

HIGHLANDS BUSINESS PARTNERSHIP, INC.
 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, September 20, 2021 @ 7:00 PM

Meeting Attendance: P = Present A = Absent	
President – Jay Cosgrove - P	Carla Cefalo – P
Vice President – Doug Lentz - P	Leo Cervantes – A
Treasurer – Kim Slate – A	Anna Little – P
Secretary – Donica Basinger – P	Gloria Miller – P
Dave Baker – P	Matthew Lodato - P
Jack Bevins - A	Nancy Burton – P

Also, in attendance; Mayor Carolyn Broullon, Charlie LaRue, Valerie Montecalvo, Mike Salerno, Marta Lefsky, Ken Braswell, Karen Grezner

Meeting was called to order at 7:15 PM and the public meeting notice was read, followed by the Pledge of Allegiance.

Roll call was taken with an initial quorum of 7 board members being present followed by introductions of all in attendance.

Guest Introduction & Summary:

Michael Salerno is from originally from Middletown and now resides in Rumson with his wife and two children. He currently owns about 10 properties on Bay Avenue. He had a vision years ago and saw opportunity in Highlands, which was why he began to accumulate properties. He hasn't done much with them as he is waiting to see how to best development them in alignment with the towns' plans. He sees Highlands as a "Sea Shanty" town with recreation, and nostalgic history. He could also envision Bay Avenue to be somewhat like New Hope with smaller local retail shops mixed with restaurants. He said his vision is not as important as what Highlands has for a vision. When he knows what that is, he can determine the best course for development of his properties.

Some of Mike's current project include: Long Branch on Ocean Avenue near Cooper Avenue; 170 units on 5 acres which he owns with partners, intended to be an adjunct to The Lofts. His project in Red Bank will create a new retail environment for smaller businesses that are enclosed kiosk spaces at approximately 400 square feet each. Mike spoke about how the building plans were modified to include a parking deck as well. While Mike considers himself a developer, he also has a fiduciary company with offices in 5 states. Mike is also collaborating with Valerie Montecalvo, looking at options to work together to help with the development of Bay Avenue.

ACTION ITEMS:

Approval of Minutes

Review April 26th Meeting Minutes

- Motion to approve the April 26th, 2021 Meeting Minutes by Doug Lentz, Seconded by Gloria Miller, All in favor and the motion carried.

Treasurer's Report – reported by Carla Cefalo in Kim Slate's absence

- \$118,183.31 less outstanding checks of \$23,467.27, leaving a balance of \$94,715.16
 - Motion to correct the mis-stated written balance to number noted above by Anna Little, Seconded by Gloria Miller, all in favor and the motion carried.
- Motion to approve Treasurer Report – Donica Basinger, Seconded by Carla Cefalo, all in favor, motion carried.

Executive Report:

- Covid Resources Grant opportunities are monitored and distributed.
 - Received PPP Round 2

Mayor's Report:

- Mayor Broullon stated that most of her points were discussed in the conversation prior to start of Agenda.
 - She noted the changes that have been made to parking requirements for businesses on Bay Ave that are more favorable for new businesses, which in-turn is best for the community.
 - Plan to better accommodate the 1st Aid Squad's need for a new location. The current building is owned by the Fire Department. After the new Borough Hall building is built, and the trailers are removed, there will be a new 2 story building built for the 1st Aid Squad next to the HBP shed.
 - Public meeting regarding the Bay Avenue redevelopment on October 18th at the Community Center

Marketing Report:

