

AGENDA FOR THE MILLBURN SHORT HILLS BUSINESS ORGANIZATION, INC. /

SPECIAL IMPROVEMENT DISTRICT

BOARD OF TRUSTEES MEETING

Thursday, February 11, 2021 – 7:00 P.M

The meeting at Millburn Town Hall, 375 Millburn Avenue, Millburn, New Jersey will be held both in person with possible occupancy limitation and also electronically beginning at 7:00 p.m. via zoom at the following link:

<https://zoom.us/j/97896106862?pwd=ajJubFB3WEhsbGt6MVNYWpTUWNuUT09>

Passcode: **258286**

A. SUNSHINE COMPLIANCE STATEMENT

Notice of the time, date, location and agenda of this meeting, to the extent known, was provided at least forty-eight (48) hours prior to the commencement of this meeting in the following manner pursuant to the provisions of N.J.S.A. 10:4-6, et seq. (The Open Public Meetings Act).

1. By posting such notice in Town Hall and the Township's website,
2. By notification to newspapers on December 23, 2020 and
3. By providing notice to the Township Clerk

B. SALUTE TO THE FLAG

C. ROLL CALL

D. MISSION STATEMENT:

The purpose of a Special Improvement District (SID) is to promote, grow and support local businesses, property owners, residents and visitors.

Millburn Township's SID ordinance designates a new District Management Corporation (DMC) whose mission is to encourage the economic, cultural and social vitality of Millburn Township through increased marketing and visibility, improved and renewed infrastructure and local business development and engagement.

E. APPROVAL OF MINUTES – January 14, 2021

F. PUBLIC COMMENTS

When invited to speak, please come to the lectern, clearly state your name and address, and speak into the podium microphone so that your comments can be understood by all and properly recorded.

Whenever an audience or Committee member reads from a prepared statement, please give or email a copy to the Millburn Short Hills SID at mshsid@millburntwp.org. To help facilitate an orderly meeting and to permit all to be heard, speakers are asked to limit their comments to 3 minutes. Members of the public who wish to participate in the meetings may do so in person with possible occupancy limitation or electronically by phone or computer via ZOOM. Individuals calling in will be able to fully participate in the meeting during the appropriate public comment periods.

G. INTRODUCTION OF RYAN GLEASON, EXECUTIVE DIRECTOR

H. ADMINISTRATIVE UPDATES - Alex McDonald/Michael Parlavecchio/Ryan Gleason

- i. New emails and contact process

I. UPDATES FROM TOWNSHIP COMMITTEE MEETING (Richard Wasserman)

J. SUB-COMMITTEE UPDATES

- i. Marketing (Tracy Levine, Jumana Culligan)
 - Website development
 - Logo/brand guidelines
 - Market research
- ii. Short-term planning and events (Jumana Culligan, Nadege Nicoll, Mayor Jackie Benjamin Lieberberg)
 - Update about current events: Gift Card Promotion, Lunar New Year Promotion
 - Presentation/discussion about proposed Millburn-Short Hills Community Gift Card
 - Future proposed events: Farmers Market, Main Street Summer Closure, Fall – Taste of Millburn, Winter – Holiday Season
- iii. Business Development and Advocacy (Mayor Jackie Benjamin Lieberberg and Richard Wasserman)

K. FINANCES (Stephen Winer)

- i. Expense review

L. ACTION ITEMS

- i. Resolution #21-003 Guidelines for Remote Meetings (Michael Parlavecchio)
- ii. Approval of proposed 2021 budget to be submitted to Township Committee (Stephen Winer)

M. BOARD COMMENTS

N. ANNOUNCEMENTS – Business updates in SID/miscellaneous

Documents for advance meeting packet

- Resolution #21-003
- Expense list
- Proposed 2021 budget