

HIGHLANDS BUSINESS PARTNERSHIP, INC.  
 140 Bay Avenue, Highlands, NJ 07732  
 Phone 732-291-4713 ~ Board email: [hbp@highlandsnj.com](mailto:hbp@highlandsnj.com)  
 HBP BOD Meeting Minutes of March 28, 2022

<b>BOARD MEMBER</b>	<b>TERM ENDS</b>	<b>BOARD MEMBER</b>	<b>TERM ENDS</b>
President, Jay Cosgrove – P	12/31/2023	Nancy Burton – P	12/31/2023
Vice President, Doug Lentz – A	12/31/2022	Carla Cefalo – P	12/31/2023
Treasurer, Kim Slate – P	12/31/2023	Charlie LaRue – P	12/31/2024
Secretary, Donica Basinger – P	12/31/2023	Anna Little – P	12/31/2022
Dave Baker – A	12/31/2022	Gloria Miller – A	12/31/2024
James Barker – A	12/31/2024	Filomena Antonello - P	12/31/2022

P = Present – A = Absent

Also, in attendance; Mayor Carolyn Broullon, Council Member Karen Chelak.

Meeting was called to order at 7:11 PM, at Barhs Landing, 2 Bay Avenue 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.

**ACTION ITEMS:**

**Approval of Minutes**

- Motion to table the January, 2022 Meeting Minutes by Charlie LaRue, Seconded by Kim Slate, All in favor, the motion carried.

**Treasurer’s Report – Kim Slate**

- \$126,484.49 less outstanding checks of \$3,567.97, leaving a balance of \$114,700.71
- Motion to approve Treasurer Report – Donica Basinger, Seconded by Kim Slate, all in favor, motion carried.

**Executive Committee Report:**

- Handout was given to all board members with detailed explanation of their responsibilities.
- Our 990 has been filed on time. Not listed on Guide Star yet.
- Our Program Manager Diane McIlwaine is back to full-time. We will shorten hours for the Market Manager as early morning is most important. Gina Melnyk has been retained for part-time social media marketing.
- The NJ Plastic Ban Legislation going into effect on May 4, 2022 has been posted to our website and we will email all businesses the flyers sent by state.
- The UCEDC has a new ZERO Interest Loan for \$15,000 with payoff \$250 per month.
- The NJEDA Programs and resources are available on njeda.com – HBP applied for the Small Business Lease Grant.
- We need to focus on our 2022 contributions for membership and sponsorship. We need to divide and conquer with packages. Charlie LaRue offered to go around and help with the packages.
- HBP formed a partnership with Amazon. We receive 7 pallets 4 times a year for the pantries. We need volunteers to help unload. Karen Chelak offered Green Team. Highlands Lions Club can also help a sin the past.
- Scholarships: Last year we gave \$2500 for the art students who participated in the Winter Wonderland project. This year we will award a student, Olivia Fair that has volunteered for us at many Clam Fest and Oktoberfest events but more important, she helped with Curbside Kindness and also built a Community Garden during the Pandemic. We will also create a Jeffery D. Star Scholarship Memorial Fund in honor of the late Band Director at HHRS who worked with us for many parades and other town events. He was also a member of the Shepherders band. He created the Tri-M program at Hudson in 2016. Tri-M welcomes student musicians in grades 6 through 12. Currently, there are over 2,100 chapters in all 50 states, involving more than 84,000 students. Besides shining a bright light on their school's music programs, these future leaders contribute more than 750,000 service hours in their local communities.
- The Scooter Dude has been donated to HBP from Doug Lentz, Inlet Cafe. Carla met with Borough Administrator to discuss route and insurance. No texting and pick up, a continuous loop around town. Fee \$3.00 each person. Carla to ask woman who drove scooter before if she wants the job. Would like to have up and running by May.

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**Mayor's Report – Mayor Broullon**

- Redevelopment Update – The Land Use Board approved and sent back to council. Council to review at meeting on May 4, 2022. With a second reading on May 18, 2022.
- Shadow Lawn DEP has given final sign off.
- Captains Cove Developers agreement with attorneys to review and sign off.
- Mayor Broullon working on Historic Project with the NJ Historical Society. 20 properties that are 85 years old and older. A letter will be sent to those 20 properties.
- Monthly Mayor's reports are available on borough's website; [highlandsborough.org](http://highlandsborough.org).

**Events Recap: Thank you sponsors!**

- Beef & Brew sponsored by Proving Ground
- Chili Cook Off sponsored by Proving Ground
- Guinness Run sponsored by Off the Hook
- St. Pat's Parade The parade was an overwhelming success. We are still hearing compliments. It was the largest parade ever and the first to make a profit on the parade. Thank you to Eileen & Nancy of In the Garden and all of the generous supporters.

**Upcoming Events:**

- Pride in Highlands Earth Day April 23<sup>rd</sup>: Sign up online.
- Highlands Fiesta de Mayo May 7<sup>th</sup>: Sub-committee meet to discuss. Billboard ready to go up in the next few days.
- 4<sup>th</sup> Annual Brew by the Bay May 14<sup>th</sup> at Seafarer. 68 Pre-registered. 17 Breweries - Need volunteers.
- 21<sup>st</sup> Annual Seaport Craft Show May 29<sup>th</sup>: 75 Crafters and all items must be "handmade".
- Annual Fluke Tournament – Chair Nancy Burton – June 18<sup>th</sup> will begin advertising early.
- 28<sup>th</sup> Annual Farmers Market – Saturdays 8:30 AM beginning June 18<sup>th</sup>
- 11<sup>th</sup> Annual Taste of Highlands – June 25<sup>th</sup> 12-5PM

**Potential Events:**

- Holiday Craft Show: Diane feels this will be successful. Same as craft show but at OLPH.
- Car Show possible in September. Will reach out to company that ran our last one in 2019.

**Marketing Report:**

- Visitor Guide 22 reprint: Need to reprint for Scooter Dude page.
- Web Updates & Social Media: Gina Melnyk doing a great job. Will start doing "Look Backs" showing accomplishments.
- Visit Monmouth: SPARKS retired. Carla spoke with Mike Brock about not bundling us with the Bayshore. Very expensive this year, \$3250 for full page ad and \$2000 for half a page. We will sit this one out and see how the new guide is.
- Email from Frank Vulpi after speaking with Carla via phone. Promote Highlands on the Joe Piscopo morning radio show AM970 6am-10am. A very unique opportunity for us. Carla will send to BOD.

**Visual Improvements: Nancy Burton**

- In The Garden planning for the Spring Summer Season as their Barter project.

**New Business:** Ribbon Cuttings: Wolf Claw, Highlands Co-Work, & U.N. Owens to be scheduled.

**Old Business:** Linden Avenue Welcome Sign: If not ready will use a picture so it's up by Memorial Day.

Next Meeting: Annual Meeting in June 27, 2022 @ 7PM.

Motion to Adjourn at 8:39 PM made by Filomena Antoniello, second by Anna Little, all-in favor and motion carried.