

HIGHLANDS BUSINESS PARTNERSHIP, INC.
Post Office Box 375, Highlands, NJ 07732
Phone 732.291.4713 ~ Fax 732.872.1031
Meeting of the Board of Directors
January 18, 2021 @ Bahrs Landing 5PM

I. Attendance Roll Call

II. Pledge of Allegiance

III. Welcome HBP Council Liaison Kevin Martin

IV. September 21, 2020 Meeting Minutes

V. Treasurer's Report - Valley National Bank Checking Account

EXECUTIVE REPORT:

- Board Meeting Dates: Mondays @ 6PM on March 29th, June 28th, September 20th & November 22
- Board Secretary Vacancy
- Covid Resources including grant opportunities for NJ businesses monitored & distributed
- Covid Resources updated on website daily
- Loredana NadasanCano, Valley Bank
 - PPP Loan Forgiveness
 - PPP Second Draw
- 2021 Contribution
- Equipment on loan
- Adopt-A-Bench dedication – Larry Colby
- Food Drive 500 – Completed 10-24 OLPH
- Food Drive 2021 – January 31, 2021
- Winter Wonderland at the Shore – Ryan Toth & HHRS - Art Scholarship

MARKETING:

- Sponsorship Package
- Visitor Guide 21 – 22
- Web Updates, Social Media
- Visit Monmouth
- Shop Local

EVENTS:

- 2021 Calendar Proposed for approval – subject to executive orders

VISUAL IMPROVEMENT COMMITTEE

- Spring & Summer Street Planters – In the Garden
- Wayfare Signage – upgrades & new guidelines
- Sign Ordinance
- Welcome Sign

OLD BUSINESS

- Holiday decorations / tree
- Ribbon Cuttings for Gianna & Gert's
- HBP Stencil

NEW BUSINESS

- Bay Avenue Redevelopment Study

Adjourn: