

**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 of the Board of Directors
Tuesday, June 11, 2019**

Meeting Attendance: P = Present A = Absent	
Carla Cefalo-Braswell - P	Nikki Berzinskis - P
Jay Cosgrove - P	Staci Gilchrist - A
Rafaella Lee - P	Doug Lentz - P
Kim Slate - P	Garrett Newcomb - A
Jack Bevins- A	Kat Walsh - P
Dave Baker - P	Anna Little - A
Leo Cervantes - P	Andrew Stockton – Planning Board Liaison - A
Craig Bahrs - A	Mayor Rick O’Neil (Council Liaison) - A

Also, in attendance were Donica Basinger, Feed & Seed, Councilwoman Carolyn Broullon, Feed & Seed, Councilman Ken Braswell, ShoreGrafx, Gloria Miller, Seascape Manor Bed & Breakfast, Gert Sofman, Gert’s Snacks & Spices, and Cliff Moore, Economic Development, Borough of Highlands.

Meeting was called to order at 7:30PM and the public meeting notice was read, followed by the Pledge of Allegiance, Roll call was taken with a quorum of 10 board members being present – Carla Cefalo

ACTION ITEMS:

Approval of Minutes

Review February 25, 2019 Special Meeting Minutes, March 18, 2019 Annual Meeting Minutes and proposed change of format for future minutes – Carla Cefalo

- Motion to approve the February 25th meeting minutes – Doug Lentz, Second by Kim Slate, all in favor, motion carried.
- Motion to approve the March 18th Annual meeting minutes – Doug Lentz, Second by Kim Slate, all in favor, motion carried.
- Motion to adopt summarized minutes for future reference – Doug Lentz, second by Jay Cosgrove, all in favor, motion carried,

Treasurer’s Report – Rafaella Lee

- \$9,076.46, less outstanding checks of \$2,384.04, leaving a balance of \$6,692.42. The Profit & Loss Statement with YTD was included in the packet from January 2019 – April 2019.
- Motion to Approve Treasurer Report - Doug Lentz, second – Dave Baker, all in favor, motion carried.

Committee Reports:

- Executive Committee
- 2018 Audit was completed and sent to members via email and is available online. Copy forwarded to Bonnie Brookes and Commissioner, NJ Department of Community Affairs.
- HBP Budget, Sunset, Future – 2019 Budget was scaled back to sunset date of September 30, 2019. In Executive session a sub-committee was formed of members who were interested in putting together a report of services that have been provided to Highlands by the HBP in the last 18 years. Councilwoman Carolyn Broullon, Gloria Miller and Gert Sofman said they would assist.

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Marketing & Communication:

NJ Travel & Tourism Grant – LOI Submitted – 2020 Application due 6/13/19

New Business Welcome – Scooter Dudes, Trama @ One Willow, Bridge Marina Boat Rentals

Scooter Dudes is still in need of a fire inspection and Carla asked Cliff Moore if he could help expedite the procedure with the Borough. HBP will reach out to Mark Feaster to make sure all paperwork has been submitted. We are planning the ribbon cutting for Trama at One Willow once the press release has been approved by the owners. We welcomed Bridge Marina, a boat rental located on Atlantic St. at Brew By the Bay last month, we also included them in a video. Diane will coordinate the business welcomes with the borough through Cliff Moore.

Events:

- Brew By the Bay - approximately \$4,000 profit after expenses. There were 10 breweries.
- Seaport Craft Show - approximately \$3,000.00 profit after expenses. There were over 60 handmade crafters.
- Taste of Highlands is Saturday, June 22nd. We have 23 participants, 19 restaurants/food establishments and 4 retail shops. We took out an ad in the Highlands Section in the Two River Times promoting Taste of Highlands. Carla mentioned that we have been using Red Bank Pulse to make videos of our events to post on the HBP YouTube channel and website and asked the members share them.
- Farmers Market begins next week, we have several seasonal vendors and weekly vendors that signed up.
- Clamfest – 25th Anniversary – we will be having a firework display by Serpico Pyrotechnics to commemorate 25 years and are selling \$100 Big Bang Raffle tickets to help pay for the display. Only 200 tickets will be sold, the winner getting \$10,000, and \$10,000 to pay for the show, if all tickets are sold. The show will be set off on Snug Harbor Beach. We are coordinating with the appropriate town officials once Jack Serpico solidifies the required paperwork. He has been too busy with many large displays, but Diane continues to reach out since March.

Economic/Community Development

- \$1,000 Grant – currently in place – When our budget was cut back, HBP decided that we would no longer be able to continue the grant program. At the Special meeting that took place on February 25th, Mayor O'Neil and Kim Gonzales, the Borough Administrator, stated they would pay for the grants, as there are businesses that had work done are still waiting to receive the grant money promised. They are now saying they can't pay do the program. The Executive Committee will work on this with Cliff Moore.
- MSNJ Transformation Grant Program the letter of agreement needed to be signed by the Borough in order to apply for the MSNJ grant for between \$25,0000 - \$50,000. The window of opportunity was missed, as the Borough would not sign it. We verified with the NJ State agency that even after the sunset and as a 501c3, we would still be eligible for the grant program. Various Council members spoke with DCA and Councilwoman Broullon got it in writing that the HBP would be eligible for this program even after sunset. This grant could have been used for much needed improvement for business facades. A transformation Plan is still available and is a valuable FREE business recruitment and retention tool, however Mayor O'Neil has to sign the LOA. We will continue to pursue.

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Visual Improvement:

- Spring Plantings - There is an issue with watering. Jay stated HBP has no way of watering the planters on Bay Ave. and that he and Diane met with Dave Milmoie, Borough DPW Superintendent to discuss watering the planters. Mr. Milmoie said that we would have to pay more to have them watered than in previous years. They do not have the manpower to do this, and wanted us to pay regular pay, plus overtime and benefits for a DPW employee to water the planters. In 2018, the Mayor allowed us to hire a DPW worker for \$25 per hour and use the borough's truck to hold our tank to water the planters. We also paid the DPW worker to water the Borough's trees. Dave Milmoie said the trees do not need to be watered this year. Businesses should please try to water planters that are near their businesses, until we can come to a solution.

Old Business:

- Miller Hill Phase III – To date, HBP has done terracing on the project, Sprinkler Master donated a sprinkler system, we have been trying to get the area planted through barter sponsors with Frank Rahm, Sprinkler Master and Hufnagel Tree Service, and we have invested in a mural there. Donica Basinger, Feed & Seed, has volunteered to oversee the project, along with Councilwoman Rosemary Ryan. They have met with Frank Rahm and Sprinkler Master is going up to fix the sprinkler system, as it was hit by a truck.

New Business:

- Cliff Moore, Borough ED Intro and Update – Carla Cefalo introduced Cliff Moore. Cliff is a restaurateur; he has owned several restaurants over the years. He was the President of the Keyport BID and the Northern Chamber of Commerce. Cliff is currently President of the Monmouth County Tax Board and employed part-time for Keansburg Economic Development. He stated that even though he has multiple commitments, he promises to respond to emails and calls within a 4-hour window. Cliff serves as the first point of contact for the governing body of Highlands to the business community. His job entails actively recruiting new businesses and development and producing marketing materials as needed. He also supports all social media and performs website updates facilitates programs for business retention and expansion of existing businesses in the Borough, develops regional partnerships establishes market statistics and demographics and supports other departments as needed.

Public

- No comments were made

Adjourn

Jay Cosgrove made a motion to adjourn, Second by Doug Lentz, all in favor, meeting adjourned at 8:55PM

Submitted by Diane McIlwaine