

HIGHLANDS BUSINESS PARTNERSHIP, INC.
140 Bay Avenue, Highlands, NJ 07732 - Phone 732.291.4713 ~ Fax 732.872.1031
Meeting of the Board of Directors
NOVEMBER 22, 2021 @ Off the Hook 7PM

Pledge of Allegiance

Welcome & Introductions

Attendance Roll Call

September 2021 Meeting Minutes – Motion to approve

Treasurer's Report - Valley National Bank Checking Account – Motion to approve

EXECUTIVE REPORT:

- Covid Resources including grant opportunities for NJ businesses monitored & distributed
- NJ Tourism Grant – Submitted – Awarded \$19,250
- Insurance Policy – Franklin Mutual
- 2021 Financial Review
- Curbside Kindness
- Shop Small – American Express

MAYOR'S REPORT:

- Bay Avenue Redevelopment Plan Update
- Shadow Lawn & Captain's Cove Redevelopment Project Status
- Public Area Improvements – Skate Park etc.
- Thanksgiving Holiday Dinner

MARKETING:

- Sponsorship & Barter updates
- Visitor Guide 21 – 22
- Web, Social Media, & Videos

FALL EVENTS RECAP:

- PBA Cornhole – HBP Craft Beer – September 18th
- 19th Annual Twin Light Ride – September 26th
- 20th Annual Oktoberfest – October 2nd
- Fall Taste of Highlands – October 9th
- Boo Brew By the Bay – October 16th
- Howl-O-Ween – October 23rd
- Fall Farmers Market – November 20th

UPCOMING HOLIDAY EVENTS:

- 25th Annual Holiday Tree Lighting will be held on Friday, December 3rd with a rain date of December 4th. Santa, Mrs. Claus, DJ Johnny, the Carol Elaine Dancers and the Horse & Buggy have been secured. The Highlands Department of Recreation will provide free hot chocolate & cookies.
- 4th Annual Santa Fun Run will be held on Sunday, December 12th at the Proving Ground. Pre-Registration is available online.
- 8th Annual Holiday Lights Decorating Contest Judging will be held on December 17th. Volunteers are needed.
- Other Holiday Happenings around town:
 - Highlands First Aid Squad Annual Holiday Gift Wrapping December 18th & 19th 11AM – 6PM & December 22nd & 23rd 6 – 9 PM. Bring your own paper or they will supply. Donations accepted.
 - The Baymens' Protective Association, Knights of Columbus and the Highlands Fire Department will host their Annual Free Pancake Breakfast with Santa on Sunday, December 12th, 9 AM-12 PM at our Lady of Perpetual Help Church Hall located at 141 Rt. 36, Highlands.

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- Highlands Fire Department's host their annual Visit with Santa - Toys for Tots program on Sunday December 19th at 1 PM at the Highlands Fire House located at 171 Shore Drive. The event is free and open to the public.
- Daniel Barden's Christmas Tree decorations.

VISUAL IMPROVEMENT COMMITTEE - HOLIDAY PROGRAM

- In the Garden will design the town planters on week of 11/22.
- In the Garden - HBP Ordered 6- 75' rolls of white pine roping from to be installed by Borough DPW on fence at Huddy Park, Highlands Sign, Veterans Park on Monday, November 29th
- Geoff Pierini – Captain's Cove Marina will once again provide a crew to install the Christmas Spectacular tree in Huddy Park on Tuesday, November 30th 7:30 – 8:00 AM. Ken will take a video for DPW Supervisor Spencer Carpenter for future installations.
- HBP will install Candy Canes on gazebo and sign in Vets & Cornwall on Friday, November 26th.

OLD BUSINESS:

Welcome Sign Structure Complete – Charlie LaRue explained that he would have the work completed by end of week or next week the latest, weather permitting. He is donating the new structure at the highway sign as a Barter Sponsorship Package

NEW BUSINESS:

- Wolf Claw & Highlands Co Work Ribbon Cuttings

Motion to Adjourn: