

HIGHLANDS BUSINESS PARTNERSHIP, INC.
140 Bay Avenue, Highlands, NJ 07732
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Regular Meeting of the Board of Directors
Monday, June 27, 2022
Off The Hook, Highlands NJ 07732
Regular Meeting Agenda 6:30 PM PROMPT

Public Session: Call to Order: _____ Attendance Roll Call:

- I. **Approval of Minutes** - (emailed to BOD for a vote)
March Meeting Minutes

- II. **Treasurer's Report** –
Valley National Bank Checking Account

- III. **COMMITTEE REPORTS:**
Executive Committee
 - Council Liaison Cervantes - Mayor' Report
 - 2021 Review & 990 – In progress – due November 2022
 - Letter from State Board of Accountancy
 - HBP 2022 Contributions & Sponsorship
 - NJDEP Community Based Arts Grant – Max \$22,000
 - Scooter Service
 - Seasonal Staff

- IV. **Marketing & Communications**
 - 2023 NJ Travel & Tourism Grant – Declaration of Intent Submitted 6/15/22
 - Digital Media Marketing Campaign - Google Ad Words and Maps – 2022 COOP Grant in process
 - Social Media & Videos

- V. **Events**
 - Highlands Fiesta de Mayo feedback
 - 21st Annual Craft Show
 - 2nd Annual Fluke
 - 28th Annual Farmers Market
 - 11th Annual Taste of Highlands
 - 27th Annual Clamfest

- VII. **Visual Improvement**
 - Spring/Summer Plantings

- VIII. **Old Business**
 - Linden Avenue Welcome Sign
 - Char Ron – Rescheduled from 2021 - Ribbon Cutting

- IX. **New Business** – Unowens Café – July 1 Ribbon Cutting
Café La Dida, Etal Fine Foods new location – will schedule