

**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 – November 23, 2015**

HBP President, Carla Cefalo Braswell, called the HBP regular public session of the Board of Directors to order at 7:32 PM and read the public meeting notice. Roll call was taken with a quorum of 10 members being present.

| <b>Meeting Attendance: P = Present      A = Absent</b> |                                      |
|--|--------------------------------------|
| Carla Cefalo-Braswell - P                              | Jeanne DeYoung - A                   |
| Jay Cosgrove - P                                       | Staci Gilchrist - P                  |
| Rafaella Lee - P                                       | Ara Jamgochian - P                   |
| Kim Slate - P  | Doug Lentz - A                       |
| Jack Bevins- A   | Garrett Newcomb - P                  |
| Nancy Burton - A                                       | Rosemary Ryan- P                     |
| Leo Cervantes - P                                      | Rebecca Kane (Council Liaison) - P   |
| Larry Colby - A  | Kevin Redmond – Planning Liaison - A |

Also in attendance were Jim Bollerman, Sandy Hook Bay Marina, Gloria VanBiert, Sandy Hook Bay Marina, Tess Elkin & Brian Wioncek, LogoWear Pros, Nikki Berzinski, Valley National Bank, Bill Iler, CPO 165 Bay & 122 Bay Ave. Ken Braswell, ShoreGrafx and David Baker, Marina on the Bay.

A motion was made by Ara Jamgochian to accept the minutes of the September 23, 2015 meeting, (emailed to the Board for review on 11/17/2015) and second by Kim Slate. Rosemary Ryan, Jay Cosgrove, Staci Gilchrist and Ara Jamgochian abstained. All were in favor and the motion carried.

**TREASURER’S REPORT**

The Treasurer’s report was presented. There is \$23,160.79 in the Valley National Bank checking account, less outstanding checks of \$1,439.74, leaving a balance of \$21,721.05. The Valley National Hope for Highlands account has a balance of \$20,608.03, less outstanding checks of \$32.10, leaving a balance of \$20,575.93  
 Rosemary Ryan made a motion to accept the HBP and HFH Treasurer’s Reports. Second by Garrett Newcomb, all were in favor, none were opposed and the motion carried.

**COMMITTEE REPORTS:**

**Executive Committee**

**Budget Discussion for submission** – Our current budget for 2015 is \$60,000.00 from our assessment income and the board has decided to leave it the same for 2016. The Budget is set by the Board of Directors and submitted to the Council for their approval. We operate with a \$200,000.00 on average, the \$60,000.00 is generated from the special assessment on our tax bill and the rest is generated through special events and sponsorship income. The state statute requires the budget be submitted to the governing body by December 31<sup>st</sup>, and they have until March 31, 2016 to act on it.

**Goals & Objectives 2015–2016** – The Goals & Objectives for 2016 were reviewed, along with the 2015 accomplishments. Ara Jamgochian made a motion to adopt the 2015/2016 Goals & Objectives. Second by Staci Gilchrist, all were in favor, none were opposed and the motion carried. They will be submitted to the Mayor and Council and will be accepted by resolution.

**Annual Reports (2014, 2015)** – We are currently behind one year on our Annual Reports; Diane is working on 2014 presently. We will begin 2015 Annual Report when we begin the audit process in January.

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**Proposed 2016 Meeting Schedule for approval** - The proposed 2016 Board of Directors Meeting Schedule was reviewed. Several board members requested that the November meeting should take place after Thanksgiving. Staci Gilchrist made a motion to accept the 2016 Meeting Schedule with the amendment of the November meeting to take place on November 28, 2016. Second by Councilwoman Rebecca Kane, all were in favor, none were opposed and the motion carried. Diane will publish in the Asbury Park Press as required in January.

### **MARKETING & COMMUNICATIONS**

**2015 Sponsorship Wrap-up** – \$12,000 in sponsorship in cash and additional barter sponsorship. We will be reporting the total of barter sponsorship in January. The Tri Bar barter has to be calculated and updated from the Boardwalk project.

**State and County Tourism Partners** – We applied for the NJ Division of Travel and Tourism Marketing Grant, we were not funded, nor was the County. There were 60 applicants and only funding for 30. Our score was 2 points away from the last grant that was awarded. We will be applying again, and submit a letter of intent in June 2016.

**Social Media / Radio / Online advertising / Newspaper / Magazine / Press releases** – We expanded our online advertising in 2015. We utilized advertising on Facebook, which was very successful, for very little money. We also created a form for online registration, which can be utilized for many of our events. Some events we will not use this system for, as we would lose part of the vendor fees through using PayPal.

**Marketing Committee Meetings** - will be held in January, April, June & September at the Claddagh 297 Bay Ave.

### **EVENTS COMMITTEE**

**2015 Event Wrap-up** – Fall into Highlands is something that will grow into an amazing event. It has great potential to extend our season in the future, as there is a lot space for vendors. It will start in mid-September and end a week earlier in October. It will only be scheduled on Saturdays in 2016. The Zombie Parade and pub-crawl had approximately 200 in attendance. We are hoping this will be an event that will grow.

**Proposed 2016 Calendar for approval & submission** – It was asked if Oktoberfest would be moved to Seastreak location, Carla Cefalo stated that it has already been advertised in the Visitor Guide as being in Veterans Park. Brian Wioncek, LogoWear Pros, asked if there would be a conflict with Twin Light Bike Ride and our Oktoberfest in Veterans Park, and Seastreak's Oktoberfest. Carla Cefalo said that residents and council members have expressed that since the park has been newly renovated, that the Oktoberfest should be expanded to the whole park. Carla didn't feel that Seastreak's Oktoberfest impacted our attendance. Garrett Newcomb asked if it would be an option to move the Oktoberfest to Sunday after 2016, so as not to conflict with Seastreak's Oktoberfest. Jay Cosgrove brought up the fact that there wouldn't be a rain date if we were to move it to Sunday. Garrett Newcomb asked if we could make the Oktoberfest a two-day event. We have added a new event for 2016, the Highlands Car Show. Carla asked if the board would like to have the car show at Seastreak. It was decided to have the Highlands Car Show at Huddy Park in order for business to be spread out in the downtown. Ara Jamgochian made a motion to accept and submit the 2016 Event Calendar to council, Second by Rosemary Ryan, all were in favor, none were opposed and the motion carried. The calendar will be submitted to the governing body to get a resolution which will give us permission for street closings, use of the police department, and the DPW, which are all needed to run the events.

**Grand Marshal Nominee** – Carla Cefalo explained the process of how the St. Patrick Day Parade Grand Marshal is chosen. Every year we nominate whoever has been in business the longest to be the Grand Marshal. Some who are in line next have declined the honor. We have had first responders in the past as well. This year we would like

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to nominate a citizen, Joan Wickland, who is a former President of Chamber of Commerce and has been on the HHRS School Board for 30 years. She was instrumental in creating the Highlands Business Partnership and has served many other Borough Boards over the years. We would also like to nominate Rosemary Ryan, President of the HHRS School Board, who has done so much for the community and for the Highlands Business Partnership as the Chair of the Hope for Highlands committee. Carla Cefalo made a motion to nominate Joan Wickland & Rosemary Ryan to co-Grand Marshal the 2016 St. Patrick's Day Parade, Kim Slate second, all in favor and the motion carried.

### **ECONOMIC/COMMUNITY DEVELOPMENT**

**Veterans Park Boardwalk** – The boardwalk project is in the final phase but still needs the railings and handicapped ramp to be finalized. The boardwalk should be open in the Spring.

**Streetscape** – Carla explained that they will continue to work on the existing streetscape project weather permitting. We were awarded 1.5 million dollars; the project was to go from Veterans Park to Valley St. and then from Waterwitch and Shore to Bay Ave. to Washington. We have a potential funding opportunity to extend the project to complete Bay Ave which is desperately needed. It is approximately \$700,000.00 to complete the area that was not included in the original project. We can get an additional \$525,000.00 reallocated from DBIZ once the council approves the request to re-allocate the DBIZ funding. The 2012 – 2013 DBIZ funding was for a specific pipe that was part of a larger project that cost 3.8 million dollars that we were expecting through a FEMA grant. We didn't get that funding and to utilize the DBIZ funding would essentially be a band-aid, it will not solve the problem. We would be able to reapply for DBIZ funding for the storm water management project in the future however, we must complete the project from the first application funding. Mr. Hill has now submitted the necessary documents for compliance and to amend the agreement to utilize the funding to complete the streetscape. The entire streetscape project funded by EDA and DBIZ must be completed by June 30, 2016.

