

**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 – November 19, 2018

HBP President, Carla Cefalo-Braswell, called the HBP regular public session of the Board of Directors to order at 7:33 PM and read the public meeting notice. Roll call was taken with a quorum of 12 members being present.

Meeting Attendance: P = Present A = Absent		
		Jeanne DeYoung - A
Carla Cefalo-Braswell - P		Staci Gilchrist - P
Jay Cosgrove - P		Nikki Berzinskis - P
Rafaella Lee - P		Doug Lentz - A
Kim Slate - P		Garrett Newcomb – P
Jack Bevins - A		Sue Kinsella- P
Nancy Burton - P		Anna Little - Advisory Board- A
Leo Cervantes - P		Councilwoman Carolyn Broullon (Council Liaison) - P
Craig Bahrs - A		Andrew Stockton – Planning Liaison – P

Also in attendance were Gert Sofman, Gert's Snacks & Spices, Christian Lee, Beach House Apartments, Mark Hinlicky, Hinlickity's Ice Cream, Bill Iler, Summerhouse, Councilman Ken Braswell, ShoreGrafx, Mark Boroski, 231 Restaurant, William Hartigan, 165 Bay Ave., Peter Burch, Project Compassion, Gina and Don Melnyk, residents, and Patty K., resident. We went around the room and everyone introduced themselves and told a little about themselves.

A motion was made by Kim Slate to accept the minutes of September 17, 2018, and second by Staci Gilchrist. Nancy Burton, Leo Cervantes, Sue Kinsella and Andrew Stockton abstained. All were in favor and the motion carried.

Rafaella Lee, Treasurer, presented the Treasurer's report. There is \$10,445.02.41 in the Valley National Bank checking account, less outstanding checks of \$4,946.41, leaving a balance of \$5,498.61. The Valley National Hope for Highlands account has a balance of \$359.41. Nancy Burton made a motion to accept the HBP and HFH Treasurer's Reports. Second by Councilwoman Broullon, all were in favor and the motion carried.

Executive Committee:

The HBP 2019 Budget was presented and reviewed with the board. Carla stated there was an increase of \$3,000 in the budget in case of legal fees. Staci Gilchrist made a motion to accept the 2019 Budget. Second by Kim Slate, all were in favor, none were opposed and the motion carried.

The 2018-2019 Goals & Objectives were reviewed. Nancy Burton made a motion to adopt the 2018/2019 Goals & Objectives. Second by Sue Kinsella, all were in favor, none were opposed and the motion carried.

2018 Audit was completed and sent to the Borough and mailed to DCA. The 2019 Meeting Schedule was presented for approval. Nancy Burton made a motion to accept the 2019 Meeting Schedule. Second by Nikki Berzinskis, all were in favor, none were opposed and the motion carried. Diane will publish in the Asbury Park Press as required in January.

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Marketing & Communications:

HBP submitted a grant application for 2019 to NJ Travel & Tourism Marketing for \$25,000. We were awarded \$16,250. HBP Member, Christian Lee of Beach House Apartments, gave a brief report on marketing efforts.

Networking breakfasts will continue in 2019, with special guest speakers and presentations.

Events

Proposed 2019 Calendar of events for discussion approval and submission. Sue Kinsella made a motion to accept the 2019 Event calendar. Second by Kim Slate, all were in favor, none were opposed and the motion carried.

Grand marshal nominations were discussed in great length. Since the board could not come to a consensus, Carla will announce at next meeting or by email.

Economic/Community Development

We are still taking applications for the \$1,000 grant program. We have awarded 5 grants, 3 are pending and we have applications that are not complete.

Visual Improvement

Holiday decorations will be installed by In the Garden next week, we will be ordering lights and garland for the additional poles next year. Volunteer Chris Misita will be putting up the candy canes in Huddy Park on the gazebo and on the Veterans Park sign and Miller Hill sign.

A motion was made to adjourn at 8:53PM by Carla Cefalo, second by Kim Slate; all were in favor and the meeting adjourned at 8:53PM.

Submitted by Diane McIlwaine