

Highlands Business Partnership, Inc.  
District Management Corporation for the Highlands  
Business Improvement District (BID)  
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**Regular Meeting of the Board of Directors  
August 21, 2007**

**Robert D. Wilson Community Center  
22 Snug Harbor Ave., Highlands, NJ**

**Executive Session (closed to the public) 7:00 pm**  
**Regular Meeting Agenda (open to the public) 7:30 pm**

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NOTICED WITH ASBURY PARK PRESS AND POSTED ON [www.highlandsnj.com](http://www.highlandsnj.com)

**Public Session: Call to Order: \_\_\_\_\_**

**Attendance Roll Call:**

- I Review of June 2007 Meeting Minutes (emailed to BOD for review on 8/17/07)
- II Treasurer's Report – Bill Weber
  - Valley National Bank checking account
- III Committee Reports:  
**Executive Committee**
  - Set Meeting date for Presentation from Main Street NJ – September 12, 18 or 25

**Marketing & Communications – Sherry Ruby & Bill Weber**

- New Marketing Chair – Sherry Ruby, Seascape Manor B&B - Meetings held 4<sup>th</sup> Friday of each month at the Seascape Manor at 11Am. (Next meeting 8/24)
- Visitor Bags for Twin Light Ride, Oktoberfest & Lighthouse Challenge (drop off materials to HBP office) Carol will distribute collateral material this week)
- Escapemaker.com 2007 New Contract
- Monthly & Quarterly email blasts
- Travel Show Philadelphia Opportunity (\$750 plus lodging) (approx. \$1,000)
- 2008 plan for interactive map
- NJ Tourism Grant 2008 Submission (Carla will submit on-line)

**Events Committee – Carla Cefalo-Braswell**

- Clam Fest Update
- National Night Out Update
- Twin Lights Ride – Sunday September 23
- Oktoberfest – Saturday, October 6, Rain date October 7

**Economic Development – Fred Rosiak & Jim Bollerman**

- Water Taxi Update – Kathy Shaw
- Zoning Update – Frank Nolan
- Underground Utilities Revisit – Jim Bollerman

**Visual Improvement Committee – Councilwoman Nancy Thomas, Chairwoman**

- Holiday Banners and/or decorations
- Fall Planting in parks – Garden Club – Nancy Thomas
- Water @ Cornwall Square – Nancy Thomas
- Tree Service Barter for Bay Avenue Trimming
- Miller Street Landscaping Barter Improvements – Bruce Hilling
- Mural Presentation for Miller Hill by local Resident (Mayor Verbally approved)
- Mini V-Grant application submittal

**IV Action Items:**

- Acceptance of March & June Minutes (no quorum)
- Acceptance Annual Report (No quorum in June)
- Acceptance of Treasurers Report (June)
- Acceptance of August Treasurer's Report
- Acceptance of Certified Audit & submit to DCA

**V Old Business:**

- Tourism Video (very old)
- One28 bay Liquor License issue – Mr. Dick Walker

**VI New Business:**

- Katz 24 Hours (New ownership)

**Adjourn: \_\_\_\_\_**