

HIGHLANDS BUSINESS PARTNERSHIP, INC.
140 Bay Avenue, Highlands, NJ 07732
Phone 732-291-4713 ~ Board email: hbp@highlandsnj.com
Meeting of the Board of Directors Monday, September 16, 2024
At Nicole Evelyn, 104 Portland Road, Highlands, NJ 6:30pm

BOARD MEMBER	TERM ENDS	BOARD MEMBER	TERM ENDS
President, Jay Cosgrove – A	12/31/2027	Nancy Burton – A	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: Mayor Carolyn Broullon, Leo Cervantes, Cata Cervantes, Diane McIlwaine, Vinny Antoniello, Harrison Baker, Hunter Baker, and Jen Lentz.

The meeting was called to order at 6:31PM, on Nicole Evelyn, 104 Portland Road 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 22, 2024, Meeting Minutes (Emailed to BOD for vote).

- Motion to approve the January 22, 2024, Minutes by Valerie Montecalvo, Seconded by Gloria Miller. All in favor, the motion carried.

Treasurer’s Report – reported Kim Slate

- \$15,241.09 less outstanding checks of \$1,773.02, leaving a balance of \$13,468.07.
- Motion to approve Treasurer Report –Filomena Antoniello, Seconded by Doug Lentz. All in favor, motion carried.

Executive Report:

- Mayor’s/Council Liaison Report – Please see attachment.
- 2023 Review & 990 – In progress – Due November 2024. Karen Burke’s extension was filed and will be sent in by November. Can be seen on Guide Star.
- HBP 2024 Scholarships & Donations - \$7,708 to date: Jefferey Starr Memorial Scholarship, Frank Thomas Memorial Scholarship, Marissa Procopio Memorial Scholarship, Misc. Donations: OLPH Food Pantry, HFD, HFA, Lions Club, MC Chief Assoc, Highlands First Aid Squad.
- Insurance – Workman’s Comp and Directors & Officers Policies Updated. Secured and updated.
- Volunteer Appreciation: Monday, September 9, 2024, on the Navesink Queen. A perfect evening.

Marketing & Communications Report:

- 2025 NJ Travel & Tourism Grant Submitted – awaiting notification for \$2,500 expect to know by October 2024.
- 2025-2026 Visitor Guide. Secured Ad.
- Monmouth Count Guide 2024 – Secured Full page ad.

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Events Recap:

- 14th Annual Beef & Brew @ Proving Ground. Half of Proving Ground Sponsorship paid 2024.
- 12th Annual Chili Cook-Off @ Proving Ground. Well attended.
- St. Patrick's Day Parade. Cancelled due to weather. Rescheduled for Sept. 21, 2024, and was cancelled due to lack of attendance. Tim Hill will still be Grand Marshall.
- 3rd Annual Fiesta de Mayo May 4. It was a beautiful day and was well attended—good feedback on survey.
- 5th Annual Brew by the Bay. Cold damp weather kept people away in the beginning. It picked up later in the day.
- 1st Annual Roar on the River. Pacifico sponsored all facilities that had events that were sold out. Next year May 17th-18th with racing on Saturday and Sunday at Veterans Park.
- 23rd Annual Seaport Craft Show @ Huddy Park. Returning crafters. Discussed increasing vendors fees.
- 2nd Annual Pride Fest in the Park @ Huddy Park. Discussed changing date to May or July to avoid competition from other towns in June. We may be busy with other events, so we are looking at July.
- 4th Annual Frank Thomas Fluke Tournament. Worked with Karen Chelak. A new company will be taking over next year, it will still be an HBP event.
- 13th Annual Taste of Highlands (Summer Taste), was well attended, and the weather was perfect for the event.
- 30th Annual Farmers Market @ Huddy Park. Saturdays till November 16th. We discussed getting more vendors next year.
- 29th Annual Clamfest @ Huddy Park. Rain out on Saturday ending the event early.

Upcoming Events:

- 22nd Annual Twin Lights Ride – Sunday, September 25. They are not able to do the shorter ride on Sandy Hook due to an event there.
- 23rd Annual Oktoberfest – Saturday October 5th 12pm – 7pm. Rain date Sunday, October 6th.
- 5th Annual Fall Taste of Highlands – Saturday, October 12th. 12pm – 5pm. There is less business participation this year.
- Howl-O-Ween – Saturday October 19th @Seafarer. Last year people could not hear announcements.

Visual Improvements:

- Fall/Winter. Working with town DPW.
- Holiday Decorations done by In the Garden.

Old Business:

- . Ribbon Cuttings for Bistro Iberia, 122 Bay Ave on 5/16/24 and Saltwater Social, 128 Bay Ave on 8/19/24.

New Business

- Waterwitch Neighborhood Grocer 67 Waterwitch Ave & Pachamama Juice 67 Waterwitch Ave. Separate ribbon cuttings come up.

Next Meeting: November 18th, 2024, at Off the Hook. Motion to Adjourn at 7:57 PM made by Donica Basinger, second by Filomena Antonello, all in favor and motion carried.