

**Highlands Business Partnership  
 District Management Corporation  
 Highlands Business Improvement District  
 PO Box 375, 140 Bay Ave, Highlands, NJ 07732  
 732-291-4713 F/732-872-1031 www.highlandsnj.com  
 Annual Meeting & Election – March 29, 2011**

HBP President, Carla Cefalo Braswell, called the HBP 2011 annual meeting public session of the Board of Directors to order at 7:00pm. The meeting was held at the Robert D. Wilson Community Center, 22 Snug Harbor Avenue, Highlands, NJ. HBP President, Carla Cefalo-Braswell read the meeting public notice announcement.

| <b>Meeting Attendance: P = Present A = Absent</b> |                               |
|---|-------------------------------|
| AJ Solomon - P                                    | L. Cervantes - A              |
| C. Cefalo-Braswell - P                            | L. Colby - P                  |
| D. Lentz - P                                      | M. Takian - A                 |
| F. Nolan (Mayor/Planning Board Liaison) - P       | N. Burton - A                 |
| J. Bollerman - P                                  | R. Kane (Council Liaison) - A |
| J. Cosgrove - P                                   | R. Lee - P                    |
| J. Filip - A                                      | W. Weber - A                  |
|   | Resident - Vacant             |

Also in attendance were Henry Potter, Arnie Fuog and Ken Braswell.

HBP Secretary, Rafella Lee checked the registered HBP members into the election book at 7pm at the Robert D. Wilson Community Center, 22 Snug Harbor Avenue, Highlands, NJ.

A motion was made from AJ Solomon to adopt the minutes of the February 7, 2011 meeting and second by Jay. All were in favor and the motion carried.

The Treasurers report was not available to Bill Weber being ill. Larry made a motion to send via email and AJ second. All were in favor and the motion carried.

There were three vacant seats for Commercial Property Owners:

Carla Cefalo-Braswell, Block 52 Lot 2

William Weber, Block 48, Lot 7

Margot Takian, Block 96, Lot 3

There were two vacant seats for Business Operators:

Jim Bollerman, Sandy Hook Bay Marina (also CPO)

Larry Colby – Colby Plumbing Company (also CPO)

There was one resident vacancy with a valid petition submitted by Helen Maresca. Resident Arnie Fuog expressed interest but thought a petition was to be submitted at meeting. The board clarified the process. Since the election was uncontested the petitions submitted filled all six seats.

Although the Annual meeting is held for Election purposes only, the Board opened up the meeting for public comment since Arnie Fuog wanted to discuss volunteering for property maintenance. Mayor Nolan explained his efforts towards aggressively working with the property maintenance office and his requests to HBP for zoning recommendations to be used as a business recruitment tools. In addition, Mayor Nolan explained some of the plans to put forth a ten-year tax abatement to attract new business. Discussions were had regarding various efforts of HBP regarding property maintenance initiatives. AJ expressed her concerns with on-going lack of property maintenance and lack of streetscape improvements. She commented on driving through Fairhaven and other downtowns and how wonderful it looks. AJ questioned the Mayor as to why we did not have streetscape and Mayor Nolan explained how the former underground utilities project would have been a step towards that direction in Highlands at the expense of the business owners. Carla further explained the committee's efforts and expressed how it is imperative for the Borough to focus on lack of property maintenance and how it has a negative effect in our downtown. Mayor Nolan agreed and is committed to working with officials in this process. Arnie agreed to volunteer to assist with Visual improvement recommendations.

A motion was made to close the public comment at 8:30 by AS Solomon and second by Larry Colby. All were in favor