

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, January 22, 2024 @ 6:30 PM

BOARD MEMBER	TERM ENDS	BOARD MEMBER	TERM ENDS
President, Jay Cosgrove – A	12/31/2027	Nancy Burton – P	12/31/2027
Vice President, Doug Lentz – P	12/31/2026	Carla Cefalo – P	12/31/2027
Treasurer, Kim Slate – P	12/31/2027	Valerie Montecalvo – P	12/31/2024
Secretary, Donica Basinger – P	12/31/2027	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, Vinny Antoniello

Meeting was called to order at 6:47PM, 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.

Annual Election:

- Valerie Montecalvo – Completing Charlie LaRue’s Term ending 12/31/24
- Jay Cosgrove, President – term ending 12/31/27
- Kim Slate, Treasurer – term ending 12/31/27
- Donica Basinger, Secretary – term ending 12/31/27
- Carla Cefalo, Executive Director – term ending 12/31/27
- Nancy Burton – term ending 12/31/27

Approval of Minutes

Review November 27, 2024, Meeting Minutes (Emailed to BOD for vote).

- Motion to approve the November 27, 2024, Minutes by Gloria Miller, Seconded by Carla Cefalo. All in favor, the motion carried.

Treasurer’s Report – reported Kim Slate

- \$34,799.98 less outstanding checks of \$4,474.21, leaving a balance of \$30,325.77.
- Motion to approve Treasurer Report – Anna Little, Seconded by Doug Lentz. All in favor, motion carried.

Executive Report:

- Board Responsibilities & Positions handout given.
- 990 Filing – 2022 has been filed.
- 1099’s for 2023.
- Free Grant Workshop, Jan 29, 2024, starting at 10am at Bahr’s Landing. Brick and mortar only. One on One available.
- 2024 Contributions, Emailed invoice to all.
- Donations, HBP donation to Lions Club to help purchase a Vision Screener for the school. Valerie Montecalvo donated the remainder needed to purchase.

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Marketing & Communications Report:

- NJ Tourism 2023 CMP Grant Final report will be submitted. Submitted to State.
- Sponsorship Package has been updated for 2024 events.
- Visitor Guide 23-24 – \$5,000 grant for digital and print. HBP has a \$2,000 investment for a full-page ad.
- Web Updates and social media: Looking into part-time person for social media.
- Monmouth County Travel Guide-Print & Digital. Any ideas please send to HBP.

Upcoming Events:

- 2024 Calendar Approval Resolution – Mayor and council approved on January 1, 2024. Resolution is needed for events we hold on town property.
- Beef & Brew – Feb 4, 2024, at Proven Ground from 3-7PM. Will be held upstairs.
- Chili Cookoff – Feb 25, 2024, at Proven Ground from 3-7PM. Will be held upstairs.
- Guinness Run – March 9, 2024, at Off the Hook at 2PM. T-shirt design is done.
- St. Patrick's Day Parade – March 23, 2024. 7 Pipe Bands and Baltimore All Star Marching Unit will be attending again this year at a cost of \$1,500.

Visual Improvements Committee:

- Wayfair signs - email Diane if you would like new signs for your business.

New Business:

- Bistro Iberia ribbon cutting is pending. They participated in Fall Taste of Highlands and did an amazing job. Waiting for nicer weather to do the ribbon cutting.
- Saltwater Social – 128 Bay Ave. Opening TBA.
- Farmacie – Expanded Menu. Now serving breakfast and lunch.
- Waterwitch Grocer – Opening TBA

Old Business:

- Scooter Repair – Getting repaired and will be up and running by St. Patrick's Parade.

Mayor's Report – Donica Basinger

- See attached for Mayor Carolyn Broullon's report.

Next Meeting: March 25, 2024. Motion to Adjourn at 7:29PM made by Anna Little, second by Gloria Miller, all in favor and motion carried.