

**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 – September 23, 2015**

HBP President, Carla Cefalo Braswell, called the HBP regular public session of the Board of Directors to order at 7:40pm. 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</b>	<b>A = Absent</b>
Carla Cefalo-Braswell - P	Jeanne DeYoung - P
Jay Cosgrove - A	Staci Gilchrist - A
Rafaella Lee - P	Ara Jamgochian - A
Kim Slate - P	Doug Lentz - P
Jack Bevins- A	Garrett Newcomb - P
Nancy Burton - P	Rosemary Ryan- A
Leo Cervantes - P	Rebecca Kane (Council Liaison) - P
Larry Colby - A	Kevin Redmond – Planning Liaison - P

Also in attendance were Andrew Stockton, Planning Board Chairman, Gert Sofman, Gert's Snacks & Spices, Tess Elkin & Brian Wioncek, LogoWear Pros, Karen Gorhan, Kranky Cycles, Kim Ramin, Et al Fine Foods. Carla Cefalo called the meeting to order at 7:30 PM, and read the public notice and roll call was taken with a quorum of 10 members being present.

A motion was made by Councilwoman Rebecca Kane to accept the minutes of the June 24, 2015 meeting, (emailed to the Board for review on 9/21/2015) and second by Kim Slate. Councilman Kevin Redmond, Leo Cervantes and Doug Lentz abstained. All were in favor and the motion carried.

**TREASURER'S REPORT**

The Treasurer's report was presented. There is \$15,705.08 in the Valley National Bank checking account, less outstanding checks of \$1,709.18, leaving a balance of \$13,995.90. In the Valley National Hope for Highlands account there is a balance of \$18,708.03, less outstanding checks of \$3,632.10, leaving a balance of \$15,075.93.

Councilwoman Rebecca Kane made a motion to accept the HBP and HFH Treasurer's Reports. Second by Kim Slate, all were in favor, none were opposed and the motion carried.

**COMMITTEE REPORTS:**

**Executive Committee**

Robin Hood Report - 15 Miller St was one of our two last projects. Two checks were issued to the contractor, David Heitman, to obtain permits and material. The owner of the property would not return phone calls to either the contractor or the Highlands Business Partnership. We have found that the bank has taken the property. The contractor, had agreed to refund the deposit he has been paid to date, but as of yet he has not refunded the amount due, which is \$6325.00. We have sent him a notice via Certified Mail. The remaining outstanding project is 9 Locust St. This project has been on hold, as the final phase of the work was laying concrete. This was delayed to the house being raised. The contractor that is raising the house will be doing some of the concrete work that we had planned to do in the original project. We had to reevaluate what is now needed to be done after the house is lifted. The contractor doing this project has been in touch with the company that is raising the house and has quoted that a balance of \$1,715.57 will be needed to complete the project, instead of the original quote of \$3,000.00 for the final payment. We will have both of these projects closed out by the end of the year.

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### **Marketing & Communications**

Marketing Committee Planning – We had a marketing committee meeting, and put together some long term/short term goals. We applied for \$25,000.00 2016 Tourism Grant through the NJ Department of Travel and Tourism. We are implementing some of our short-term goals by extending the season, with the Fall Into Highlands, Where the Jersey Shore Never Ends campaign. We will be partnering with Seastreak for a month-long Oktoberfest event every weekend and adding a Zombie Parade and Pub Crawl. All of the Oktoberfest events will end with a shuttle bus that Seastreak is providing to take people to Highlands businesses from 4-7PM for specials. We will be giving maps with the participating businesses listed and the specials they will feature. Seastreak Oktoberfest will begin September 27<sup>th</sup>, and continue every weekend through October 31<sup>st</sup>. We are hopeful this will grow, so that Highlands will be a true fall destination. Doug Lentz suggested we combine our Oktoberfest with theirs in the future.

Fall Brochure – Have been distributed to all the local businesses and the Seastreak Ferry Terminals including NY.

2016 Visit Monmouth County Guide – We will be renewing our ad in the 2016 Monmouth County Guide and listing all of our new events and highlighting Fall Into Highlands campaign.

Social Media – We have expanded our social media and online ad campaign promoting our events.

### **Events Committee**

Clamfest Wrap-up – We will be emailing the P&L report that gives the total income and expenses for Clamfest.

Farmers Market Fall Season – The market will continue through November 1<sup>st</sup>.

Twin Lights Ride – Twin Light Ride is this Sunday, September 27<sup>th</sup>. As of today we have 2,700 pre-registered cyclists, which is an all-time high. Bike NY has hired The Jonzes to perform and we have asked them to hire an additional police officer due to the high attendance. Bike NY wanted to add something for children this year, so they will be having a Kids Bike Parade with the assistance of Garrett Newcomb of Kranky Cycles. The parade will start on Waterwitch Ave. in front of Kranky's and will make a right onto Bay to Seadrift Ave. where they will make a right and continue to Shore Drive; turning right onto Shore Dr. back down to Waterwitch Ave. The streets on the route will be closed for 15 minutes. There will also be a Learn to Ride Bike Clinic available, where professionals will be there to teach anyone of all ages to ride a bike; you must have a bicycle and helmet to participate. The PBA will be at the ride selling hamburgers and hotdogs. Bahrs, Havana, Et Al and Chilangos will also be participating as vendors. We will be advertising our local business specials in a handout to give to cyclist after the ride.

