

**HIGHLANDS BUSINESS PARTNERSHIP, INC.**  
**140 Bay Avenue, Highlands, NJ 07732 - Phone 732.291.4713**  
**Meeting of the Board of Directors**  
**NOVEMBER 27, 2023 @ Off the Hook 6:30 PM**

**Pledge of Allegiance**

**Welcome & Introductions**

**Attendance Roll Call**

**September 2023 Meeting Minutes** – Motion to approve

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

**EXECUTIVE REPORT:**

- Board Terms – See attached
- 2024 Budget – See attached
- Directors & Officers & Liability Policies secured for 2024.
- 2023 Financial Review – 990 Filed on 11-15-23.
- Proposed 2024 Board of Directors Meeting Schedule:
  - Mondays - Annual Meeting, 1/22/23 Board Meetings – 3/25/24, 6/10/24, 9/16/24 and 11/18/24
  - Resources Workshop – NJEDA – UCEDC 1/22 10AM
  - ANNUAL MEETING TO FOLLOW – Lunch Provided

**MAYOR'S REPORT:**

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

**MARKETING:**

- Sponsorship & Barter 2024
- Visitor Guide 23 – 24 – Complete & available
- Web, social media, Surveys, Ads, 360 tours & videos

**FALL EVENTS RECAP:**

- 22<sup>nd</sup> Annual Oktoberfest – October 8<sup>th</sup>
- Fall Taste of Highlands – October 14<sup>th</sup>
- Boo Brew by the Bay – October 21<sup>st</sup> cancelled.
- Howl-O-Ween – October 28<sup>th</sup>.
- Fall Farmers Market – November 18<sup>th</sup>.

**UPCOMING HOLIDAY EVENTS:**

- 27<sup>th</sup> Annual Holiday Tree Lighting will be held on Friday, December 1<sup>st</sup> with a rain date of December 2<sup>nd</sup>. Santa, Mrs. Claus, Sponsor WRAT 95.9, Carol Elaine Dancers, Middletown Girl Scout Troop and the Horse & Buggy courtesy of Valley Bank, has been secured. The Highlands Department of Recreation will provide free hot chocolate, cookies & candy canes.
- 5<sup>th</sup> Annual Santa Fun Run - Cancelled
- 11<sup>th</sup> Annual Holiday Lights Decorating Contest Judging will be held on December 15<sup>th</sup>. Please come volunteer to judge.
- 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 10<sup>th</sup>, 9 AM-12 PM at our Lady of Perpetual Help Church Hall located at 141 Rt. 36, Highlands.
  - Highlands Fire Department's host their annual Visit with Santa - Toys for Tots program on Sunday December 17<sup>th</sup> 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.

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- Highlands Recreation Center is hosting the Holiday Gift Wrapping event at the Community Center December 11<sup>th</sup>, 13<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup>, 17<sup>th</sup>, 18<sup>th</sup>, 20<sup>th</sup> and 21<sup>st</sup> various hours for different amounts of packages, call the recreation department for information. Bring your own paper or they will supply.
- Proposed 2024 Calendar of Events

VISUAL IMPROVEMENT COMMITTEE - HOLIDAY PROGRAM

- In the Garden will design the town planters on week of 11/20.
- 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 26<sup>th</sup>.

OLD BUSINESS:

- NEW BUSINESS: Presentation - Saltwater Social, Michael Metzner

Motion to Adjourn: