

Public Session: Call to Order: _____ Pledge of Allegiance - Attendance Roll Call:

I. Approval of Minutes – April 17, 2023 - (emailed to BOD 05/23 & 09/15/23)

II. Treasurer's Report:

Valley National Bank Checking Account as of 9/19/23

III. COMMITTEE REPORTS:

Executive Committee

- Mayor's Report
- 2022 Review & 990 – In progress – Due November
- HBP 2023 Contributions & Sponsorship
- 2023 Scholarships
 - Jeffrey Starr Memorial Scholarship - \$1000
 - Frank Thomas Memorial Scholarship -\$750
 - Marissa Procopio - \$500
- Scooter Service – Out of commission
- Seasonal Staff

IV. Marketing & Communications:

- 2023 NJ Travel & Tourism Grant – \$18,000 Award
- Digital Media Marketing Campaign - Google Ad Words and Maps – 2023 COOP Grant in process
- Social Media & Videos
- 2023 – 2024 Visitor Guide

V. Events Recap:

EVENT	INCOME	EXPENSE	PROFIT
Fiesta de Mayo	\$11,010	\$ 2,713	\$8,297
Brew by the Bay	\$ 9,394	\$ 7,763	\$1,631
Seaport Craft Show	\$ 4,200	\$ 1,130	\$3,070
June Taste of Highlands	\$13,845	\$ 678	\$13,167
Pride Fest in the Park	\$ 4,277	\$13,121	\$-8,844
29 th Annual Farmers Market	\$ 4,430	\$ 632	\$3,798
28 th Annual Clamfest	\$41,540	\$41,378	\$ 162

VI. Upcoming Events:

- 21st Twin Lights Ride – October 1st
- 22nd Annual Oktoberfest – October 7th, rain date 10/8
- Fall Taste of Highlands – October 14th
- 4th Annual Boo Brew by the Bay – October 21st, rain date 10/22
- Howl-O-Ween – October 28th

VII. Visual Improvement:

- Fall/Winter
- Holiday decorations

VIII. Old Business:

- Wayfinding Signs

IX. New Business:

Waterwitch Neighborhood Grocery – 67 Waterwitch Avenue – Late Fall
Bistro Iberia, 122 Bay Avenue – Early Fall
Saltwater Social 128 Bay Avenue