

**Regular Meeting of the Board of Directors
Monday, November 20, 2017**

**Robert C. Wilson Memorial Community Center, 22 Snug Harbor Avenue
Executive Session (closed to the public) 7:00 PM - Regular Meeting Agenda (open to the public) 7:30 PM**

Public Session: Call to Order: _____ **Attendance Roll Call:** (Board Roster)

I Meeting Minutes September 18 – emailed and attached

II Treasurer's Report – Rafaella Lee
Valley National Bank Checking account
Hope for Highlands account

III Committee Reports

a. Executive Committee

- Welcome & Introductions
- Bonnie Brooks – Highlands Clerk
- Budget Discussion Adoption for submission by 12/31/17
- 2017-2018 Goals & Objectives adoption for submission
- 2016 Certified Audit
- Proposed 2018 Meeting Schedule for adoption – notice

**Board of Directors Meetings: Mondays 1/22/18, 9/17/18, 11/19/18
Annual Meeting: Monday 3/19/18**

b. Marketing & Communications

- Monmouth County Tourism Council
- 2018 NJ Travel & Tourism Cooperative Marketing Program Grant
- 2017-2018 Visitor Guide – Reprint – possible additions
- Social Media/ Web/ Radio/ Online advertising/ Newspaper/ Magazine/ Press Releases
- Marketing Intern
- Networking Breakfast – Thursday Mornings; January 4, February 1, March 1, April 5, May 3, September 6, and October 4. Network, business card exchange, special guest speakers and presentations.

c. Events Committee

- Proposed 2018 Calendar for discuss, approval and submission
- Grand Marshall Discussion

d. Economic Development

- Grow Monmouth Program & Application
- Possible Paint Program

e. Visual Improvement Committee

- Holiday Decorations
- Streetscape Phase III – Sidewalk Café / Lighting / Signage Recommendations

IV Old Business – Bay Avenue Lighting Request

V New Business – Windansea / Proving Ground, Feed & Seed