

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

**SPECIAL IMPROVEMENT DISTRICT**

**BOARD OF TRUSTEES MEETING**

**Thursday, January 14, 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. MINUTES – December 8, 2020**

**E. 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](mailto: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.

**F. ADMINISTRATIVE UPDATES - Alex McDonald/Michael Parlavecchio**

- i. Conflict of Interest Policy (MP)
- ii. NJEDA grant application - FLAG of Millburn Short Hills (MP)

**G. UPDATES FROM TOWNSHIP COMMITTEE MEETING (Richard Wasserman)**

## H. SUB-COMMITTEE UPDATES

- i. Marketing (Tracy Levine, Jumana Culligan)
  - Website Development RFP/Recommendation of New Frontier
  - Discuss policy re: holiday-related posts
- ii. Short-term planning and events (Jumana Culligan, Nadege Nicoll, Mayor Jackie Benjamin Lieberberg)
- iii. By-laws (Tracy Levine, Michael Parlavecchio)
  - Discuss next steps re: Advisory Board (TL)
- iv. Recruitment/Human Capital (Stephen Winer, Andrew Morgan, Mayor Jackie Benjamin Lieberberg)
  - Executive Director recommendation
  - Proposed Professional Services Agreement Summary
  - Introduction of recommended candidate Ryan Gleason
- v. Business Development and Advocacy (Mayor Jackie Benjamin Lieberberg and Richard Wasserman)
  - Discuss concept for Millburn Business Relief Fund initiative (RW)

## I. MARKETING/SOCIAL MEDIA UPDATE – Marketing Consultant Marla Itzkin

## J. FINANCES (Stephen Winer)

- i. Expense review
- ii. Draft budget for 2021

## K. BOARD COMMENTS

## L. ANNOUNCEMENTS – Business updates in SID/miscellaneous

### **Documents for meeting**

- Updated proposed Conflict of Interest Policy
- Website Development RFP document
- RFP Response/Proposal from New Frontier
- Proposed Professional Services Agreement Summary – Executive Director
- Expenses list
- Draft proposed budget for 2021