Oktoberfest – is October 4<sup>th</sup>, 2-9PM, with a rain date of October 5<sup>th</sup>. We have a great German Oompah Band booked with dancers and several new German beers in the beer/wine garden. In addition to the Bavarian food we will have Chilangos, Bay Avenue Bakery, Havana, HFD and Et Al. We also need volunteers so please sign up.

Zombie Parade & Pub Crawl – We have signed a contract with a team of make-up artists from the NJ Zombie Walk, in Asbury Park. Starting at 10AM, October 24<sup>th</sup>, we will have a tent set up in Huddy Park for the make-up artists, and there will be packages to purchase different levels of make-up. The NJ Zombie Walk Thriller Dance Team will perform at Huddy Park pre-parade and following the parade at Veterans Park on the boardwalk.

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We will have a costume contest with prizes at Veterans Park, where there will be best male, best female and best children's categories. Following the parade and festivities at Veterans Park we will have a Zombie Pub Crawl, with possible appearance of the Zombie Burlesque Show and Gorgeous & Gory, the Zombie Pin-Up Collection, author. Jess Rajs will be signing books at various locations. The Pub Crawl will cost \$20.00 and include a commemorative tumbler, access to a party limo bus and discounts at participating establishments.

### **Economic/Community Development**

Veterans Park Boardwalk – The boardwalk is completed except for the handicapped ramp. We are going to be doing some landscaping along the boardwalk sometime in the spring.

EDA Streetscape Grant Update – There will be a groundbreaking ceremony tomorrow, September 24<sup>th</sup> at Cornwall Square. Construction is scheduled to begin Monday, September 28<sup>th</sup>.

Planning Board Commercial **IMPORTANT** Stakeholder Meeting – September 28 – Andrew Stockton was present to give a briefing on the Stakeholder Meeting to be held at the Highlands Fire House on Shore Dr. We have included a survey in the board-meeting packet for everyone to fill out. Mr. Stockton said that the last time a Master Plan update was done was in 2004; this is something that should be done every 7 years. The process involves a series of Stakeholder meetings, to get feedback on what's wrong, what could be improved, goals and objectives. There are many elements to the plan, including a housing element, economic element, traffic circulation and how we deal with flooding. Monday nights meeting will be focused on businesses and HBP presentation. The next meetings will be focused on residents. They will be getting feed back from the Historical Society, the Garden Club and any environmental groups as well. There should be ongoing dialogue with the planning board.

DBIZ Update – Councilman Redmond – A bid went out for the water-drainage project that will hopefully help with flooding in the Huddy Park area. There was only one response to it, which was over-bid. It went out a second time and it came back from the same bidder, over bid again. Carla asked when the contract term is up and Councilman Redmond stated they were asking for an extension. The HBP put the application in on behalf of the Borough and received \$500,000.00. The zero interest loan goes to the municipality for the project, zero interest for 15 years and you do not start paying it back until the project is completed. There is also the possibility of turning it into grant dollars, but the project must be implemented. Councilman Redmond stated the problem is that they are \$300,000.00 short of what the grant gave them. The project would cost \$800,000.00.

### **Visual Improvement Community**

Miller Hill Mural – Jim Kovic is in the process of finishing the mural. He would like to look at more photos to for ideas. We would like more modern images for the remaining post-cards.

Fall Decorations – Fall decorations will be put up this week, September 25<sup>th</sup>. Volunteers are needed to hang up cornstalks.

### **OLD BUSINESS**

Property Maintenance - The property maintenance officer has resigned and the borough is currently looking for a full-time replacement.

### **NEW BUSINESS**

Sandy Hook Bay Marina Ground Breaking – A ground-breaking ceremony was held by the Bollerman Companies and all town officials and HBP members were invited. The project is the largest project since Super Storm Sandy. We are looking forward to it changing the landscape of Highlands.

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Borough Projects – Councilwoman Rebecca Kane – The Community Center is slated to open mid-October. Once the pipe is laid for the Bollerman project, Shore Drive will be repaved. Shrewsbury Avenue will also be repaved. They are still working on updates for the flood mitigation project. The North Street pump project will be started soon as well. Councilwoman Kane said that they are very close to choosing a site for the borough hall facility.

A motion was made to adjourn at 9:05PM by Councilwoman Rebecca Kane, second by Kim Slate. All were in favor and the meeting adjourned at 9:05PM.

Submitted by Diane Gunter