



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

*Special Improvement District Board of Trustees Meeting  
Thursday, June 17, 2021 – 6:30 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 6:30PM via zoom <https://zoom.us/j/97896106862?pwd=ajJubFB3WEhsbGt6MVNYWpTUWNuUT09>  
Passcode: 258286

### **1. 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). By posting such notice in Town Hall and the Township's website, by notification to newspapers on December 23, 2020 of the schedule for 2021 and by providing notice to the Township Clerk

### **2. SALUTE TO THE FLAG**

### **3. ROLL CALL - *Tracy Katz Levine, Secretary***

### **4. SID 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.

### **5. APPROVAL OF MINUTES - *Michael Parlavecchio, Chairman***

- Minutes from May 13, 2021 - Attachment 1

### **6. PUBLIC COMMENTS**

- When invited to speak, 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 provide a copy to [tracy@exploremillburnshorthills.org](mailto:tracy@exploremillburnshorthills.org). 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.



## **7. GENERAL UPDATES**

- New Jersey Main Street Program & 501c3 Non-Profit Application (M. Parlavecchio)
- Township Committee Updates (R. Wasserman)

## **8. FINANCE COMMITTEE REPORT – Stephen Winer, Treasurer**

- Report on Expenses through May 31 and Overall Budget - Attachment 2

## **9. PLANNING AND EVENTS UPDATE**

- Live Music Schedule (J. Benjamin Lieberberg) – Attachment 3
- June 27 CEDA Event (J. Benjamin Lieberberg) – Attachment 4
- Morris Turnpike Merchant Mixer (J. Culligan) – Attachment 5
- Millburn Sidewalk Sales & Musician Recruitment (A. McDonald & S. Grillo)

## **10. MARKETING, BRANDING & PLACEMAKING UPDATE**

- Social Media Report (S. Grillo)
  - Instagram, LinkedIn, LGBTQ+ Campaign & Weekend Warm Up Newsletter
- “Meet the Merchants” Commercial Campaign (S. Grillo)
- Branded Coaster Promotion (S. Grillo)
- Website Development Update (T. Levine)
- Yiftee Gift Card Program (N. Nicoll)
- Parklet Grant Program (R. Wasserman)

## **11. BUSINESS DEVELOPMENT AND ADVOCACY**

- Community Focus Groups (Jackie Benjamin Lieberberg)
- Business Success Kit (Steve Grillo) – Attachment 6
- Direct Business Outreach (S. Grillo)
  - Flex Parking, Restaurant Revitalization Fund, NJEDA Small Business Emergency Program & SBA LGBTQ Program

## **12. REQUEST FOR APPROVAL – Steven Grillo, Executive Director**

- A Frame Sign Promotional Program – Attachment 7
- Curb Efficiency & Signage Improvements Study – Attachment 8
- Streetpole Banner Installation - Attachment 9
- NFP Training – Attachment 10
- Chatham Short Hills Magazine – Attachment 11
- Morris Turnpike Beautification RFP – Attachment 12
- Parking Kiosk Logo - Attachment 13

## **13. BOARD COMMENTS - Michael Parlavecchio, Chairman**

## **14. ADJOURNMENT - Michael Parlavecchio, Chairman**