30 or more and only 2 bracelets were given for "poor kids". The rest were scalped at a liquor establishment and given away to their employees per the ride company who got the information from the culprit. The one-day bracelets in the ticket booth were sold for \$20 each. Carla stopped the rides from honoring these bracelets and the whole story came out. Unfortunately some children of Borough employees were wearing the scalped bracelets. They knew it was wrong but did it anyway. The HBP reported it to the police but have been told that is not criminal and it is between the HBP and the ride company since they gave them. No investigation was done as to the counterfeit production or any other matter. Mayor Little complemented the Clam Fest and apologized for our troubles on behalf of the borough and would like to see an investigation. Carla reported that HBP received 25 minutes of air time on NJ News and Ken recorded it and will edit and put on website.

The Twin Lights Bike ride will take place on 9/26/2009. Approximately 12 parking marshals are needed for the different parking lots Municipal, Doris & Ends, Seastreak, the Elementary School etc. We are renting the VFW parking lot for registration and we will need some people to help there. We don't make money but they usually donate something to the town i.e. bicycle helmets for children etc. We will need at least 15 volunteers. Carla proceeded to explain the actual activities/bike rides that will be taking place that day. A discussion ensued about specials to get the riders back to eat and drink at our restaurants.

The Oktoberfest is October 3rd with a rain date October 4th. Preparations are underway for that event. Linda is working with the beer distributor, Fireworks Company and Jay is working on the food menu.

Carol explained that we advertised to all of the businesses the previously agreed upon sale of the dock used for the water taxi. Many people expressed interest in the purchase but when the deadline date came only Doug Lentz brought a check and we sold him the dock for \$2,000. We got a rebate on our insurance for the water taxi that amounted to approximately \$1,386. Carla explained that there is still a \$2,000 balance due on the boat lease and that some members feel due to the deposit made by HBP for \$3,900 at the time of the taxi purchase, the balance should be negotiated.

Mayor Little asked Carla explained the Live Where You Work Program. Anyone who works anywhere in the borough and is a first time homebuyer can participate. You can obtain closing costs and down payments as a forgivable second mortgage. Carla reported on the Miller Street welcome sign and future landscaping as well as working with Bruce on fence issues.

Discussion was held on the unfairness of the trash removal since some businesses were still getting their trash picked up. Anna reported that the ordinance is being rewritten. Carol mentioned the problems with the recent ABC regulations. Several restaurants were having problems with employees that had a previous record. The HPD discovered this during the fingerprint process and has notified the establishments in writing to "fire" the employee. The offense occurred so long ago that a petition for removal of the criminal disqualification can be filed. Unfortunately the permit is a very long and has 5 pages of instructions and approx. 10 pages to be completed plus the additional fees.

Mayor Little announced several upcoming events:

- Brookdale Big Band Concert 8/28/09
- Firehouse dedication 8/29/09
- Garden Club Plant Sale 9/19/09
- HPD and Lenny Abbot Memorial Breast Cancer Walk – Highlands Cares 10/25/09

Doug Lentz made a motion to adjourn at 9:30 PM. Rafaella Lee seconded it. All were in favor.
Submitted by Carol Bucco