

**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](http://www.highlandsnj.com)

**Regular Board of Directors Meeting – June 19, 2007**

The HBP regular meeting public session of the Board of Directors was called to order at 7:15pm by President, Carla Cefalo-Braswell. HBP meeting notification was read by HBP President. The meeting was held at the Robert D. Wilson Community Center, 22 Snug Harbor Avenue, Highlands. The meeting public notice announcement was read by President Carla Cefalo-Braswell that the meeting was notice in the Asbury Park Press and [www.highlandsnj.com](http://www.highlandsnj.com).

<u>Meeting Attendance:</u> P = Present		A = Absent					
L. Bodnar-Nolan	A	J. Cosgrove	A	F. Nolan	A	E. Sousa	P
J. Bollerman	A	J. Koenig	A	F. Rosiak	A	N. Thomas	P
C. Cefalo-Braswell	P	M. Kovic	A	D. Shields	A	L. Cervantes	A
B. Packin	A	K. Lustig	A	AJ Solomon	P	W. Weber	P
						J. Filip	A

Also in attendance were Carol Bucco, HBP Staff, Business leaders Nick Evangelista, and Ken Braswell.

**HBP Minutes from Annual Meeting & Election & Executive Committee Meeting June 18, 2007**

HBP March 20, 2007 Meeting minutes were forwarded to Board members prior to the meeting date for review by e-mail. No action was taken without a quorum. An e-mail vote will be distributed to approve the minutes of the annual meeting. The executive committee minutes were included as information to the Board.

**HBP Treasurer's Report**

Bill Weber presented a statement of account. The certified audit has been delayed that is undertaken by Curchin & Co. This interim report provides the board with the HBP checking account balance of \$11,675.06 and upon completion of the audit and new balance sheet will be provided to the board. No motion was offered without a meeting quorum to take action. An e-mail vote will follow.

**HBP Committee Reports**

**Executive Committee** – HBP Audit letter has been received and the draft audit has been reviewed by the committee. The audit will now be finalized after delays on the part of Curchin & Co., HBP Auditor, due to health/staffing issues. Downtown New Jersey Conference was held on June 15<sup>th</sup> in New Brunswick. President Carla Cefalo-Braswell attended. Program elements included redevelopment, façade programs, art-based development, and the issues with permit processes. A future half day conference is scheduled for June 25 on cultural/heritage tourism and economic development, which is presented by the Secretary of State at the War Memorial Building, Trenton. Several Board members recommended that the June board meeting be removed from the schedule next year. The attendance has consistency been low with graduations and events.

**Marketing & Communications – Eddy Sousa**

- 2007 Visitor Bags /guides have been distributed (5,000) at the Five-Borough Bike Event in New York and (600) at the NJ Pride Event in Asbury Park.
- HBP Marketing Video is complete except for the voice-over by Mary Walters. An e-mail coping Carla Cefalo-Braswell and Kathy Shaw will be sent to Mary Walters by Eddy Sousa to finalize the scheduling and completion.
- Carla was invited to attend a Bike New York event at the Gracie Mansion with Mayor Bloomberg. Ken attended to take photos.
- Escapemaker.com – “Destination Highlands” internet promotion and lint to Highlands businesses. The contract for 2007 is being approved with the e-mail blasts being reserved for fall and winter.
- HBP Staff will send a notice to the HBP business/membership regarding the opportunities through Escapemaker.com to advertising and market their businesses, as every business can post a page on the site and use the links to their website.
- HBP obtained 900 sign-ups from one e-mail blast through Escapemaker.com, which is a tremendous marketing success.

**Events Committee – Carla Cefalo-Braswell**

- A Borough event committee meeting is scheduled to review all event issues. Nancy Thomas brought up the closing of Waterwitch Avenue (between Bay and Shore) and the effect on the retail stores in that area. Options will be explored to leave the retail space as open as possible and at the same time maintain the fire marshal's standards for the food/cooking area for the Clam Fest event. The Borough's investment in the electric junction boxes was completed several years ago that provide the required electric for event food stands that are placed in the area in front of the retail stores on Waterwitch Avenue. There will be a meeting set up to discuss the options.

**Economic Development – Fred Rosiak & John Koenig**

- **Water Taxi** update was presented by Kathy Shaw. Downtown Network Co. The February 2007 HBP Economic Development Committee meeting finalized the Sandy Hook landing issues, and provided clearance to move forward on the project to install a floating dock and gangway to the existing and approved barge. March 2007 a draft letter was prepared and reviewed with the DEP Chris Pike, Trenton. The letter was presented to Richard Wells, Supt. Sandy Hook/Gateway National Parks – the authorized party to submit the request to install the floating dock and gangway. April 2007 the DEP forwarded the request to the Federal Consistency Determination Unit – John Policarpo. A new submission was prepared according to DEP guidelines on May 3, 2007. As of June 19, there was a public comment period of July 12<sup>th</sup> that would provide HBP and Gateway National Parks with the outcome of the request to amend the federal consistency determination.