- Carla gave update on Sponsorship. Our newest sponsored event was the Sunset Cruise packages with Bridge Marine. Unfortunately, it was not well attended. It may have been due the late marketing of the dates or we may need to improve on how we market it next year. We also had weather challenges that caused cancellations.
- The 2021/2022 Visitor Guides are available. We are receiving them in increments from the printer. Please let Karen know if you need any.
- Social Media – We continue to post videos on Facebook, Instagram and on our YouTube channel. If you have purchased a full sponsorship and have not done a video, please let us know.
- Ken set up the Google Adwork map that shows all of the businesses on-line on My Maps. You all have access to your entries, so please update your information and events.
- Shop Local – There are still only 2 businesses actually using this program. We need to address what the barriers to success are and how to do it better. Nancy suggested that the manual card stamp method is old fashioned and that a digital version would be more modern and user friendly. Ken will be looking into how we can adjust the program to be done electronically. We will look into digital Shop Local
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Event Recap:

- Seaport Craft Show – \$3185 was generated in income and the expenses \$1,010
- Fluke Tournament – Thank you to Geoff Pierini, Captain's Cove, Nancy Burton & Family, Russ & Karen Chelak and Bob & Cindy Davis for a great job. The event grossed \$4161 and the expenses were \$3990. The event is expected to grow and will be advertised well in advance. It was late launching.
- 10th Annual Taste of Highlands – Income was \$4,280 and the expense was \$468
- Clam Festival – currently showing a loss with the expenses \$42,217 and the income was \$39,564. We still have not received the fireworks sponsorship of \$2500 for fireworks but may have a \$1000 profit. We also have inventory of sangria & white claw to sell at Oktoberfest. We were very leery to hold the event with so little time but it really turned out well considering it rained for 1 of the 3-day event.
- Brew by the Beach @ PBA Cornhole event has not been recorded yet since it was just this past Saturday. Thanks to all the businesses that sponsored the PBA for their 7th Annual Cornhole. The Raffle for the fishing trip was very successful and we are happy to support the PBA.

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Upcoming Events:

- 19th Annual Twin Lights Ride will be held Sunday, September 26th. All members are welcomed to participate as a vendor. Some businesses have submitted specials. Bike NY reported that the pre-registration is much lower this year. The Police Explores are helping with the parking, insurance certs have been secured by Bike NY. Leftover food / water from sag areas will be dropped off for donation to the Food Pantry. Bike NY hired Soul Seduction, a great band that we heard at the Seafarer.
- The borough is having a Luau on Saturday, September 25th.
- Octoberfest - Will take place October 2nd with a Rain date October 3rd. Bahrs is donating the Bavarian food. Band is secured and dancers are not available. We worked with Chief Burton to expand the event layout to include the entire Veterans Park. People can enjoy the boardwalk. HBP will purchase pumpkins for the Highlands Recreation Department to provide free pumpkin painting.
- 2nd Annual Fall Taste of Highlands will be held on October 9th – Please consider a Fall theme, tickets are available online and Diane is managing the ticket sales and the event remotely.
- 2nd Annual Boo Brew By the Bay will be held at the Seafarer, we have 9 breweries thus far. Diane is working on the contracts and also working remotely to organize the event.
- Howl-O-Ween dog costume contest is scheduled to be held on Saturday, October 30th.

Visual Improvements:

- Street Planters look great! Thank you Nancy / In the Garden and the DPW for watering them regularly. Nancy reported that there have been many purple cone flowers stolen from all of the planters. We will check the cameras and everyone else should check theirs. Anna & Carla reported that they also caught someone digging up flowers at Veterans Park and reported it to the HPD and the Garden Club. Nancy will be assessing to see if the planters need Mums for the fall through November. She can refill the whole where the plants were stolen with a mum.

New Business:

- Carla stated that we cannot use Venmo for future events for either beer/alcohol or low-priced items (like individual beers). The process is too cumbersome and fees are costly. It is an accounting nightmare and we do not have a bookkeeper. Matt is going to look into getting us an ATM machine to use at appropriate events going forward.

Old Business:

- Charlie LaRue gave a summary of the work that will be completed in the next couple of weeks. HBP thanked him for the generous contribution.

Next Meeting: November 22, 2021 @ 7PM.

Motion to Adjourn by Carla Cefalo and seconded by Gloria Miller