



AGENDA FOR THE MILLBURN SHORT HILLS BUSINESS ORGANIZATION, INC.

Special Improvement District Board of Trustees Meeting

Thursday, May 13, 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 - *Michael Parlavecchio, Chairman*

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 of the schedule for 2021 and
3. By providing notice to the Township Clerk

B. SALUTE TO THE FLAG

C. ROLL CALL - *Tracy Katz Levine, Secretary*

D. MISSION STATEMENT - *Michael Parlavecchio, Chairman*

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 - *Michael Parlavecchio, Chairman*

Minutes from April 8, 2021 (Open Session)

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. GENERAL UPDATES - Michael Parlavecchio, Chairman

- i. Proposed board meeting schedule updates
 - Change start time for future board meetings to 6:30 p.m.; change date of June meeting to June 17
- ii. Updates from Township Committee Meeting (Richard Wasserman)

H. SUB-COMMITTEE UPDATES

- i. Planning and Events - *Jumana Culligan, Nadege Nicoll, Jackie Benjamin Lieberberg*
 - FAME Festival Report (Steve Grillo)
 - Live Music Updates (Jackie Benjamin Lieberberg)
 - CEDA Event (Jackie Benjamin Lieberberg)
- ii. Marketing - *Tracy Levine & Jumana Culligan*
 - Website Development Update
- iii. Business Development and Advocacy
 - Community Focus Groups (Jackie Benjamin Lieberberg)
 - Business Success Kit (Steve Grillo)
 - US SBA Restaurant Revitalization Fund (Steve Grillo)
 - Solar Trees (Richard Wasserman)
- iv. Finance - *Stephen Winer*
 - Expense Review

I. BOARD COMMENTS - Michael Parlavecchio, Chairman

Adjournment

Michael Parlavecchio, Chairman