

Highlands Business Partnership
140 Bay Avenue, Highlands, NJ 07732
Phone: 732-291-4713 Fax 732-872-1031
Board email: hbp@highlandsnj.com

Regular Meeting of the Board of Directors
Off The Hook, 1 Navesink Ave., Highlands, NJ 07732
Monday, January 18, 2021 @ 5 PM

Meeting Attendance: P = Present A = Absent	
President - Jay Cosgrove - P	Jack Bevins- A
Vice President - Doug Lentz - P	Carla Cefalo - P
Treasurer - Kim Slate - P	Leo Cervantes - P
Secretary – Vacant	Anna Little – P - via conference call
Dave Baker - P	Gloria Miller - P
Nikki Berzinskis - A	Garrett Newcomb - A

Also, in attendance; Councilman Kevin Martin, HBP Liaison, Mayor Carolyn Broullon, Feed & Seed, Donica Basinger, Feed & Seed, Ken Braswell, ShoreGrafx, Staci Gilchrist, Proving Ground, Harrison Baker, Seafarer, Kat Walsh, Resident, Geoff Pierini, Captain’s Cove Marina, Valerie Montecalvo, Commercial Property Owner, Loredana Nadasan-Cano, Valley Bank

Meeting was called to order at 5:12 PM and the public meeting notice was read, followed by the Pledge of Allegiance and a Moment of Silence for Mr. Baker’s Passing.

Roll call was taken with a quorum of 8 board members being present. Introductions of additional members present, acknowledgement of thanks to Ken Braswell for his service on Council and welcome to HBP Liaison Councilman Kevin Martin.

ACTION ITEMS:

Approval of Minutes

Review September 21, 2020 Meeting Minutes – Jay Cosgrove

- Motion to approve the September 21, 2020 meeting minutes (emailed to BOD on 11/24/19) – Kim Slate, Second Gloria Miller, all in favor, motion carried.

Treasurer’s Report – Kim Slate

- \$43,387.25, less outstanding checks of \$141.67, leaving a balance of \$43,245.58.
- Doug Lentz asked if the balance included CARES ACT grant, Carla explained that we received \$7K for expenses which included utilities, temporary employment and COVID web updates.
- Motion to Approve Treasurer Report – Gloria Miller second by Jay Cosgrove, all in favor, motion carried.

Proposed 2021 Meeting Schedule & Annual Meeting

- Board Meeting Dates: Mondays @ 6PM on was March 29th, rescheduled to April 26th, June 28th, September 20th & November 22
- Motion to Approve – Kim Slate, second by Doug Lentz, all in favor, motion carried.

Valley Bank PPP Presentation - Loredana Nadasan-Cano

Loredana announced that the SBA PPP second round opens on January 19, 2021 and gave an in-depth overview of the program eligibility. Valley will continue provide white glove service for existing customers only. If you did not apply for round 1, you can still apply. Carla acknowledged Loredana and the superb service that she has provided to HBP and the entire business community.

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Other Program Opportunities - ERC Tax Credit Program – Carla read the new changes to the employee retention credit program. As a result of the new legislation, eligible employers can now claim a refundable tax credit against the employer share of Social Security tax equal to 70% of the qualified wages they pay to employees after December 31, 2020, through June 30, 2021. Qualified wages are limited to \$10,000 per employee per calendar quarter in 2021. Thus, the maximum ERC amount available is \$7,000 per employee per calendar quarter, for a total of \$14,000 in 2021. We will email the information to the membership.

Carla also explained that a Shuttered Venue grant will be available to non-profits such as HBP for loss of events, ticket sales, etc. We may apply when available.

Executive Committee Report

- Carla explained that the secretarial position was still vacant and nominated Donica Basinger to fill that role, Donica graciously accepted. Kim Slate second, all were in favor and the motion carried. D&O Policy was renewed and looking into event insurance when needed.
- PKF O'Connor Davies will do a review of the books for 2020.
- Borough Audit of 2019 was sent to the Board.
- Arts Scholarship to be discussed at next Board Meeting for HS Arts Students in conjunction with the Winter Wonderland Project with local Artist Ryan Toth and HHRS Art teacher, Christa Phair.
- Carla reported on Food Drive 500 and Food Drive 2021. A special thanks to Councilman Martin and all of the Bin Managers and volunteers that participate and the Highlands Lions for their assistance in packing and delivering. Jay suggested a second food drive, 2021, by where we raise 2021 items in January after the holidays. A donation was received from Frankie Montecalvo, of Lexus Racing to purchase meats to add to the drive. We will be delivering the 2021 items on January 31 as per the request of the food pantry.
- Larry Colby's bench was installed, thanks to Jay and staff.
- Carla asked businesses with picnic tables on loan to get in touch about the return.

