

Mayor Nolan offered the following Resolution and moved on its adoption:

R-11-223
RESOLUTION ACKKNOWLEDGING RECEIPT
OF THE HIGHLANDS BUSINESS PARTNERSHIPS
ANNUAL GOALS & OBJECTIVES REPORT

WHEREAS, the Highlands Business Partnership has submitted their 2012 Annual Goals & Objectives Report to the Borough of Highlands; and

WHEREAS, the Highlands Business Partnership has requested that the Governing Body formally acknowledge the report.

NOW, THEREFORE, BE IT RESOLVED by the Governing Body of the Borough of Highlands formally acknowledges receipt of the attached Highlands Business Partnerships 2012 Annual Goals & Objectives Report.

BE IT FURTHER RESOLVED , that the Governing Body does not approve nor disapprove of said report but will use the information when considering the budget.

Seconded by Ms. Kane and adopted on the following roll call vote:

ROLL CALL:

AYES: Mr. Redmond, Mr. Francy, Ms. Kane, Mayor Nolan

NAYES: None

ABSENT: Mr. O'Neil

ABSTAIN: None

DATE: December 7, 2011

Carolyn Cummins, Borough Clerk

I hereby certify this to be a true copy of Resolution R-11-233 adopted by the Governing Body of the Borough of Highlands on December 7, 2011.

Borough Clerk/Deputy Clerk

2012 Objectives & 2011 Accomplishments

Highlands Business Partnership - Business Improvement District

Borough of Highlands, Monmouth County

MARKETING/EVENTS & COMMUNICATION

Co-Chairs

Carla Cefalo-Braswell – ShoreGrafx, Inc. and Jay Cosgrove – Bahrs Restaurant

2012 Objectives

- Develop, implement and expand regional image of Destination Highlands.
- Seek and apply for marketing Grants.
- Expand St. Pat's budget with fundraising dinner and other activities.
- Create new 2012 – 2013 Visitor Guide embellishing on local resources.
- Develop a comprehensive marketing campaign/media buy for winter.
- Advertise with NJ Shore Guide monthly and solicit other affordable ads.
- Expand sponsorship opportunities with local corporations.
- Maintain event calendar to include St. Pat's Parade, Seaport Craft Show, Clam Fest, Twin Light Bike Ride, Oktoberfest, and Holiday event.
- Add a taste of Highlands event in coordination with HPD.
- Attend other Annual regional for marketing opportunities to promote Highlands.
- Seek advertising and/or barter with Seastreak.

2011 Accomplishments

- HBP obtained 3 direct sponsors and 4 Barter Agreements for 2011 event calendar.
- Solicited sponsors for the implementation of the National Monument – Memoria Project at Veterans Park. Services and material providers in excess of \$100,000 were solicited directly by HBP in conjunction with Memoria Project for an additional \$150,000 in donated goods and services including new lighting for Veterans Park.
- New businesses were contacted and welcomed by HBP. HBP met with new business owners and provided welcome folders/packages. Additional information and training was provided for use of free website and marketing opportunities.
- Organized and implemented the celebration of new Highlands Bridge with local, regional and state officials. Invitations were sent to all local businesses.
- Coordinated Ribbon Cutting ceremonies with local officials.

- Appeared on two (2) Comcast Newsmaker broadcast promoting Highlands's events and the Memoria Project.
- Appeared on Channel 2 news promoting grass roots efforts of the Memoria Project.
- Press releases were created for each event and distributed to Media list by the HBP
- Attended the NJSCB Grape Adventure event with HBP member, Chilangos and won the Battle of the Chefs. Great advertising opportunity for Chilangos, Highlands NJ.
- Continue Highland's destination marketing theme – Where the Jersey Shore Begins
- Continued to maintain Barter relationships with Foodtown, Hufnagel Tree Experts. WRAT Radio and Frank Rahm Landscaping.
- Donated Foodtown Barter value to Borough Recreation Department to assist them with budget constraints.
- Assisted local groups with their fundraising efforts such as Police Explorers.
- Print Collateral materials were produced on a timely schedule and distributed.
- Worked with local newspapers to support events and local businesses in Highlands.
- Web site updates to promote Highlands events, transportation, history, HBP news, media, agendas, reports, minutes, meetings, and photo album files.

VISUAL IMPROVEMENT COMMITTEE

Nancy Burton – In the Garden Flowers & Plants

2012 Objectives

- Complete Miller Hill Phase III plantings.
- Implement a part time seasonal maintenance program between Memorial & Labor Day with a focus on Bay Avenue.
- Expand the Holiday and Fall Decorations.
- Continue to partner with the Borough officials to clean up Bay Avenue.
- Seek Arts funding to Implement Murals/Art throughout the community.

2011 Accomplishments

- Completed the Miller Hill Irrigation installation with barter project with Rahm Landscaping and Hufnagel tree.
- Purchased sod to complete Phase II of the Memoria project installation.
- HBP collaborated with Town officials and Memorial Project for the successful installation of the National 911 Monument.
- Used Hufnagel Tree Barter to remove dead trees after Hurricane in public spaces that were potential life safety hazards.
- Implemented spring flowers in planters for parade.
- Supplied bunting and decorations for South Bay Beach area for Bridge celebration through the Fourth of July.
- Decorated Veterans Park for Oktoberfest and 911 Ceremonies.
- Implemented wintergreens and decorations in street containers.

- Worked with Borough to facilitate and complete the Clean Communities Program.
- Purchased and maintained existing signs for Highlands Welcome Areas.
- Updated and maintained Way Finding System including new sign at Jughandle.
- Completed Holiday Decoration Program 2011.

ECONOMIC DEVELOPMENT

Chairmen – Jim Bollerman, Sandy Hook Bay Marina, Co-Chair Jim Filip, Doris & Ed's

2012 Objectives

- Complete zoning recommendations with the borough to use as recruitment tool.
- Seek loan/grant programs for existing and new business for façade and building improvements.
- Encourage a fast track process with Borough Officials to attract investment.
- Implement placement of a business directory kiosk for visitors.
- Dust Off Complete Business Friendly How to Guide and incorporate into an Investors Tool Kit.

2011 Accomplishments

- ED committee met extensively to provide the HBP zoning recommendations report to Mayor and Council. This was a comprehensive report that described Highlands, yesterday, today and tomorrow. The report included recommendations that we feel necessary to attract investors into the community as we presently have a reputation for being a difficult place to do business. The report also includes a map overlay and photography.
- HBP ED committee members Larry Colby, Carla Cefalo and Jim Filip attended the planning board meetings when report was discussed.