

HIGHLANDS BUSINESS PARTNERSHIP, INC.
140 Bay Avenue, Highlands, NJ 07732 - Phone 732.291.4713
Meeting of the Board of Directors
NOVEMBER 28, 2022 @ Off the Hook 6:30 PM

Pledge of Allegiance

Welcome & Introductions

Attendance Roll Call

September 2022 Meeting Minutes – Motion to approve

Treasurer's Report - Valley National Bank Checking Account – Motion to approve

EXECUTIVE REPORT:

- Board Terms & Vacancies
- 2023 Budget
- NJ Tourism Grant 2023 – Submitted – Awarded \$18,000
- Directors & Officers & Liability Policies secured for 2023
- 2022 Financial Review – 990 Filed on 11-15-22
- Proposed 2023 Board of Directors Meeting Schedule:
 - Mondays - Annual Meeting, 1/23/23 Board Meetings – 3/27/23, 6/12/23, 9/18/23 and 11/27/22.

MAYOR'S REPORT:

- Infrastructure Projects
- Bay Avenue Redevelopment
- Shadow Lawn & Captain's Cove Redevelopment Project Status
- Public Area Improvements – Parks
- Thanksgiving Holiday Dinner

MARKETING:

- Sponsorship & Barter updates
- Visitor Guide 23 – 24
- Surveys
- Web, social media, 360 tours & videos

FALL EVENTS RECAP:

- 20th Annual Oktoberfest – October 2nd
- Fall Taste of Highlands – October 9th
- Boo Brew By the Bay – October 16th
- Howl-O-Ween – October 23rd
- Fall Farmers Market – November 20th

UPCOMING HOLIDAY EVENTS:

- 26th Annual Holiday Tree Lighting will be held on Friday, December 2nd with a rain date of December 3rd. Santa, Mrs. Claus, Sponsor WRAT 95.9, Carol Elaine Dancers, Middletown Girl Scout Troops and the Horse & Buggy have been secured. The Highlands Department of Recreation will provide free hot chocolate, cookies & candy canes.
- 5th Annual Santa Fun Run will be held on Sunday, December 11th at the Proving Ground - Pre-Registration is available online.
- 10th Annual Holiday Lights Decorating Contest Judging will be held on December 16th. Volunteers are needed.
- Other Holiday Happenings around town:
 - The Baymens' Protective Association, Knights of Columbus and the Highlands Fire Department will host their Annual Free Pancake Breakfast with Santa on Sunday, December 11th, 9 AM-12 PM at our Lady of Perpetual Help Church Hall located at 141 Rt. 36, Highlands.

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- Highlands Fire Department's host their annual Visit with Santa - Toys for Tots program on Sunday December 18th at 1 PM at the Highlands Fire House located at 171 Shore Drive. The event is free and open to the public.
 - Daniel Barden's Christmas Tree decorations.
 - Highlands Recreation Center is hosting the Holiday Gift Wrapping event at the Community Center December 4th, 11th & 17th 9AM – 12PM & December 9th, 14th, 19th & 20th, 7 – 9 PM. Bring your own paper or they will supply.
- 2023 Grand Marshal discussion.
 - Proposed 2023 Calendar of Events

VISUAL IMPROVEMENT COMMITTEE - HOLIDAY PROGRAM

- In the Garden will design the town planters on week of 11/22.
- In the Garden - HBP Ordered 6- 75' rolls of white pine roping from to be installed by Borough DPW on fence at Huddy Park, Highlands Sign, Veterans Park
- HBP will install Candy Canes on gazebo and sign in Vets & Cornwall on Friday, November 26th.

OLD BUSINESS:

- Welcome Sign Installation

NEW BUSINESS:

Dock Donuts Ribbon Cutting

Motion to Adjourn: