



AGENDA FOR THE MILLBURN SHORT HILLS BUSINESS ORGANIZATION, INC.

Special Improvement District Board of Trustees Meeting
Thursday, April 8, 2021 – 6:00 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 6:00 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 March 29, 2021 (for change of start-time) 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 – March 11, 2021 (open meeting)

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 tracy@exploremillburnshorthills.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. ADMINISTRATIVE UPDATES - Alex McDonald/Michael Parlavecchio/Ryan Gleason

i. ACTION ITEM: Appointment of Legal Counsel

RESOLUTION 21-005 Resolution appointing Cooper, LLC as Legal Counsel for the Millburn Short Hills Business Organization, Inc.

ii Main Street NJ application - submission update

H. UPDATES FROM TOWNSHIP COMMITTEE MEETING (Richard Wasserman)

i. Township Committee - Budget presentation update

I. SUB-COMMITTEE UPDATES

i. Marketing (Tracy Levine, Jumana Culligan)

- Website development update
- Social media update
- Merchant and Community Newsletters

ii. Short-term planning and events (Jumana Culligan, Nadege Nicoll, Jackie Benjamin Lieberberg)

- Community Gift Card – share merchant feedback
- Spring/Summer events update

iii. Business Development and Advocacy (Jackie Benjamin Lieberberg and Richard Wasserman)

- Discuss streetscape proposal

J. FINANCES (Stephen Winer)

i. Expense review – Reference document: Expense List 4/5/21

K. CLOSED SESSION – Resolution 21-006 to go into closed session: Personnel: Executive Director Position

L. POTENTIAL ACTION ITEM (subject to Board discussion) - Resolution 21-007: Appointment and authorization to enter into a Professional Services Agreement for the position of Executive Director

M. BOARD COMMENTS

N. ANNOUNCEMENTS – Business updates in SID/miscellaneous

Advance documents for meeting:

Expense list

Resolution 21-005: Appointment of Legal Counsel

Resolution 21-006: Closed Session