

HIGHLANDS BUSINESS PARTNERSHIP, INC.
 140 Bay Avenue, Highlands, NJ 07732
 Phone 732-291-4713 ~ Fax 732-872-1031
 Board email: hbp@highlandsnj.com

BOD Meeting Minutes of November 22, 2021

| BOARD MEMBER | TERM | BOARD MEMBER | TERM |
|--------------------------------|----------------------|--------------------|----------------------|
| President, Jay Cosgrove – P | Term ends 12/31/2023 | Nancy Burton – P | Term ends 12/31/2023 |
| Vice President, Doug Lentz – A | Term ends 12/31/2022 | Carla Cefalo – P | Term ends 12/31/2023 |
| Treasurer, Kim Slate – P | Term ends 12/31/2023 | Leo Cervantes – P | Term ends 12/31/2021 |
| Secretary, Donica Basinger – P | Term ends 12/31/2023 | Anna Little – P | Term ends 12/31/2022 |
| Dave Baker – P | Term ends 12/31/2022 | Gloria Miller – P | Term ends 12/31/2021 |
| Jack Bevins – A | Term ends 12/31/2021 | Matthew Lodato – P | Term Ends 12/31/2022 |

P = Present – A = Absent

Also, in attendance; Mayor Carolyn Broullon, Charlie LaRue, Ken Braswell, Karen Grezner, Rob Little

Meeting was called to order at 7:19 PM, at Off the Hook Restaurant, 1 Navesink Avenue followed by the Pledge of Allegiance. Roll call was taken with an initial quorum of 8 board members being present followed by introductions of all in attendance.

ACTION ITEMS:

Approval of Minutes

Review September 20th Meeting Minutes

- Motion to approve the September, 2021 Meeting Minutes by Gloria Miller, Seconded by Donica Basinger, All in favor, the motion carried.

Treasurer’s Report – reported Kim Slate

- \$132,179.94 less outstanding checks of \$19,129.40, leaving a balance of \$113,050.54
- Motion to approve Treasurer Report – Donica Basinger, Seconded by Gloria Miller, all in favor, motion carried.

Executive Report:

- Covid Resources Grant opportunities are monitored and distributed.
 - EDA Phase IV
 - We awarded the NJ Tourism CMP Grant \$19,250. We will sign the contract in SAGE.
 - Purchased a liability insurance policy with Franklin Mutual.
 - Karen Grezner – Report on Sponsorship Solicitation, looking for new leads, contacts etc.
 - Carla updated the board on another false claim filed by Claudette.
 - Curbside Kindness & Amazon - Pantry was well stocked over the summer but will now accept donations for the Holidays. We can also work with lunch break. Will ask Lions for help deliver to pantry as in past.
 - Diane registered HBP and our retailers for the Amex Show Small Program, We received a kit for 50 businesses. More importantly to promote shop small, shop local.
 - Carla acknowledged Leo Cervantes for winning the Council election.

Mayor’s Report – Mayor Broullon

- Redevelopment Update – Borough hopes to have the Bay Avenue report to the Land Use Board (LUB) by close of business on Wednesday 11/24. There will be public input at both LUB meetings on December 2nd and 8th. There were also surveys completed by residents and businesses. The LUB will vote on its consistency with our Master Plan and will memorialize on December 8th. The Council will then introduce an ordinance in 2022. The ordinance goes into effect 20 days after the final adoption.

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- Shadow Lawn & Captains Cove Redevelopment Areas – are both on hold due to DEP approval delays. Will continue discussions with DEP and Governor's office to move along.
- Skate Park Public visioning meeting will be held on December 6th at Community Center at 6PM. Full makeover to concrete ramps. Huddy, Veterans & Community Center will get new swings and other equipment, basketball hoops, tennis courts and lights. Projects will be done primarily with Open Space Grants.
- Thanksgiving Grab & Go Meals will be available at the community center at 6PM while supplies last.

Marketing Report:

- Social Media – We continue to post videos on Facebook, Instagram and on our YouTube channel. If you have purchased a full sponsorship and have not done a video, please let us know.
- Shop Local – There are still only 2 businesses actually using this program. We need to address what the barriers to success are and how to do it better. Nancy suggested that the manual card stamp method is old fashioned and that a digital version would be more modern and user friendly. We will look into digital Shop Local.

