

HIGHLANDS BUSINESS PARTNERSHIP, INC.
140 Bay Avenue, Highlands, NJ 07732
Phone 732-291-4713 ~ Board email: hbp@highlandsnj.com
HBP Board of Directors Meeting Minutes [November 28, 2022](#)

BOARD MEMBER	TERM ENDS	BOARD MEMBER	TERM ENDS
President, Jay Cosgrove – P	12/31/2023	Nancy Burton – A	12/31/2023
Vice President, Doug Lentz – P	12/31/2026	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	12/31/2023
Dave Baker – P	12/31/2026	Gloria Miller – A	12/31/2024
James Barker - P	12/31/2024	Filomena Antoniello - A	12/31/2025

P = Present – A = Absent

Meeting was called to order at 6:38PM, 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.

Approval of Minutes

Review September 26, 2022, Meeting Minutes (Emailed to BOD for vote).

- Motion to approve the September 26, 2022, Minutes by Dave Baker, seconded by Charlie LaRue, all in favor, the motion carried.

Treasurer’s Report – reported Kim Slate

- \$120,115.07 less outstanding checks of \$12,213.23, leaving a balance of \$107,901.84.
- Motion to approve Treasurer Report – Donica Basinger, seconded by Carla Cefalo, all in favor, motion carried.

Executive Report:

- Board Terms & Vacancies – Douglas Lentz, VP, 12/31/26
- , Filomena Antoniello ending 12/31/25 and David Baker 12/31/26.
- NJ Tourism Grant 2023 – Submitted and we were awarded \$18,000.
- Directors and Officers, Liability Policies secured for 2023. Same as 2022.
- 2022 Financial Review – 990 Filed on 11-15-22. Everything is filed and anyone can review on Guide Star.
- Proposed 2023 Board of Directors Meeting Schedule: Annual Meeting 1/23/23. Board Meetings 3/27/23, 6/12/23, 9/18/23, and 11/27/23.

Mayor’s Report – Mayor Broullon

- Tabled till 1/23/23.

Marketing & Communications Report:

- Sponsorship and Barter updates; Diane preparing for 2023.
- Visitor Guide 2023-2024: need any advertisement ASAP.
- Surveys: \$2,000 Grant for surveys. One survey for all events. Charlie LaRue suggested that everyone email with questions for the survey.
- Web, social media, 360 tours and videos: More 360 tours in 2023. Sophia has been making TikTok videos.

Fall Events Recap:

- 20th Annual Oktoberfest October 2, 2022: Income \$20,209 Expense \$11,592.55 Profit \$8,616.45. 2023 will set up to use credit cards for food.
- Fall Taste of Highlands October 9, 2022: Income \$12,520 Expense \$507.10 Profit \$12,012.90.
- Boo Brew by the Bay October 16, 2022: Income \$9,616.17 Expense \$5,803.96 Profit \$3,812.21.

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- Howl-O-Ween October 23, 2022: Most dogs we've ever had. Income \$0.00 Expense 20.03.
- Fall Farmers Market: last day November 20, 2022. Another successful year.

Upcoming Events:

- 26th Annual Holiday Tree Lighting December 2, 2022, rain date December 3, 2022. Special Guest Santa and Mrs. Claus, Carol Elaine Dancers, Middletown Girl Scout Troops plus a Horse and Buggy, have been secured. Sponsor WRAT 95.9, will provide music, Highlands Department of Recreation will provide free hot chocolate, cookies, and candy canes. Valley Bank donating Horse and Buggy.
- 5th Annual Santa Fun Run December 11, 2022, at Proving Ground. Pre-registration is available online.
- 10th Annual Holiday Lights Decorating Contest Judging will be held December 16, 2022. Volunteers to judge 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 December 11, 2022, 9am till 12pm at Our Lady of Perpetual Help Church Hall located at 141 Route 36, Highlands. Highlands Fire Department's host their annual Visit with Santa. Toys for Tots program on Sunday December 18, 2022, at 1pm at Highlands Fire House located at 171 Shore Drive. The event is free and open to public. Highlands Recreation Center is hosting the Holiday Gift Wrapping Event at the Community Center: December 4, 11, and 17, 2022 from 9am-12pm, December 9, 14, 19, and 20 from 7pm-9pm. Bring your own paper is you would like, or they will supply.
- 2023 Grand Marshal Discussion: Carla Cefalo made a motion to nominate Karen Taylor Burke, Second Jay Cosgrove all in favor, motion passed.
- Proposed Calendar of Events: Council to approve events on January 1, 2023. Clamfest from 3 days down to 2 (Friday and Saturday). Motion to approve Clamfest made by Charlie LaRue, seconded by Kim Slate, all in favor, motion passed.

Visual Improvements: Nancy Burton

- In The Garden designed the town planters, week 11/22/22. Done and looks beautiful.
- In the Garden and HBP ordered six 75' rolls of white pine roping for the Borough DPW to place on fence at Huddy Park, Highlands sign, and Veterans Park.
- HBP will install candy canes on gazebo and sign in Veterans Park and Cornwall on November 26, 2022.

New Business:

- Dock Donuts: scheduling ribbon cutting. Rescheduled.

Old Business:

- Welcome Sign Structure: Built with nothing to hang. Working to get that fixed.

Next Meeting: Board Meeting January 23, 2023. Motion to Adjourn at 7:41 PM made by Jay Cosgrove, second by Doug Lentz, all in favor and motion carried.