

HIGHLANDS BUSINESS PARTNERSHIP, INC.
District Management Corporation for the Highlands
Business Improvement District (BID)
Post Office Box 375, Highlands, NJ 07732
email: HBP@highlandsnj.com website: www.highlands.com
Phone 732.291.4713 ~ Fax 732.872.1031

Regular Meeting of the Board of Directors
January 26, 2011 – RESCHEDULED to February 7, 2011
Robert D. Wilson Community Center
22 Snug Harbor Ave., Highlands, NJ
Executive Session (closed to the public) 6:00 pm
Regular Meeting Agenda (open to the public) 6:30 pm

Public Session: Call to Order: _____
Attendance Roll Call:

I Welcome & Introduction – Mayor Frank Nolan & Councilwoman Rebecca Kane

II November 2010 Meeting Minutes (emailed to BOD for review)

III Treasurer’s Report – Bill Weber
Valley National Bank Checking Account

IV Committee Reports:

1. Executive Committee – Cefalo/Cosgrove/Lee/Weber

- HBP Budget of \$20,000 - Introduced & Set Public Hearing 2/2/2011 Council meeting
- Audit for 2010 - tabled – Tax Returns in the process of filing.
- HBP Amended By Laws – 2010 By Laws have been posted online.
- Board Roster – Amended

2. Planning/Council Liaison Reports

3. Marketing & Communications – Carla/Jay

- 2011 COOP Grant Application – \$25K
- 2011 Monmouth County Guide
- 2011 Escapemaker.com
- 2012 Visitor Guide
- Constant Contact – 3500 Email Addresses
- Social Networking

4. Events Committee – Carla/Jay/Jim

- Sponsorship Update – Comcast, T&M, Shore Point
- Barter Sponsors WRAT, Foodtown, Rahm, Hufnagel
- Bridge Ceremony – Tentative April 7

5. Economic/Community Development – Bollerman

- Property Maintenance
- Next Steps

6. Visual Improvement Committee – Nancy Burton
(BEAUTIFICATION CAPITAL IMPROVEMENTS)

- Miller Hill
- Clean Community – Rebecca Kane
- Spring Maintenance – Trees on Bay Avenue

7. Old Business

- Ordinance Amendment

8. New Business

Grease Trap Amendment
Name Change Committee

2010 & 2011 – New Mercantile – Letter - Ribbon Cuttings

- Dawg House
- Twin Light Tap House
- Ruvolo's
- Grimaldi's
- China Sea