

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 – [January 24, 2023](#)

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	12/31/2026	Carla Cefalo – P	12/31/2023
Treasurer, Kim Slate – A	12/31/2023	Charlie LaRue – P	12/31/2024
Secretary, Donica Basinger – P	12/31/2023	Anna Little – P	12/31/2022
Dave Baker – A	12/31/2026	Gloria Miller – P	12/31/2024
James Barker - P	12/31/2024	Filomena Antoniello - P	12/31/2025

P = Present – A = Absent

Also, in attendance: Mayor Carolyn Broullon, Valerie Montecalvo

Meeting was called to order at 6:41PM, at Bahrs 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.

Approval of Minutes

Review November 28, 2022, Meeting Minutes (Emailed to BOD for vote).

- Motion to approve the November 28, 2022, Minutes by Charlie LaRue, Seconded by Gloria Miller. All in favor, the motion carried.

Treasurer’s Report – reported Kim Slate

- \$100,731.27 less outstanding checks of \$262.96, leaving a balance of \$100,468.31.
- Motion to approve Treasurer Report – Charlie LaRue, Seconded by Filomena Antoniello. All in favor, motion carried.

Executive Report:

- Highlands Lions Club Good Citizenship Award: HBP was given the Good Citizenship Award at the Highlands Lions Club Christmas dinner. Carla Cefalo and Donica Basinger accepted the award on behalf of HBP.
- Program Budget: We will be using the standard budget from 2022.
- Board Responsibilities and Positions: Handout was given to all.
- 2022 Financial Review – 990 Filed on 11-15-22. Everything is filed and anyone can see on Guide Star.
- Grant Opportunities and Other Resources for NJ: New programs for cannabis startups. NJEPA.com for small and medium businesses. If anyone would like information, please send email to Carla Cefalo.
- 2023 Contributions: Diane Mcllwaine sent emails to everyone. Thank you to Valerie Montecalvo for her contributions.
- Food Donations – Amazon Partnership: We have reached out to Amazon, and have not heard back about 2023 donations.
- 2023 Henry Hudson Scholarships: Do we want to do same as we did last year? We would like to do the Music Scholarship. We have time to come up with new Scholarships.

Marketing & Communications Report:

- NJ Tourism 2023 CMP Grant - \$18,000.00: We were awarded the grant and the first payment was received. Thank you to Valerie Montecalvo for putting up application.
- Sponsorship Package 23 – Updated: smaller package for 2023.
- Visitor Guide 23-24 reprint: Those that have not sent in ad for the Guide needs to send in ASAP if you would like to be included.
- Web Updates and social media: Being done with sponsors.

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Upcoming Events:

- Tree Lighting Sponsor – Valley Bank: A huge thank you to Filomena Antonello and Valley Bank for sponsoring horse and buggy.
- 2023 Calendar Approval Resolution: Council approved the resolution for 2023 Events on Borough property.
- Beef & Brew – Feb 5, 2023, at Proving Ground 3-7PM.
- Chili Cook Off – Feb 26, 2023 at Quarterdeck at Seastreak, 3-7PM. This will be the first HBP event at the Quarterdeck, everyone is very excited.
- Guinness Run – March 4, 2023, at Off the Hook.
- St. Patrick's Day Parade – March 18, 2023, at 2PM. Grand Marshal Karen Taylor Burke. Please no snow!!!

Visual Improvements Committee: Nancy Burton

- Holiday Recap (DPW and In the Garden): Thank you to In the Garden and Highlands DPW for their work on the planters this past year.
- Spring and Summer Street Planters – In the Garden: Depending on weather, In the Garden will do planters. DPW to add soil.

New Business:

- Charlie LaRue can help those who are looking for a grant for Business Employee Retention Credit.

Old Business:

- Welcome Sign Structure Complete: Sign is completed, weights 650 pounds. Currently there is no way to install.

Mayor's Report – Mayor Broullon

- See attached for Mayor Carolyn Broullon's report.

Next Meeting: March 27, 2023. Motion to Adjourn at 7:35 PM made by Charlie LaRue, second by Filomena Antonello, all in favor and motion carried.