

**HIGHLANDS BUSINESS PARTNERSHIP, INC.**  
**District Management Corporation for the Highlands**  
**Business Improvement District (BID)**  
**Post Office Box 375, Highlands, NJ 07732**  
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**Highlands Business Partnership**  
**Regular Meeting of the Board of Directors**  
**January 18, 2010**  
**Robert D. Wilson Community Center**  
**22 Snug Harbor Ave., Highlands, NJ**  
Executive Session (closed to the public) 7:00 pm  
Regular Meeting Agenda (open to the public) 7:30 pm

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**NOTICED WITH ASBURY PARK PRESS & Posted on [www.highlandsnj.com](http://www.highlandsnj.com)**

**Public Session:** Call to Order: \_\_\_\_\_  
Attendance Roll Call:

- I December 2009 Meeting Minutes** (emailed to BOD for review)
- II Treasurer's Report** – Bill Weber  
Valley National Bank Checking Account
- III Committee Reports:**
1. **Executive Committee** – Cefalo/Cosgrove/Lee/Weber
    - HBP Budget 2010
    - Audit – January 8
  2. **Planning/Council Liaison Reports:**
    - a. Mercantile Update
    - b. ABC Update
  3. **Marketing & Communications** – Carla/Jay
    - 2010 Monmouth County Guide
    - 2010 Escapemaker.com
    - 2010 Visitor Guide
    - NYT Travel Show
    - NJ Pride/Great Five Boro Race/Lighthouse Challenge
    - Constant Contact
  4. **Events Committee** – Linda Mikhail
    - Sponsorship Update
    - Barter Sponsors
  5. **Economic Development** – Rosiak/Bollerman
    - SRN
  6. **Visual Improvement Committee** – Nancy Burton  
(Design Maintenance Beautification Cap Imp)
    - Miller Hill Sign
    - Annual Maintenance Program needs to begin in March 10