

ANNUAL BOD Meeting Minutes of January 24, 2022

BOARD MEMBER	TERM ENDS	BOARD MEMBER	TERM ENDS
President, Jay Cosgrove – P	12/31/2023	Nancy Burton – P	12/31/2023
Vice President, Doug Lentz – P	12/31/2022	Carla Cefalo – P	12/31/2023
Treasurer, Kim Slate – P	12/31/2023	Charlie LaRue – P	12/31/2024
Secretary, Donica Basinger – P	12/31/2023	Anna Little – P	12/31/2022
Dave Baker – P	12/31/2022	Gloria Miller – P	12/31/2024
James Barker – P	12/31/2024	Filomena Antonello - A	12/31/2022

P = Present – A = Absent

Also, in attendance; Mayor Carolyn Broullon, Leo Cervantes, Ken Braswell, Luis De La Hoz, Chairman, Statewide Hispanic Chamber, Don Melnyk.

Meeting was called to order at 7:09 PM, at Barhs Landing, 2 Bay 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 November 22nd Meeting Minutes

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

Treasurer’s Report – reported Kim Slate

- \$117,898.92 less outstanding checks of \$3,567.97, leaving a balance of \$114,330.95
- Motion to approve Treasurer Report – Jay Cosgrove, Seconded by Doug Lentz, all in favor, motion carried.

Executive Committee Report:

- Carla acknowledged Councilman Leo Cervantes on his election to Council. Leo has been appointed as our Council Liaison to still serve the board.
- Annual Election – the following three (3) seats expired 12/31/2021.
 - Jack Bevins
 - Leo Cervantes
 - Gloria Miller
- Carla made a motion to elect James Barker III, second by Kim Slate, all in favor, motion carried.
- Kim made a motion to re-elect Gloria Miller, second by Doug, all in favor and motion carried.
- Doug made a motion to elect Charles LaRue, second by Jay Cosgrove, all in favor, motion carried. All three seats have been filled and will end 2024.
- Congratulations to Nancy Burton & Eileen Ricco on the purchase of the flower shop/coffee shop 69 Waterwitch Avenue.
- Carla introduced and explained the Program Budget for 2022. Donica made a motion to accept the budget, second by Kim, all in favor, motion carried
- Carla distributed the Board Responsibilities. Everyone needs to review and participate.
- PKF O’Connor Davies is in the process of reviewing our books to file our 990’s and issuing all required W9’s.
- Diane McIlwaine is back full time as our program manager.
- We will be seeking part time help for administrative help and a Social Media developer.
- Luis gave an overview of programs and resources available at the Statewide Hispanic Chamber of Commerce. We also need to join their Chamber.

Mayor's Report – Mayor Brouillon

- Redevelopment Update – The Land Use Board to go over Bay Avenue plan at next meeting on February 10th.
- Shadow Lawn DEP is in review within the land use program.
- Captains Cove Redevelopment Areas – negotiating the re-developers agreement.
- Skate Park – To see drawing go to Borough Website. Huddy and Veterans Park new equipment to be finished at end of January.
- New Borough Hall Project went out to bid on January 22nd.
- Monthly Mayor Reports are available on the Borough website and postcards are emailed to everyone.

Marketing Report:

NJ Tourism grant deposit received. We have added their logo as needed. Google Ad-words will be implemented shortly. We will be taking 360 photography tours at our sponsors businesses and we will be promoting them on Google.

Events Recap: The Tree Lighting event was an overwhelming success. We partnered with the Borough and worked with DPW to have the lamp post decorations and other preparations in time for the event. Thank you to Geoffrey Pierini, Captain's Cove Marina and his staff for once again, installing the large tree in Huddy Park. Holiday Lights and Santa Fun Run had increased participation.

Upcoming Events:

- Chili Cookoff January 27th at Proven Ground.
- Guinness Run March 5th at Off The Hook.
- 18th Annual St. Patrick's Day Parade to be held on March 19th step off at 2pm.

Visual Improvements: Nancy Burton

Holiday Planters – Special thanks to Nancy Burton and Eileen Ricco of In the Garden for their dedication. The planters looked beautiful for the holidays.

New Business:

New Event: Luis De La Hoz, Chairman of State Hispanic Chamber attended the Board Meeting to assist with planning the Highlands Fiesta de Mayo. We formed a committee to plan the event; Leo, Luis, Jay, Doug, Kim, Donica, Dave, James, Nancy, Donica, Carla and Diane. We will have a separate meeting. Diane suggested changing Brew By the Bay to May 14th and holding Fiesta de Mayo on May 7th. All in favor to change the date.

Old Business:

- Linden Avenue Welcome Sign – Nancy suggested a company in Atlantic Highlands. Carla reached out and they are moving to Keansburg. Robyn's is unable to build due to health reasons so she will be providing consulting services and the artwork to the new vendor.
- Ribbon Cuttings for Wolf Claw, UnOwens Café, and Highlands Co Works when weather breaks.

Next Meeting: March 28th 2022 @ 7PM.

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