

HIGHLANDS BUSINESS PARTNERSHIP, INC.
140 Bay Avenue, Highlands, NJ 07732
Phone 732.291.4713 ~ Fax 732.872.1031
Meeting of the Board of Directors
April 26, 2021 @ Off the Hook 6PM

Welcome & Introductions

Attendance Roll Call

Pledge of Allegiance

January 18, 2021 Meeting Minutes – Motion to approve

Treasurer's Report - Valley National Bank Checking Account – Motion to approve

EXECUTIVE REPORT:

- Covid Resources including grant opportunities for NJ businesses monitored & distributed
- Covid Resources updated on website daily
- Restaurant Revitalization Fund
- Registered NJ Tourism Grant – need to submit LOI
- Registered for EDA Phase IV

MAYOR'S REPORT:

Bay Avenue Redevelopment Area Update

Economic Development Review Board – Parking Impact in Business Districts

Reviewing the Use in the Central Business District Zone

MARKETING:

- Sponsorship & Barter updates
- Visitor Guide 21 – 22
- Visit Monmouth
- Social Media & Videos
- Shop Local

EVENTS:

- Beef & Brew postponed
- Chili Cook Off recap
- Guinness Run recap
- Taste of the Emerald H'Isle'lands recap
- Pride in Highlands Earth Day recap
- Upcoming Confirmed Events – Seaport Craft Show, Taste, Farmers Market, Fluke Tournament

VISUAL IMPROVEMENT COMMITTEE

- Spring & Summer Street Planters – In the Garden
- Wayfare Signage – Upgrades
- Welcome Sign Status
- Welcome Sign Structure Proposal

OLD BUSINESS

May 1, 2021 - Ribbon Cuttings are scheduled for the following:

Franny's Pizza 11:00AM	Gianna's Italian 1:00 PM
Char Ron Contractors 11:30 AM	Gert Snacks & Spices 1:30 PM
Jujitsu Self Defense Center 12PM	Sandbox 2:00 PM
Edward Allegra Law Firm 12:30 PM	

NEW BUSINESS

- Bench Dedication to former Borough Clerk's family – Nina Flannery

Motion to Adjourn: