

**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**

**Highlands Business Partnership
Regular Meeting of the Board of Directors
22 Snug Harbor Ave., Highlands, NJ 07732
Monday, September 16, 2019**

Meeting Attendance: P = Present A = Absent	
Carla Cefalo-Braswell – P (via conference call)	Nikki Berzinskis - A
Jay Cosgrove - P	Staci Gilchrist - A
Rafaella Lee - P	Doug Lentz - P
Kim Slate - P	Garrett Newcomb - P
Jack Bevins- A	Kat Walsh - P
Dave Baker - A	Anna Little - A
Leo Cervantes - A	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, ShoreGraf, Patti K., resident, and Karen Gorhan, Kranky Cycles.

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 7 board members being present – Jay Cosgrove noted that this would be our last meeting as the BID DMC.

ACTION ITEMS:

Approval of Minutes

Review June 11, 2019 Meeting Minutes, and August 18, 2019 Special Meeting Minutes – Jay Cosgrove

- Motion to approve the June 11th, 2019 meeting minutes (emailed to BOD on 9/12/19) – Carla Cefalo, Second by Doug Lentz, all in favor, motion carried.
- Motion to approve the August 27th, 2019 special meeting minutes (emailed to the board 9/13/19) – Garrett Newcomb, Second by Doug Lentz, all in favor, motion carried.
- Motion to accept Craig Bahrs Resignation (emailed to the board 9/13/19) – Doug Lentz, second by Carla Cefalo, all in favor, motion carried.
- Motion to accept Gloria Miller to fulfill Craig Bahrs term ending 2020 – Carla Cefalo, second by Kim Slate, all in favor, motion carried.

Treasurer's Report – Rafaella Lee

- \$7,027.03, less outstanding checks of \$1,560.97, leaving a balance of \$5,466.06. The Profit & Loss Statement with YTD was included in the packet from January 2019 – August 2019.
- Motion to Approve Treasurer Report - Doug Lentz, second – Kat Walsh, all in favor, motion carried.

Committee Reports:

Executive Committee

- HBP Current Roster – requested from CFO & Tax Assessor. Jay stated we were in the process of getting the current roster and will be contacting the businesses to write checks.
- Funding/Donations/Sponsorship
Form a sub-committee and set meeting for late September

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Marketing & Communications

- Online newsletter / mailer - Doug Lentz asked about the status of the mailer, that when we ask for money, we should have a fact sheet of the assets that the HBP has provided to Highlands over the past 20 years. He added that there are many positives that no one knows about.

- **Events:**
- Twin Lights Bike Ride – \$75 cost to HBP – cake for volunteer dinner. Kim Slate suggested to ask Bay Ave. Bakery to donate the cake.
- Oktoberfest – Oktoberfest 5th – The event is set with the exception of volunteers.
- Zombie Parade –October 19th - \$350 budget for BID BUCK prizes, Social Media Ads and DJ. We cancelled billboard, pub crawl and shuttle.
- Howl-O-Ween Dog Costume Contest – October 19th - \$200 budget for BID BUCK prizes and Social Media Ads ShoreSide Veterinary Care is sponsoring refreshments and hosting in conjunction with other pet shops.
- Tree Lighting - \$500 horse and buggy ride, \$300 Santa Claus, \$100 - \$150 Volunteer appreciation;
- Holiday Lights Contest - \$300 for BID BUCK Prizes.

Jay added that we have to include Diane's salary, or none of the above is possible. Doug asked if the property owner paid the assessment, or do they pass the fee onto the business that is leasing the property. He added that if the property owner is paying the assessment, that perhaps the business could donate something as well. Jay expressed the importance of getting new sponsorship, and that all the businesses have vendors, and suggested to ask them if they would be willing to donate in some form. Jay stated there would be another meeting in a few weeks to determine how we would go forward with events and funding. Jay said he would like to sit down with the Mayor to find out why the MSNJ Transformation Grant was not signed off on. Doug asked if anyone asked about this at a council meeting and Councilwoman Carolyn Brouillon said Gert Sofman asked that question at a council meeting and said Mayor O'Neil's reply was "I don't have to answer to you".

Economic/Community Development

- Business Recruitment – Jay stated that we still want to be involved in business recruitment. He also informed everyone that businesses could participate in the Borough Bonfire event for free.

Visual Improvement:

- Jay said that HBP will not spend the \$1,000 on Fall decorations as money is tight.
- Holiday Decorations approx. \$2000; \$1275 to get tree from storage and placed, \$500 for Bows & Greens for planters
- HBP's lamp post decorations and the planters are installed at **No Charge by In the Garden as part of their Barter.**

Adjourn

Kat Walsh made a motion to adjourn, Second by Doug Lentz, all in favor, meeting adjourned at 8:00PM