

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, November 18, 2024 @ 6:30 PM

BOARD MEMBER	TERM ENDS	BOARD MEMBER	TERM ENDS
President, Jay Cosgrove – P	12/31/2023	Nancy Burton – P	12/31/2023
Vice President, Doug Lentz – P	12/31/2026	Carla Cefalo – P	12/31/2023
Treasurer, Kim Slate – P	12/31/2023	Valerie Montecalvo - P	12/31/2024
Secretary, Donica Basinger – P	12/31/2023	Anna Little – P	12/31/2025
Dave Baker – P	12/31/2026	Gloria Miller – P	12/31/2024
James Barker - P	12/31/2024	Filomena Antoniello - P	12/31/2025

P = Present – A = Absent

Also, in attendance: Councilman Leo Cervantes, Tony Antoniello, Karen Chelak, Russ Chelak, Stacey Gilcrest, & Caty Cervantes.

The meeting was called to order at 6:34 PM, 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.

Approval of Minutes

Review September 16, 2024, Meeting Minutes (Emailed to BOD for vote).

- Motion to approve the September 16, 2024, Minutes by Filomena Antoniello, Seconded by Gloria Miller. All in favor, the motion carried.

Treasurer’s Report – reported Kim Slate

- \$19,074.70 less outstanding checks of \$1,635.56, leaving a balance of \$17,439.14.
- Motion to approve Treasurer Report – Carla Cefalo, Seconded by Anna Little. All in favor, motion carried.

Executive Report:

- Board Members Nomination & Ballot – With packet please fill out before leaving.
- Borough Clerk Request re Mercantile Renewals – Email Attachment. Please email the Certificate of Insurance.
- Directors & Officers & Liability Policies secured for 2025.
- 2023 Financial Review – 990 filed on 11/15/2024.
- Proposed 2025 Meeting Schedule: Annual Meetings Monday - 1/13/2025. Board Meetings – 3/24/2025, 6/9/2025, 9/15/2025, and 11/17/2025.

Mayor/Council Report:

- See attached for Mayor Carolyn Broullon’s report for October 2024.

Marketing & Communications Report:

- Sponsorship & Barter 2025 – A little different than in the past, the New Package with Boat Race increases sponsorship.
- Visitor Guide 2025 & 2026 – 2-year guide. We need to take out businesses that are no longer open.
- Web Updates, social media, Surveys, Ads, 360 Tours/Google Maps & Videos – grant for these.

Fall Events Recap:

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- Fall Brew by the Bay, September 7, 2024 – cold and windy.
- Twin Lights Ride, September 29, 2024 – Very cold and raining. Fewer beer sales this year.
- 23rd Annual Oktoberfest, October 5, 2024 - Successful. The weather was perfect. Ran out of German beer.
- Fall Taste of Highlands, October 12, 2024 – Another Successful Taste. 400 people!
- Howl-O-Ween, October 19, 2024 – Not as successful as last year.
- Fall Farmers Market, November 16, 2024 – last day. Another wonderful year. Thank you to all the vendors.

Upcoming Events:

- The 28th Annual Holiday Tree Lighting will be held on Friday, December 6, 2024 (rain date December 7). Santa & Mrs. Claus, Sponsor WRAT 95.5, Free Horse & Buggy, Solas na Mara Pipe Band. The Highlands Department of Recreation will provide free hot chocolate, cookies & candy canes – Thank you to the VFW new Pipe Band Solas na Mara for joining us this year.
- The 12th Annual Holiday Lights Decorating Contest Judging will be held on December 20, 2024. Please help and judge!

Proposed Calendar 2025:

- Revised to remove May Brew by the Bay, Fluke Tournament, Howl-O-Ween, and Tree Lighting.
- Add Roar on the River May 17th & 18th, 2025 – Races Saturday smaller boats, larger boats Sunday.
- Motion to approve 2025 Calendar by Carla Cefalo, Seconded by Donica Basinger. All in Favor, the motion carried.

Visual Improvements Holiday Program:

- DPW will install tree, roping, and lamp Post.
- In The Garden will design the town planters on the Week of 11/20/2024 – they do a wonderful job.
- HBP will install Candy Canes on the gazebo at Huddy Park and sign in Vets Park & Cornwall Square.

Old Business:

- Waterwitch Grocer Grand Opening – wonderful evening and was the most attended ribbon cutting!

New Business:

- Pachamama – Working on ribbon cutting date.

Next Meeting: January 13, 2025. Motion to Adjourn at 7:54 PM made by Jay Cosgrove, second by Carla Cefalo, all in favor, and motion carried.