The specifications for the floating dock & gangway were included in the request and upon approval the materials will be purchase and installed with the assistance of the Committee members and Sandy Hook/Gateway National Park.

- **Zoning Update**- deferred as Councilman Frank Nolan was not in attendance. It was noted that there are four projects on the table that affect the business district and it is imperative that the projects get reviewed in a timely manner. Projects are submitted to the Borough from Duane Realty and the former Gimpi's restaurant site.
- **Bicycle Rentals** – Begin this weekend from Waterwich Coffee, after insurance issues were reviewed by Chuck Casagrande and our HBP insurance through the MCJIF. Bikes will also be available for rental through Sandy Hook Bay Marina, and Sandy Hook Cottage B&B,
- **NPP** – a grant program available for Shore Area towns was discussed after a presentation by Carla Cefalo Braswell. Highlands was awarded a NPP (Neighborhood Preservation Program funded by the NJ Department of Community Affairs) in the early 1990's that was a catalyst to many improvements to the Bay Avenue and surrounding areas between the water and Hwy 36. Design standards, Clam Festival, Waterfront Revitalization Report by the Atlantic Group, Streetscape, and Wayfinding Sign system were some of the activities planned by the community and the Highlands governing body, and funded by the NPP, along with the introduction of the BID. The BID (Highlands Business Partnership) was an economic reinvestment tools for the improvements to continue after the five year grant cycle is closed out. A new opportunity for NPP grant funding would provide additional resources to completed additional central business district and residential improvements. Councilwoman Nancy Thomas will investigate the options further.

**Visual Improvement – Councilwoman Nancy Thomas**

**Design Maintenance Beautification Cap Imp**

- New Street banners are installed. An option was discussed for next year to relocate the banners and to Shore Drive and purchase larger ones for Bay Avenue. Council woman Nancy Thomas thanked Carol Bucco her assistance on banner installation. Eddy Sousa was instrumental in the new banner style and design that he saw while traveling on the West Coast.
- JCP&L dawn to dusk sensor replacement (Holiday displays were impacted without electric to light some decorations). This issue has to be investigated further to plan for funding to replace the timer/solar units that power the holiday decorations.
- Wayfinding sign program additions have been completed
- NJ Green - Public Lands Clean Up Award Pride in Highlands. Councilwoman Nancy Thomas and Carla Cefalo-Braswell accepted the state-wide award from the NJ Clean Communities Program. Highlands was recognized for their outstanding private/public partnership over several years to clean, beautify and promote community awareness and visual improvements throughout the community. The nomination was prepared by Downtown Network Co that encompassed all the years of work by HBP and the Highlands Garden Club.
- HBP and Highlands Garden Club completed the planter flowers for the summer season.
- HBP is working with a tree service with a barter program, coordinated by Borough Administrator Bruce Hilling. Miller Street hill area has improvements planned using our HBP barter program, which will be coordinated by Bruce Hilling and HBP. HBP would like to re-paint the old mural on the wall by repainting (prepping) the surface. This will clean up that area, which is an important gateway into Highlands. Former VIC chairwoman, Marsha Shaya planned Miller Hill plantings and improvements for that location.
- Older trash containers are being removed from the streetscape – only the new style containers will be used and in some areas redistributed.
- Special cleaning will be performed by the prisoners on the Hwy 36 area and other select sites, as reported by Bruce Hilling.
- Councilwoman Nancy Thomas explained that the Memoria Project continues with the improvements planned to be done at one time, which is slated to be completed before the five year anniversary. There is a 3-D model display of the project available (see Councilwoman Nancy Thomas).

**Action Items:**

Any action will be deferred to e-mail/phone vote for the minutes and treasurer's report, as the June 19, 2007 board meeting does not have a quorum.

**Old Business:**

Property Maintenance – Councilwoman Nancy Thomas is using an ad hoc committee authorized by an existing municipal ordinance to review the orange stickered structures to promote repair or demolition. A new sign ordinance is being reviewed that reflects realistic design and regulation standards for projecting signs and sizes that correlates to the approved Highlands design manual standards adopted by the Highlands Planning Board.

**New Business:**

New restaurants are welcomed – Andretta's (former Carmine's location on Bay Avenue); Havana Tropical Café former RICE location on Shore Drive/Bay Avenue; and One28 Bay (former Orleans on Bay Avenue).

A motion to adjourn the meeting was offered by Carla Cefalo-Braswell at 9pm with a second to the motion by Bill Weber. All present approved the motion to adjourn.

**2007 Meeting Schedule:**

02/01/07 Regular	03/20/07 Annual Election	06/19/07 Regular	08/21/07 Regular	11/8/07 Regular
---------------------	-----------------------------	---------------------	---------------------	--------------------