



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

Special Improvement District Board of Trustees Meeting  
Thursday, March 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=ajJubFB3WEhsbGt6MVNYYWpTUWNuUT09>

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** – February 11, 2021

### **F. ACTION ITEMS:**

- i. RESOLUTION 21-003 - CLOSED SESSION -Personnel: Executive Director Position

## **G. 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 [tracy@exploremillburnshothills.org](mailto:tracy@exploremillburnshothills.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.

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

- i. FLAG Grant Update
- ii. Sidewalk Cafe License Update
- iii. Parklet Update

## **I. UPDATES FROM TOWNSHIP COMMITTEE MEETING** (Richard Wasserman)

- i. Township Committee Budget Update
- ii. Downtown Vision Plan Update

## **J. SUB-COMMITTEE UPDATES**

- i. Marketing (Tracy Levine, Jumana Culligan)
  - Website development update
  - Social media update
  - Merchant newsletter / email list call to action
- ii. Short-term planning and events (Jumana Culligan, Nadege Nicoll, Jackie Benjamin Lieberberg)
  - Presentation/discussion about proposed Millburn-Short Hills Community Gift Card
  - Spring / Summer events update
- iii. Business Development and Advocacy (Jackie Benjamin Lieberberg and Richard Wasserman)
  - Business Advocacy Survey Call to Action
- iv. By-laws (Tracy Levine, Michael Parlavecchio)
  - Advisory Council next steps

## **K. FINANCES** (Stephen Winer)

- i. Expense review

**L. BOARD COMMENTS**

**M. ANNOUNCEMENTS** – Business updates in SID/miscellaneous

Documents for advance meeting packet:

Expense list