

**HIGHLANDS BUSINESS PARTNERSHIP, INC.**  
**140 Bay Avenue, Highlands, NJ 07732 - Phone 732.291.4713**  
**Meeting of the Board of Directors**  
**NOVEMBER 18, 2024 @ Off the Hook 6:30 PM**

**Pledge of Allegiance**

**Welcome & Introductions**

**Attendance Roll Call**

**September 2024 Meeting Minutes** – Motion to approve

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

**EXECUTIVE REPORT:**

- Board Members Nomination & Ballot
- Borough Clerk Request re Mercantile Renewals – Emailed & Attached
- Directors & Officers & Liability Policies secured for 2025
- 2023 Financial Review – 990 Filed on 11-15-24
- Proposed 2025 Meeting Schedule:
  - Mondays - Annual Meeting, 1/13/25 Board Meetings – 3/24/25, 6/9/25, 9/15/25 and 11/17/25

**MAYOR/COUNCIL:**

- See attached October Report – see <https://highlandsnj.gov/government/mayors-welcome-updates/>

**MARKETING:**

- Sponsorship & Barter 2025
- Visitor Guide
- Web, Social Media, Surveys, Ads, 360 Tours/Google Maps & Videos

**FALL EVENTS RECAP:**

- Fall Brew by the Bay – September 7<sup>th</sup>
- Twin Lights Ride – September 29<sup>th</sup>
- 23<sup>rd</sup> Annual Oktoberfest – October 5<sup>th</sup>
- Fall Taste of Highlands – October 12<sup>th</sup>
- Howl-O-Ween – October 19<sup>th</sup>.
- Fall Farmers Market – November 16<sup>th</sup>.

**UPCOMING HOLIDAY EVENTS:**

- 28<sup>th</sup> Annual Holiday Tree Lighting will be held on Friday, December 6<sup>th</sup> with a rain date of December 7<sup>th</sup>. Santa & Mrs. Claus, Sponsor WRAT 95.9, Free Horse & Buggy, Solas na Mara Pipe Band. The Highlands Department of Recreation will provide free hot chocolate, cookies & candy canes.
- 12<sup>th</sup> Annual Holiday Lights Decorating Contest Judging will be held on December 20<sup>th</sup>. Please Judge!

**PROPOSED CALENDAR 2025**

- Revised to remove May Brew By the Bay, Fluke Tournament, Howl-O-Ween, & Tree Lighting
- Add Roar on the River – May 17<sup>th</sup> & 18<sup>th</sup>

**VISUAL IMPROVEMENT HOLIDAY PROGRAM**

- DPW will install tree, Roping, Bows, and Lamp posts
- In the Garden will design the town planters on week of 11/20.
- HBP will install Candy Canes on gazebo and sign in Vets & Cornwall

**OLD BUSINESS:** Waterwitch Grocer Grand Opening

**NEW BUSINESS:** Pachamama

**Motion to Adjourn:**