

HIGHLANDS BUSINESS PARTNERSHIP, INC.
140 Bay Avenue, Highlands, NJ 07732
Phone 732-291-4713 ~ Board email: hbp@highlandsnj.com
Regular Meeting of the Board of Directors
Off The Hook, 1 Navesink Ave., Highlands, NJ 07732
Monday, September 19, 2023 @ 6:30 PM

BOARD MEMBER	TERM ENDS	BOARD MEMBER	TERM ENDS
President, Jay Cosgrove – A	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 – P	12/31/2023	Charlie LaRue – A	12/31/2024
Secretary, Donica Basinger – P	12/31/2023	Anna Little – P	12/31/2025
Dave Baker – P via phone	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, Harrison Baker, Robert Little

Meeting was called to order at 6:41 PM, at Off the Hook, 1 NJ-36, Highlands, followed by the Pledge of Allegiance. Roll call was taken with an initial quorum of 10 board members being present followed by introductions of all in attendance.

Approval of Minutes

Review April 17, 2023, Meeting Minutes (Emailed to BOD for vote).

- Motion to approve the April 17, 2023, Minutes by Goriam Miller, Seconded by Kim Slate. All in favor, the motion carried.

Treasurer’s Report – reported Kim Slate

- \$64,086.90 less outstanding checks of \$10,410.65, leaving a balance of \$53,676.25.
- Motion to approve Treasurer Report – Doug Lentz, Seconded by Filomena Antoniello. All in favor, motion carried.

Executive Report:

- Mayor’s Report – Veterans Park to be updated after Octoberfest.
- 2022 review & 990 – in progress, due November 2023. Karen Taylor Burke will file on time.
- HBP 2023 Contributions & Sponsorship – Sponsorship is a tax write off. There are 3 outstanding sponsorships.
- 2023 Scholarships – Jeffery Starr Memorial Scholarship \$1,000. Frank Thomas Memorial Scholarship \$750. Marissa Procopio \$500. Total \$2250.
- Scooter Service – Out of commission. There was an accident on Jackson Street, it was reported to the police, and an accident report was filed.
- Seasonal Staff – Chris Misita has been helping Robyn with signage.

Marketing & Communications Report:

- 2023 NJ Travel & Tourism Grant – Grant of \$18,000 for 2023.
- Digital Media Marketing Campaign – Google Ad Words and Maps – 2023 COOP - Christian Lee was helping with Google Ad Words, he will be stepping down. We spend approximately \$350 per month, and we deem it is worth the price.
- Grant in process -
- Social Media & Videos – Continuing with Red Bank Pulse. Diane McIlwaine has been making reels and sharing events on over 50 groups on FB, we boost events regularly.
- 2023 – 2024 Visitor Guide – We have 4 businesses outstanding on their guide ad payments. All have been contacted.

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Events Recap:

- Fiesta de Mayo was a profitable event for the 2nd year.
- Brew by the Bay was not as well attended as in the past.
- Seaport Craft Show, always a great event.
- June Taste of Highlands we had a wonderful turnout.
- Pride Fest in the Park first year was a loss. Band was great, we had to rent a big stage. Will look over for next year.
- 29th Annual Farmers Market, town loves this event.
- 28th Annual Clamfest – down to 2 days and still profitable.

Upcoming Events:

- 21st Twin Lights Ride – October 1st 2023, as of today 1600 pre-registered.
- 22nd Annual Oktoberfest – October 7th, rain date October 8th.
- Fall Taste of Highlands – October 14th
- 4th Annual Boo Brew by the Bay – October 21st, rain date October 22nd.
- Howl-O-Ween – October 28th.

Visual Improvements Committee: Nancy Burton

- Fall/Winter – Freshen up planters by Oktoberfest. Planters will be updated for Christmas after Thanksgiving.
- Holiday Decorations – In the Garden will be handling.

Old Business:

- Wayfinding Signs – Need to be a member of HBP to have a sign. Some need to be updated because they are fading.

New Business:

- Waterwitch Grocer, 67 Waterwitch – Late Fall opening.
- Bistro Iberia 122 Bay Avenue – Opening Early Fall. Will participate in Fall Taste of Highlands.
- Saltwater Social 128 Bay Avenue – Upscale sports bar.
- Ribbon Cuttings TBA.

Next Meeting: November 27, 2023. Motion to Adjourn at 7:43 PM made by Anna Little, second by Kim Slate, all in favor and motion carried.