

**HIGHLANDS BUSINESS PARTNERSHIP, INC.**  
**District Management Corporation for the Highlands**  
**Business Improvement District (BID)**

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**Highlands Business Partnership**  
**Regular Meeting of the Board of Directors**  
**January 24, 2008**

**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 & Posted on [www.highlandsnj.com](http://www.highlandsnj.com)**

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

Attendance Roll Call:

**I Acceptance of November 2007 Meeting Minutes (emailed to BOD for review)**

**II Treasurer's Report – Bill Weber**  
Valley National Bank checking account

**III Committee Reports:**  
**Executive Committee**  
HBP Budget 2008

**Marketing & Communications –**

- 2008 Monmouth County Guide and Map
- Escapemaker.com
- 2008 Visitor Guide
- Monmouth Journal
- NY Times Travel Show
- Constant Contact Upgrade for Newsletter

**Events Committee – Carla Cefalo-Braswell**

- Sponsorship Update
  - Comcast Cable
  - Food Circus/Foodtown
  - Frank Rahm Landscaping
  - JCP&L
  - Seastreak
  - Valley National Bank
  - Dr. Gelcoat
  - Hufnagel Tree Expert
- St. Pat's Parade Update – Grand Marshall 2008

- c. **Economic Development – Fred Rosiak, Chairman**
  - Committee update – Water Taxi Plan
  - Downtown NJ Excellence Award
- d. **Visual Improvement Committee – Councilwoman Nancy Thomas, Chairwoman**  
 (Design Maintenance Beautification Cap Imp)
  - New Street Banners - Spring
  - JCP&L Dawn to Dusk Sensors Replacements
  - Wayinding Signage Program additions – Accepting new apps through 3/30/08
  - Annual Maintenance Program to begin in March 08
  - Spring Cleaning & Planting – Highlands Garden Club

**IV Action Items:**

- Acceptance of Minutes
- Acceptance of Treasurers Report
- 2008 Budget
- Authorization for Certified Audit – The Curchin Group

**V Old Business:** Noise Ordinance Letter

**VI New Business:**

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

2008 Meeting Schedule:

<b>01/24/08</b> <b>Regular</b>	<b>03/25/08</b> <b>Annual Election</b>	<b>08/26/08</b> <b>Regular</b>	<b>11/18/08</b> <b>Regular</b>
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