### **VISUAL IMPROVEMENT COMMITTEE**

**Fall Decorations** – Volunteer residents assisted Diane with the town-wide cornstalks and scarecrows and Rahm planted the mums at the Highways sign as part of the barter agreement.

**Holiday Decorations** –We purchased a large led tree that was originally \$5500 but since we bought it in the summer, we received a 35% discount paying approx. \$3,500.00. There is an additional fee for them to set it up, store it and take it down each year which is decreased over time. The tree will be placed on the Shore Drive side of Huddy Park. We now own the smaller tree that we leased over the last three years in Cornwall Square. Now that the contract is up; we were able to purchase it for \$165.00. We used another company and it was extremely overpriced for the size. We are responsible for the set up and storage. We made room in our shed to store it by placing our picnic tables in the Borough's trailer next to our shed. Mr. Hill had the DPW make room for our stuff. We eventually will need a new trailer for all of our equipment. Carla explained that we hired In the Garden to do the Holiday Planters and greens in the parks and highway welcome sign and all we be completed in time for the Tree Lighting Ceremony on December 4<sup>th</sup>. Bill Iller and Ro Ryan questioned the benefit of decorating the planters with all of the construction going on, on Bay Ave. They offered to volunteer plant poinsettias in the planters and save the money for new decorations for next year. Carla offered to have Diane revisit the proposal with Nancy and coordinate with Ro and Bill. All were in agreement.

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**OLD BUSINESS**

Robin Hood Report – We have received \$6,000.00 refund, from the contractor that was initially doing the 15 Miller St. project, which was cancelled due to the bank taking the property.

**NEW BUSINESS**

Sandy Hook Bay Marina – Jim Bollerman, Sandy Hook Bay Marina, was present and introduced Gloria VanBiert, Marketing Director, Sandy Hook Bay Marina. Jim said they got a lot of great publicity from the groundbreaking ceremony, with 125 people in attendance including Senator Kyrillos and other elected officials. Jim thanked the

Highlands Business Partnership for their help in this project. He noted that if it were not for the HBP and several publicly elected officials they could not have achieved and gotten to where they are with this project. He thanked the HBP profusely for all their support and for being with him during the tough days.

Pulte Homes – The kick-off for sales began in July – August. The site work caused a slight delay in sales, but overall the project has been well received and they have already sold some homes.

Unique Yoga Studio - Bill Iler has renovated the former Sand Dollar, 165 Bay Ave. and Unique Yoga Studio will be opening their 4<sup>th</sup> studio at this location. The Ribbon Cutting and welcome ceremony will take place once the mercantile is received by the Borough. Bill Iler stated that he wanted to piggyback on what Jim Bollerman stated about HBP and their assistance. Bill also thanked the HBP for their support.

Councilwoman Rebecca Kane announced that the borough has hired a full-time code enforcement officer. Carla is hopeful that the new code enforcement officer will focus on Bay Ave. as there are a lot of issues to be addressed there and critical to attract new businesses to come to Highlands.

Carla Cefalo stated that she met a Veterinarian who is very interested in opening a practice in Highlands. She is looking for a mixed-use property, as she would like to live upstairs from the practice. She also heard that the Gimpy's property has something very promising in the works. Bill Iler brought up the subject of parking and an inventory of what properties can be available for parking. Carla suggested meeting with Bill to take inventory of properties that had potential for pocket, shared or temporary parking.

A motion was made to adjourn at 9:00PM by Ara Jamgochian, second by Councilwoman Rebecca Kane, All were in favor and the meeting adjourned at 9:00PM.

Submitted by Diane Gunter