

HIGHLANDS BUSINESS PARTNERSHIP, INC.
140 Bay Avenue, Highlands, NJ 07732
Phone 732-291-4713 ~ Board email: hbp@highlandsnj.com
Regular Meeting of the Board of Directors
Off The Hook, 1 Navesink Ave., Highlands, NJ 07732
Monday, April 17, 2023 @ 7:00 PM

BOARD MEMBER	TERM ENDS	BOARD MEMBER	TERM ENDS
President, Jay Cosgrove – P	12/31/2023	Nancy Burton – P	12/31/2023
Vice President, Doug Lentz – A	12/31/2026	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 – P	12/31/2025
Dave Baker – P	12/31/2026	Gloria Miller – P	12/31/2024
James Barker - A	12/31/2024	Filomena Antoniello - P	12/31/2025

P = Present – A = Absent

Also, in attendance: Councilman Leo Cervantes

Meeting was called to order at 7:20 PM, at Off the Hook, 1 NJ-36 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.

Approval of Minutes

Review January 24, 2023, Meeting Minutes (Emailed to BOD for vote).

- Motion to approve the January 24, 2023, Minutes by Anna Little, Seconded by Filomena Antoniello. All in favor, the motion carried.

Treasurer’s Report – reported Kim Slate

- \$81,546.64 less outstanding checks of \$2,532.92, leaving a balance of \$79,013.72.
- Motion to approve Treasurer Report – Gloria Miller, Seconded by Kim Slate. All in favor, motion carried.

Executive Report:

- Board Responsibilities & Positions handout has been given in the past.
- Business Resource – NJEDA /UCEDC - Nancy Burton emailed questions, no answer as of today.
- Insurance Policies – Work Mans Comp is being reviewed.
- 2023 Contributions – Coming in slowly. Review of barter system.
- 2023 Henry Hudson Scholarships – total scholarship \$2,500. Suggestion by Anna Little to think about giving for special needs student.

Marketing & Communications Report:

- Sponsorship Package 23 – Updated: Leo Cervantes spoke with Chubby Pickle.
- Visitor Guide 23-24 – Almost completed. Guide will no longer have the fold out.
- Web Updates and social media: Diane McIlwaine did an amazing video for Fiesta de Mayo. Everyone needs to share more of HBP social media posts on all platforms.
- Visit Monmouth – New Guide is coming out. Highlands is the only town to get co-op marketing. Monmouth County Tourism Advisory Committee meeting, Carla Cefalo will be attending on behalf of the HBP and has asked Mayor Carolyn Broullon to attend with her. Anna Little was the first Mayor to attend, and Mayor Broullon will be the second.

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Events:

- St. Patrick's Day Parade – March 18, 2023, at 2pm, Grand Marshal Karen Taylor Burke. Best Parade we've ever had.
- Donations from Parade – Food Pantry, HHRS Band, Fire Department, Police Department, BAMU, and Police Explorers.

Upcoming Events:

- 2nd Annual Highlands Fiesta de Mayo – May 6, 2023, 12-5pm. 6 margaritas for contest, Feed & Seed along with Fresh will serve food. Bridge Marina will hand out water.
- 5th Annual Brew by the Bay – May 13, 2023, 12-5pm. Will be held at Seafarer with new brewers. Set up same as last year.
- 22nd Annual Seaport Craft Show – May 28, 2023, 10am-5pm at Huddy Park. Last year 70 vendors this year looking close to same amount.
- Pride Fest in the Park – June 10, 2023, 12-5pm Huddy Park. A lot of interest from vendors. HBP will have a beer truck (smaller than we have at Clam Fest. 5 food trucks so far.

Visual Improvements Committee: Nancy Burton

- Early spring planters are in. Summer planters will be put in between Mother's Day and Memorial Day. Thank you In the Garden.

New Business:

- Seafarer opening for the year on May 5th. Waterwitch Grocer coming soon. Neighborhood grocery store with a juice bar.

Old Business:

- Welcome Sign Structure Completed – Finally up. Worried about wind, looking to better secure sign.

Mayor's Report – Donica Basinger

- See attached for Mayor Carolyn Broullon's report.

Next Meeting: June 12, 2023. Motion to Adjourn at 8:30 PM made by Donica Basinger, second by Jay Cosgrove, all in favor and motion carried.