

Highlands Business Partnership
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Regular Board of Directors Meeting – December 7, 2009

The HBP regular board meeting public session of the Board of Directors was called to order at 8:27 PM by HBP President, Carla Cefalo Braswell announced that the HBP meeting notification was in the Asbury Park Press and highlandsnj.com. The meeting was held at the Robert D. Wilson Community Center, 22 Snug Harbor Avenue, Highlands.

Since no audience members were waiting. The executive meeting and off the record discussions closed at 8:25 PM

Meeting Attendance: P = Present A = Absent

J. Cosgrove	P	N. Burton	A	J. Filip	P
J. Bollerman	P	R. Walker	A	F. Rosiak	A
L. Cervantes	A	C. Cefalo-Braswell	P	W. Weber	P
M. Takian	A	R. Lee	P	AJ Solomon	P
D. Lentz	P	L. Rose	P		

Also in attendance were Mayor Anna Little; Carol Bucco, HBP; Ken Braswell, ShoreGrafx. Robert Lee, Robert Little and Linda Mikhail

Lynda Rose made a motion to accept the minutes of the August 24, 2009 minutes. Seconded by Jay Cosgrove. Jim Bollerman and Jim Filip abstained and all others voted in favor.

Treasurer's report was presented and a discussion followed. AJ made a motion to accept the Treasurer's report. Second Doug Lentz. Everyone voted in favor.

It was suggested that we trademark our events and present the calendar by the Council Meeting on Dec.16th. Jay volunteered to take care of the trademarks. Motion was made by Jim Filip to present the calendar of events with trademark pending with exception of the Tree Lighting that is a joint venture. Discussion continued regarding adding to our event calendar future items such as the Bridge Opening Ceremony details pending, foot races lighthouse to lighthouse, gift auctions during the Craft Show and Clamfest. Many great ideas were put forth. It was suggested a chairperson be assigned for each event. This can be done at the January meeting. Carla asked if we should continue to put forth our goals and objectives as were discussed this evening for the January meeting. Jim Bollerman concurred because if we get reinstated in January at least we will have our goals and objectives in place. If need be they can be amended later. Since no one seconded Jim Filip's motion and he left the room for a moment Bill Weber offered a formal motion to continue to further our programs and initiatives, goals and objectives as a 501c3. Seconded by Jay Cosgrove. Everyone voted in favor including Jim Filip who had returned to the room.

Carla made a motion to have a required certified audit this year and as a 501c3 that we continue with a certified audit every year in the future to protect ourselves. Second Jim Bollerman. Everyone voted in favor.

It was suggested that the proposed 2010 meeting schedule be changed to the following dates:

01/18/2010	03/22/2010	06/28/2010	10/18/2010
Regular	Annual	Regular	Regular

The motion was made by Jim Bollerman and seconded by AJ Solomon to accept these meeting dates. Everyone voted in favor.

Discussion ensued regarding submission of budget because this calendar of events depends on our ability to raise money and fund these events. It was agreed to submit a budget so that if the BID is reinstated we have the budget in place. AJ Solomon made a motion to submit the event calendar and a budget for the same as last year (\$57,000) and Lynda Rose seconded it. Everyone voted in favor.

Launched a shop local program in the Borough and it was explained by Carla.

We have placed an ad in the Monmouth County Tourism Guide.

Discussion ensued about Escapemaker and the NYT Travel Show. Jim Filip asked that he be sent the contact and template tomorrow and he will handle it.

Fundraising dinner for the St. Pat's Parade will be held on January 24, 2010 at Bahrs in addition Doug Lentz and Jim Filip will provide some desserts.

The Economic Development Action Plan has been tabled for this month.

Carla reported on Holiday 2009 and the Miller Hill Terrace. Discussed plantings on Miller Terrace but it can't be done until irrigation is completed. I asked for several proposals and we do have a proposal from Angus for the irrigation for \$3,000 and will do it for \$1,500 if he can advertise up there like Frank Rahm does but Rahm donates \$ 6,750 in barter per year for the parks. Carla asked him for a formal proposal but we can't have his advertisement for more than a month for \$1,500.

Carla reported on the alleged raffle investigation. Christine Donahue from the State LGCC called us and left a message saying everything was fine. She said they were missing a paper but she got it from the Borough and everything was good. I recorded the message and played it for Carolyn the Borough Clerk.

New business in town across from Cumberland Farms called Birdies. He has only been open a month and is contemplating leaving because there is no walk in traffic. Some members commented that they had really good coffee.

AJ Solomon made a motion to adjourn and Bill Weber seconded it. The meeting was adjourned at 10 PM.

Submitted by Carol Bucco.