Event Recap

- We added Brew By the Beach craft beer festival in conjunction with PBA Cornhole in hopes to grow their attendance and event. It will be publicized way in advance in 2022 but we may just hire a beer truck. We did a video for them with Red Bank Pulse for promotional advertising for next year. Thank you to all of the generous businesses, many here that sponsored their event.
- 19th Annual Twin Lights Ride was held Sunday, September 26th. Bike NY reported that we had 1800 riders which is substantially lower than usual. The Police Explorers helped with parking and did a phenomenal job.
- Octoberfest was held on October 2nd. We were featured in NJ Monthly and had overwhelming crowds in attendance. We ran out of beer by 5PM. It was very stressful and thanks to Carolyn Broullon for keeping the crowds happy under the circumstances. The distributors were low on product but overall, the people were not upset and we sent them to local businesses. Thankfully, we worked with Chief Burton to expand throughout the park which was very helpful due to so many attendees. A great big thanks to Bahrs for donating the food which turned close to an 11K profit. Total income was 21,345 and expenses were \$8,418.27.
- 2nd Annual Fall Taste of Highlands was held on Saturday October 9th, it was rainy and attendance was lower than usual, especially since we had three (3) taste events. One was in lieu of the parade. The income was \$4,074 and \$1035.49 in expenses. It was still a profitable fundraiser, thanks to all the participating businesses.
- Boo Brew By the Bay was held on October 16th. There were 13 breweries but attendance was lower than previous years. The numbers have not been entered in Quick Books yet but it definitely turned a profit. Thank you to Seafarer for their support.
- Halloween was held on October 30th. The event was an overwhelming success. There were so many dogs in costume, the photo album is a must see. It had far more interest than ever before. Thank you to Seafarer for their outstanding support.
- Fall Farmers Market was over this past Saturday, November 20th. Sadly, the vendors did not want it to end. The Farmer's Market was very well attended and had many goods and services available. We hired a seasonal Market Manager, Irene who did a phenomenal job keeping the market in order. It is important that someone is there from 8AM to at least 1PM. Irene will return next year. I also spoke with Valerie M. about 132 Bay Avenue and a potential indoor market or artisan's village. She will be working with her engineers after the holidays.

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Upcoming Events:

- 27th Annual Tree Lighting will be held on 12-3-21. Valley Bank graciously sponsored the Horse & Buggy rides and will be handing out free coloring books/crayons and other goodies for the kids. Matthew Lodato thanked us on behalf of Valley Bank for putting their logo on the Fall Taste backpacks which has benefitted them.
- 4th Annual Santa Fun Run @ Proving Ground will be held on December 11th. Pre-Registration is open. We collect toys there for the HFD Toys for Tots Program.
- 8th Annual Holiday Lights Contest will be held on 12/17/21.
- We also are promoting the other organizations events such as HFA Gift Wrapping, HFD Toys For Tots, Baymen's and Knights of Columbus Pancake Breakfast on Sunday December 12th at OLPH. A press release is going out with all town events.
- HFD will provide the Christmas Tree for Daniel Barden in Vets Park. It will be special this year as we finally have electric in Veterans Park. Bring an ornament or make an ornament and we will decorate at the HFD Toys for Tots Event on Sunday December 19th at 1:00PM. The event is free and open to the public.

Visual Improvements: Nancy Burton

- Many of the Street Planters still look great! Nancy & Eileen are planning for the Holiday Planters.
- We met with DPW Spencer Carpenter, DPW Supervisor and went over the list of items to be done for Holiday Decorating around town, he was very helpful. The DPW put up our lamppost decorations, they look great. Special thanks to the Borough DPW.
- HBP will be putting up the Candy Canes by Thanksgiving.
- Geoff Pierini from Captain's Cove will once again have his crew put up the tree in Huddy Park next Tuesday, November 30th.
- Nancy complimented the DPW with street cleaning. Mayor Broullon complimented Spencer's experience in beautification projects and public are improvements at his former place of employment.
- The Garden Club will put greens in the Huddy Park Gardens.

New Business:

Leo Cervantes wants to plan Cinco de Highlands, a Bay Avenue event. Leo met with a representative from NY from Mexican Consulate who makes and sells 1 million tortillas a day. His product is sold everywhere. He would like to participate in the event. Perhaps make the largest enchilada. Let's put a committee together to discuss and plan. We need to send a formal letter to Leo's contact for participation. Carla will reach out to Luis De La Hoz, Chairman of State Hispanic Chamber.

Old Business:

- Linden Avenue Welcome Sign - Charlie LaRue gave a summary of the work that was completed at the Linden Avenue. HBP thanked him for the generous contribution. He put a structure in that would allow any type of sign.
- Carla reported that Signalize still has not cashed their check since they have not started the project due to illness. Ken found a company in California that can do the 3-D relief and ship it to us, but we have to give them the art work which Robyn can provide. She is having major health issues and has to have surgery so we are working in conjunction with another sign company and she can provide consulting. Charlie agreed to help install the sign as part of his 2022 Barter. The Board wants to have a plan in place by the next board meeting in January.

Next Meeting: Annual Meeting in January 24, 2022 @ 7PM.

Motion to Adjourn at 8:24 PM made by Carla Cefalo, second by Kim Slate, all in favor and motion carried.