

**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  
 Regular Meeting – June 24, 2015**

HBP President, Carla Cefalo Braswell, called the HBP regular public session of the Board of Directors to order at 7:41pm. The meeting notice was read into the record. 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>	
Carla Cefalo-Braswell - P	Jeanne DeYoung - A
Jay Cosgrove - A	Staci Gilchrist - P
Rafaella Lee - P	Ara Jamgochian - P
Kim Slate - P	Douglas Lentz - A
Jack Bevins - A	Garrett Newcomb - P
Nancy Burton - P	Rosemary Ryan - A
Leo Cervantes - A	Rebecca Kane (Council Liaison) - P
Larry Colby - A	Kevin Redmond – Planning Liaison - A

Also in attendance were Nikki Berzinskis, Valley National Bank, Steve & Pat Solop, Steve Solop Custom Shirts, Brian Wioncek & Tess Elkins, LogoWear Pros, Christian Lee, 2 Navesink Ave. Beach House Apartments, Councilman Doug Card, Barbara Iannucci, Kim Ramin, et al Fine Foods.

Carla Cefalo called the meeting to order at 7:50 PM, and read the public notice and roll call was taken with a quorum of 8 members being present.

A motion was made by Ara Jamgochian to adopt the minutes of the March 25, 2015 meeting and second by Staci Gilchrist. All were in favor and the motion carried; Councilwoman Rebecca Kane and Nancy Burton abstained.

**TREASURER’S REPORT**

The Treasurer’s report was presented. There is \$22,603.27 in the Valley National Bank checking account, less outstanding checks of \$4,571.57, leaving a balance of \$18,031.70. In the Valley National Hope for Highlands account there is a balance of \$31,208.03, less outstanding checks of \$3,632.10, leaving a balance of \$27,575.93.

Councilwoman 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**

**Special Presentation by John Warren - Update on Leasing at Ft. Hancock** – John Warren, from Gateway National Park, Ft. Hancock, gave an update and overview on the process of the leasing project at Ft. Hancock. The primary focus was the streamlined process specifically for non-profits. He distributed materials and answered questions. Information is available on their website.

**2014 Audit-** 2014 audit was completed by Curchin Group and filed with the Department of Community Affairs and with the Borough of Highlands.

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**Robin Hood Update** – We had a situation with the last house we were working on where the owner abandoned the home and the bank took over the property. We sent a certified letter stating that we were hereby cancelling her project. We spoke to the contractor, who got issued a partial payment to get permits and materials to start the project and he will be refunding that money. This will wrap up the housing element of the grant money; the remaining balance will go into Veterans Park improvements, being that the park serves families of the community.

### **Marketing & Communications**

We had Visitor Booth at Bike NY 5 Boro Bike Race and at Asbury Pride. 2015 Visitor Guides were distributed at the Bike NY, 5 Boro Bike Ride, Pride in Asbury Park and through County Tourism, various travel shows and locally.

Farmers Market Honey – We decided that since the honey sold at the market was in such demand, and the honey vendor cannot always be there, we decided to label our own Highlands Honey, which we will make available to sell at the market when he isn't attending. It will be sold for \$10 a jar, and we get a 40% profit on each jar.

New Jersey Travel & Tourism Grant – We recently submitted a NJ Travel & Tourism grant for \$25,000.00.

Marketing Sub-Committee – We would like to form a marketing sub-committee, brainstorm some ideas that we could implement in 2016 if we receive the tourism grant. Some ideas include, extending the season, restaurant, pub and walking tours, a mobile application, additional advertising on bus, trains ferry, Social Media expansion.

### **Events Committee**

Seaport Craft Show - The 15<sup>th</sup> Annual Seaport Craft Show took place on Sunday May 24<sup>th</sup>, with 40 vendors, 15 more than 2014. We had many new vendors, they were all juried, with handmade items only. We added acoustic music, which was a huge hit and made it very festive. The Shoppers were plenty and the vendors were very pleased with their sales for the day. The Craft show was featured as one of the top 9 things to do Memorial Day Weekend in the Asbury Park Press.

Taste of Highlands - Taste of Highlands, we are working with the Highlands Borough Art Council to incorporate artists into Taste of Highlands. We have gotten 6 artists to participate and we have added them to the map and included them in the press release. We have 18 locations and we have yellow backpacks that we will be filling with menus or anything the businesses would like to distribute. The proceeds will go to Veterans Park improvements.

Farmers Market - The annual market begins on Saturday, June 27<sup>th</sup>, same day as Taste of Highlands. We will be urging our farmers to sell Jersey Grown produce this year. We have our returning farmers and many other specialty vendors.

21st Annual Clamfest – taking place from July 30 – August 2. The board spoke a little bit about expanding the footprint of the festival this year, we are outgrowing our space and we are looking to increase our profits, which always go back into the community. We have asked our liaison to speak to Chief Blewett about extending it another block.

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**Economic/Community Development**

Veterans Park Boardwalk – Councilman Card has been working with the HBP on the boardwalk project. He has been organizing volunteers to help with the project. Barry Heffernan from Tribar Services, has provided his services and staff to replace the boardwalk, HBP has purchased materials, the deck boards and the hardware required. Once the structural part is completed, the next phase, installing the decking will go quickly. A local vendor, Perma Fence will install deck railing on the boardwalk. We are in the process of figuring out the logistics on that part of the project. The boardwalk will be completed by the Sounds of Recovery concert. Councilman Card suggested a business contributing an additional \$5,000 to expedite the project and Carla said the HBP can revisit and probably could utilize Taste of Highlands proceeds towards it. Councilman Card stated he met with Mr. Hill and that there was a small amount of funding available through the town that could be used. Carla reminded the audience that this is an advertising barter contract with tri-bar. She explained that there is still an issue of the electric to be repaired in Veterans Park that we will be sending a formal request to the governing body to assist in that project. Councilman Card suggested that a portion of the Open Space funding be allocated to repair the electric. Councilwoman Kane stated she had the town purchasing agent, Kim Gonzalez, pull the project worksheets for the park to determine what is not paid out by insurance, what can be used and what is readily available. She would like to use Open Space funding for other projects, not projects that are FEMA applicable, or use FEMA in conjunction with Open Space funding. Carla stated that the Open Space Fund is tax paid by residents. The park is in desperate need of lighting as well as well as a landscape plan. The plan will cost in excess of \$50,000.00.

EDA Streetscape Project Update – A Streetscape update meeting took place on June 15<sup>th</sup>, with the town officials. We wanted to make sure that the businesses would know when their storefronts would be impacted. The project will impact Veterans Park to Valley Street. Waterwitch from Shore Drive to Bay Ave, and Bay Ave. to Huddy Ave. We will be having a groundbreaking ceremony and press release when the project begins. The project will include new decorative lighting, bike racks, benches and trash receptacles. Christian Lee, Beach House Apartments, developed a tree plan, with suggested trees and maintenance plans, which we submitted. They included one of the trees in the streetscape plan. Potted or contained trees were suggested to prevent the trees from growing beyond a certain height. We would like to address that the street signs be included in the project.

**Visual Improvement Community**

Wayfinding Signage – The Wayfinding signs have been updated for 2015. They must be done once a year in the future, they are alphabetized and it is very time consuming to update them. HBP pays for the installation to be re-alphabetized.

Miller Street Mural – Jim is in the process of launching the mural. HBP prepped the wall with a professional power washing and had it primed. When completed, we will be sending out a press release and it will be documented in photos as the project progresses. Jim's father recently passed away, Mr. Kovic was very instrumental in the business community in Highlands. He started the first Chamber of Commerce and served on the HBP Board. We would like to Adopt-a-Bench in his name. We have been in contact with the family and they will be telling us what they would like on the plaque and we will be placing it near the mural.

Frank Hall Monument – We are looking into sprucing up the area, power washing the monument and making a seating area to view the mural. Councilwoman Kane commented that the site was one of the sites being considered for the new borough hall. If that does become the site, Frank Hall Park may be used for other purposes.

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**OLD BUSINESS**

Property Maintenance clean up – We will be sending notices to businesses that have not fixed their buildings, clean their windows and crack down to clean up the storefronts. Councilwoman Kane commented that the Borough would be implementing the PPBR program, (Personal Property Debris Removal). This is a FEMA funded project at 90%, and what it will do is knock down abandoned homes from Sandy. They will begin knocking down homes within the next two months.

**NEW BUSINESS**

LogoWear Pros – We welcomed LogoWear Pros, 1 Bay Ave. Brian Wioncek thanked the HBP and the members of Council for all their help and support for their Grand Opening.

Steve Solop Custom Shirts – We welcomed Steve and Pat Solop of Steve Solop Custom Shirts, 208 Bay Ave.

AM Marina – AM Marina received their mercantile and have been given a welcome packet. They have declined a ribbon cutting ceremony at this time.

Pending mercantile – Porcini Bistro – 168 Bay Ave.

Nancy Burton suggested that the HBP should make a series of postcards that the businesses could sell.

A motion was made to adjourn at 9:42PM by Nancy Burton, second by Ara Jamgochian. All were in favor and the meeting adjourned at 9:42PM.

Submitted by Diane Gunter