

**HIGHLANDS BUSINESS PARTNERSHIP, INC.
District Management Corporation for the Highlands
Business Improvement District (BID)**

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**Highlands Business Partnership
Regular Meeting of the Board of Directors
February 1, 2007**

**Robert D. Wilson Community Center
22 Snug Harbor Ave., Highlands, NJ**

Executive Session (closed to the public) 7:00 pm

Regular Meeting Agenda (open to the public) 7:30 pm

NOTICED WITH ASBURY PARK PRESS & Posted on www.highlandsnj.com

Public Session: Call to Order: _____

Attendance Roll Call:

I Acceptance of November 2006 Meeting Minutes (emailed to BOD for review on Jan 23, 2007)

II Treasurer's Report – Bill Weber
Valley National Bank checking account

III Committee Reports:
Executive Committee
a. Appointed Liaisons
b. Resignations
c. Welcome new board Members

Marketing & Communications - Eddy Souza
• 2007 Monmouth County Guide and Map
• Currents Magazine
• Escapemaker.com
• 2007 Visitor Guide

Events Committee – Carla Cefalo-Braswell
• Sponsorship Update
 ○ Comcast Cable
 ○ Food Circus/Foodtown
 ○ Frank Rahm Landscaping
 ○ JCP&L
 ○ Seastreak
 ○ Valley national Bank
• St. Pat's Parade Update – Grand Marshall 2007

c. Economic Development – Fred Rosiak, Chairman
• Committee update – Water Taxi Plan

d. Visual Improvement Committee – Councilwoman Nancy Thomas, Chairwoman

(Design Maintenance Beautification Cap Imp)

- New Street Banner Program Update
- JCP&L Dawn to Dusk Sensors Replacements
- Wayfinding Signage Program additions
- New Earth Day 2007 – Pride in Highlands
- Annual Maintenance Program to begin in March 07
- Spring Cleaning & Planting

IV Action Items:

- Acceptance of Minutes
- Acceptance of Treasurers Report
- 2007 Budget
- Authorization for Certified Audit – The Curchin Group
- 2007 Water Taxi

V Old Business:

- All American Marine Mobile
- Stefano's Trattoria

VI New Business:

- Anne's Razor's
- Management Company
- Orleans Restaurant – New Owner – Lampost Grill
- Duane Realty
- Gympie's

Adjourn: _____

2007 Meeting Schedule:

02/01/07 Regular	03/20/07 Annual Election	06/19/07 Regular	08/21/07 Regular	11/8/07 Regular
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