

HIGHLANDS BUSINESS PARTNERSHIP, INC.
140 Bay Avenue, Highlands, NJ 07732
Phone 732-291-4713 ~ Board email: hbp@highlandsnj.com

BOARD MEMBER	TERM ENDS	BOARD MEMBER	TERM ENDS
President, Jay Cosgrove – A	12/31/2023	Nancy Burton – A	12/31/2023
Vice President, Doug Lentz – P	12/31/2022	Carla Cefalo – P	12/31/2023
Treasurer, Kim Slate – P	12/31/2023	Charlie LaRue - A	12/31/2024
Secretary, Donica Basinger – P	12/31/2023	Anna Little - A	12/31/2022
Dave Baker – P	12/31/2022	Gloria Miller – P	12/31/2024
James Baker - P	12/31/2024	Filomena Antoniello - P	12/31/2022

P = Present – A = Absent

Also, in attendance; Mayor Carolyn Broullon, Council Member Leo Cervantes.

Meeting was called to order at 6:56 PM, at Off the Hook Restaurant, 1 Navesink Avenue followed by the Pledge of Allegiance. Roll call was taken with an initial quorum of 8 board members being present followed by introductions of all in attendance.

ACTION ITEMS:

Approval of Minutes

Review March 28, 2022 Meeting Minutes

- Motion to approve the March 28, 2022 Minutes by Donica Basinger, Seconded by Kim Slate, All in favor, the motion carried.

Treasurer’s Report – reported Kim Slate

- \$122,221.13 less outstanding checks of \$4,537.02, leaving a balance of \$117,684.11.
- Motion to approve Treasurer Report – Doug Lentz, Seconded by Gloria Miller, all in favor, motion carried.

Executive Report:

- Council Liaison Cervantes Report: Things are great!
- 2021 Review & 990: Due November 15th, Karen Taylor-Burke will have done well before deadline.
- HBP 2022 Contributions & Sponsorship: Collected \$13,550.00
- NJDEP Community Based Arts Grant (Max \$22,000.00): Submit by July 8, 2022. \$14,000 of the \$22,000, would go to artist.
- Scooter Service: Doug Lentz donated \$7,000.00 value to HBP. Signage and spots for pickup. No Text to pickup. Friday 4pm – 12am, Saturday 12pm

Mayor’s Report – Mayor Broullon

- Redevelopment Update: Bay Avenue Redevelopment completed.
- Shadow Lawn & Captains Cove Redevelopment Areas – are both on hold due to DEP approval delays. Will continue discussions with DEP and Governor’s office to move along.
- Council President Jo-Anne Olszewskie working on Huddy Park to become designated a Historic Place. Next she will begin working on Gertrude Ederle Park.
- Off Leash Dog Run opened in Popamora Park.

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Marketing Report:

- 2023 NJ Travel & Tourism Grant: Submitted on 6/15/2022, put in for \$25,000.
- 2022 Marketing Grant used for Google Ads.

Events Recap:

- Brew By the Bay: Held on May 14, 2022 Collected \$12,161.00 minus expenses \$7,310.00 profit of \$4,851. Board to raise price to \$40 next year.
- The Fiesta de Highlands: May 7, 2022 – Collected \$8675 minus expenses \$4271 profit of \$4404. Need to schedule a rain date. Negative feedback due to some places not participating and did not tell anyone. Better signage for places if they are not outside.
- 21st Annual Craft Fair: 70 crafters per-registered, 69 showed up. Collected \$4,350 minus expenses \$436 profit of \$3,913. The event was a success. The board suggested to raise the vendor price from \$60 to \$75.
- 2nd Annual Fluke Tournament: June 18, 2022 total expense \$4052. And income was \$3715 with a \$337 loss. A big thank you to Karen and Russ Chelak for their support of the after-party pig roast. We need to revisit the sponsorship.
- Taste of Highlands: June 25, 2022. Big hit, will follow up at next meeting with numbers.

Upcoming Events:

- 27st Annual Clamfest August 5-7, 2022

Visual Improvements: Nancy Burton

- Thank you to In The Garden for the planters looking so wonderful.

New Business:

- Ribbon Cuttings: U.N.Owens Café: July 1, 2022
- Café La Dida: not ready.
- Etal Fine Foods: not ready.
- Wolfe Claw: not ready.
- Char Ron: rescheduled

Old Business:

- Linden Avenue Welcome Sign – New sign being worked on sometime in July.

Next Meeting: Annual Meeting is September 26, 2022

Motion to Adjourn at 8:36 PM made by Donica Basinger, second by Filomena Antonello, all in favor and motion carried.