

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
Tuesday, April 1, 2025 @ 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 – A	12/31/2028
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	12/31/2028	Filomena Antoniello - P	12/31/2025
Staci Gilchrist – A	12/31/2028	Leo Cervantes – A	12/31/2025

P = Present – A = Absent

Also, in attendance: Mayor Carolyn Broullon, Councilwoman Karen Chelak, Vinny Antoniello, Harrison Baker.

The meeting was called to order at 6:38 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 January 20, 2025, Meeting Minutes (Emailed to Board for approval).

- Motion to approve the January 20, 2025, Minutes by Doug Lentz, Seconded by Kim Slate. All in favor, the motion carried.

Treasurer's Report – reported by Kim Slate

- \$21,461.24 less outstanding checks of \$4,153.76, leaving a balance of \$17,307.48.
- Motion to approve Treasurer Report – Donica Basinger, Seconded by Doug Lentz. All in favor, motion carried.

Executive Report:

- 2025 Contributions – Thank you to Valley Bank for the donation of prize money for Roar on the River.
- 2025 Henry Hudson Scholarships – We will be donating to the Frank Thomas Memorial Scholarship for the Trades and the Jeffrey Starr Scholarship for the Arts.

Marketing & Communications Report:

- Sponsorship for Roar on the River – May 17th and 18th. Meeting with the liquor company for sponsorships. Pacifico will be donating again. We are working on rack cards with times and dates. There will be larger prize money for the winners.
- Visitor Guide 25-26 – will not go to print without payment.
- Web Updates and social media – All events will be on social media. Red Bank Pulse will be doing videos.
- Visit Monmouth – ad submitted. Monmouth County donation of \$5,000.

Events:

- St. Patrick's Day Parade and Fundraisers – March 22, 2025. We had perfect weather, and the parade was well attended. Grand Marshall Tim Hill and family had a wonderful time.

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Upcoming Events:

- 2nd Annual Highlands Roar on the River – Races to be held May 16th and 17th. The Winners Circle will be at One Willow.

Visual Improvements Committee: Nancy Burton

- Spring/Summer Street Planters – In the Garden will be taking care of the planters, and they will be planted by Mother's Day.

New Business:

- Highlands Café – Not scheduled, they will be scheduling soon.
- Gem's Bagels – Not scheduled yet, working with the owner for a date.
- The Honorable Plant – Will schedule a date and time after they have opened.

2026:

- America – 250th anniversary. We will be promoting events in town.
- FIFE World Cup – Rutgers fields will be used for practices. There will be a lot of tourism opportunities. Summer Taste of Highlands 2026 will be FIFE themed.
- Trudy Fest – 2026. Carla met with the Garden Club President, the Historical Society President, and Jo-Anne Olszewski Council President. We will be deciding on the date and events that will be around town.

Mayor's Report – Donica Basinger

- See attached for Mayor Carolyn Broullon's report.

Next Meeting: June 9, 2025. Motion to Adjourn at 8:00 PM made by Nancy Burton, seconded by Anna Little, all in favor and motion carried.