Mayors Report:

- Mayor Broullon reported on the new DPW Director, Ron Boyce. There are plans for park improvements and future amenities. Councilman Martin will keep us informed.
- Mayor Broullon requested that we HBP look into using one company for grease trap cleaning to streamline the process. Staci Gilchrest of Proving Ground will provide the information to HBP.
- Mayor Broullon reported on the status of the Bay Avenue Redevelopment Area. There were questions regarding certain properties and we will schedule and HBP Stakeholder Visioning meeting with the Mayor in the near future.

Marketing Report:

- Carla reported on Monmouth County Tourism outreach and the Visit Monmouth Travel Guide. Highlands has a large spread thanks to our businesses.
- Carla gave an update on fundraising initiatives. Geoffrey Pierini asked how HBP was funded. Carla explained former under a BID vs. present as a stand-alone 501C3 Charitable organization. Businesses make a voluntary assessments and sponsorship packages are also sold. Geoffrey expressed interest in participating and Carla thanked him for erecting the Holiday Tree in Huddy Park.
- Carla provided sponsorship packages to those present and reviewed in detail, most were interested or have already committed.
- HBP Board acknowledged Jen Perkel on her Instagram services and also thanked Diane for her volunteer services.
- Shop Local – Please encourage your customers as we reopen.
- An advertising Kiosk at Seastreak was discussed will revisit when the budget permits.

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Events Report:

- The event calendar was presented. Carla explained that all events are subject to the Governors Executive Order but for the purpose of planning, we need to move forward.
- Dave Baker made a motion to accept the Calendar of Events as presented, Doug Lentz second, all were in favor and the motion carried.

Economic Development Report:

- Carla introduced Valerie Montecalvo, a Highlands Resident for over 33 years. The family purchased various properties in Highlands and she presented their plans and vision for Bay Avenue. She expressed her love for the community and wanted to move forward with various projects. One of the plans presented was for 181 Bay Avenue; a destination event planning business, others included the French Market, and some other retail stores. Her professionals are working on the plans and they will move forward once the Bay Avenue Redevelopment Plan is in place.
- Leo Cervantes of Chilangos also explained his plans for expansion next door. He hired an architect and will have the plans available if anyone is interested in seeing.

Visual Improvement Report:

- Doug asked about the Highway Sign replacement, Jay explained that he is in the process of meeting with the Administrator to discuss restitution since HBP filed a Police Report. Carla asked that the board discuss options for the new sign. The Board and general membership expressed their interest in replacing the sign exactly as the previous sign. We received a quote from our sign fabricator for approximately \$30,000. We need to write a spec if we want to solicit another quote. Carla provided the receipt of the original sign purchased in 2008 totaling \$19,500. HBP spent an additional \$6,500 on repairs to the original sign which split down the middle twice. The sign fabricator did not want to repair it again as they said we were wasting money on the repairs which is why we purchased the new one in 2008. A motion was made by Jay Cosgrove, second by Dave Baker to replace the sign exactly the same as the one purchased in 2008, all were in favor and the motion carried.
- Planters will be coordinated with In The Garden Barter for the Spring/Summer. The Board sent a Thank You email to DPW Director for their assistance in hanging all the holiday lights and greens on the lampposts and Chris Misita, HBP long standing volunteer, installed the greens in the planters.
- Efforts to streamline the sign ordinance process are currently being reviewed.

New Business:

We will be facilitating Ribbon Cutting Events since we could not do them in 2020. We will coordinate dates and keep everyone informed.

Old Business:

None to report

Adjourn

Carla made a motion to adjourn, Second by Kim Slate, all in favor, meeting adjourned at 6:50 PM