

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

Regular Meeting of the Board of Directors
Monday, September 19, 2016
Robert C. Wilson Memorial Community Center, 22 Snug Harbor Avenue
Executive Session (closed to the public) 7:00 PM - Regular Meeting Agenda (open to the public) 7:30 PM

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

- I. **June 20, 2016 Meeting Minutes** (emailed to BOD for review on 9/13/2016)
- II. **Treasurer's Report** – Rafaella Lee
 - Valley National Bank Checking Account
 - Hope For Highlands Account
- III. **COMMITTEE REPORTS:**
 - Executive Committee**
 - New Borough Officials, Administrator & DPW Supervisor
 - Volunteer Coordinator – Rosemary Ryan
 - Directors & Officers Policy – Carla Cefalo-Braswell
- IV. **Marketing & Communications**
 - Monmouth County Tourism Report – Jeanne DeYoung
 - Website upgrade
 - Social Media – Hootsuite subscription/Online Ads
 - Misc. ads; Girl Scouts of the Jersey Shore, Monmouth Conservation Foundation, Monmouth Journal
 - Fall Brochure/Rack Card/Bags/Visitor Guide Distribution
 - New Visitor Guide – Planning/Sales Committee
- V. **Events**
 - Car Show Wrap-up
 - Clamfest Wrap-up
 - Farmers Market – Fall Season
 - Twin Lights Ride – 09-25
 - Oktoberfest – 10-1, Rain date 10-2
 - Zombie Parade & Pub Crawl
- VI. **Economic/Community Development**
 - Sidewalk Café Ordinance – Planning Guide Committee
 - Veterans Park Boardwalk
 - EDA Streetscape Update - Councilwoman Broullon
 - DBIZ Update – Councilwoman Broullon
- VII. **Visual Improvement**
 - Miller Hill Mural
 - Fall Decorations
 - Vets Park Aluminum Fence – Shrewsbury Avenue & Water access behind playground
- VIII. **Old Business** – Property Maintenance Update – Councilwoman Broullon
- IX. **New Business**

Restaurant in old Trattoria, 122 Bay Ave. will be open by the first week in October, and they will be serving Italian cuisine.
Spiritual Beauty at 130 Bay Avenue reopened.
Seastreak purchased Doris & Ed's
- X. **Adjourn** - Next Meeting November 28, 2016