

MINUTES FOR THE MILLBURN SHORT HILLS BUSINESS ORGANIZATION, INC.

Special Improvement District Board of Trustees Meeting

Thursday, January 19, 2023 – 6:30 P.M.

<https://zoom.us/j/97896106862?pwd=ajJubFB3WEhsbGt6MVNYYYWpTUWNuUT09>

Passcode: 258286

Also live streaming on YouTube

SUNSHINE COMPLIANCE STATEMENT - Tracy Katz Levine, Secretary

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). Notice was posted in Town Hall and the Township's website, by notification to newspapers on December 27, 2022 of the schedule for 2023 and by providing notice to the Township Clerk.

SALUTE TO THE FLAG

ROLL CALL - Tracy Katz Levine, Secretary

Present at Town Hall: Alexa Clarke, Tracy Katz Levine, Michael Parlavecchio, Annette Romano, Jesse Moehlman, Richard Wasserman

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.

PUBLIC COMMENTS - Michael Parlavecchio, Chairman

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. Speakers are asked to limit their comments to 3 minutes. Any attendees utilizing Zoom or phoning in will also have an opportunity to speak.

1) Jeffrey Feld, 11 Alexander Lane, Short Hills

- Welcome new members
- Inquired whether Public Comments can be shifted after reports
- Encourages continuation of hybrid option
- Inquired about who decides if there will be bidding or not for professionals, and about who will issue 1099's
- Mentioned several items he suggests that new board members have access to
- Referenced several outstanding questions he has asked in the past

2) Jean Pasternak

- Requested to keep Zoom option available
- Requested consideration of a second period for public comments

- Noticed police activity on Upper Millburn Avenue businesses and would like the public to know why
- Lot 14 – concern over a past incident

3) Vicky Powell – 358C Millburn Ave

- Feedback on schedule – request not doing web development training in August as a lot of businesses are away
- Interested to see what’s offered for social media
- Expressed thanks to Steve Grillo and Jesse Moehlman for advocating for businesses for a large event that was proposed for a street closure on a Saturday, resulting in change to Sunday

4) Perri Urso – 515 Millburn Ave

- Inquired whether there will be hybrid meetings
- Requested to include hyperlink on the Agenda
- Noted that Wonder model is changing
- Inquired when the 2023 SID billing will be going out and due
- Noted that the Business Administrator hasn’t shared changes to garbage collection at public meeting
- Questions about 2023 Arts grant

Steve Grillo noted that the meetings have been advertised as having a Zoom option (not mandatory) unless or until any changes by the Board

ADMINISTRATIVE ITEMS FOR 2023 - M. Parlavecchio

- 2023 Board Member List and Introduction of New Members (Attachment 2) – Michael Parlavecchio welcomed Lex Clark (co-owner of Taste Buddy, gluten free bakery, acai bowls, smoothies etc..) and Annette Romano, Township Committee Representative. Noted that there is a vacancy; Yale Klat was appointed and he rescinded, so currently recruiting for Property Owner seat.
- New Member Oaths of Office – Alexa Clarke, Annette Romano, and Richard Wasserman sworn in by Ryan Cooper
- Board Responsibilities Form (Attachment 3) – reviewed by Steve Grillo
- Conflict of Interest Forms
- Election of Officers
 - President: Michael Parlavecchio – nominated by Annette Romano, seconded by Richard Wasserman; unanimously approved by voice vote
 - Treasurer: Stephen Winer – nominated by Tracy Katz Levine, seconded by Annette Romano; unanimously approved by voice vote
 - Secretary: Tracy Katz Levine - nominated by Michael Parlavecchio, seconded by Annette Romano; unanimously approved by voice vote
- Committee Assignments (Attachment 4) - unanimously approved by voice vote
- Appointment of Advisory Committee (Attachment 5)
 - Appointment of Jackie Lieberberg as CEDA/Advisory Committee Liaison Motion by Annette Romano, seconded by Richard Wasserman; Unanimously approved by voice vote

APPROVAL OF MINUTES - *Tracy Katz Levine, Secretary*

- Minutes from December 15, 2022 (Attachment 1) – Approval deferred to a future meeting when more board members who were at the December meeting are present

SPECIAL PRESENTATION - *Kate Giovambattista, Beyond Main*

- Townwide Gift Card/Digital Sales Platform
The vendor reviewed the presentation, followed by Q&A and discussion
The consensus was to further consider and discuss in the future – no action was taken

TOWNSHIP COMMITTEE REPORT - *A. Romano, Commiteemember* – no report

BUSINESS ADMINISTRATOR REPORT – *J. Moehlman, Asst. Business Administrator*

- Update on Lot 14 Construction Project
 - Info Session on January 24 at 9:00AM at Town Hall
- Update on Garbage Collection Changes for Certain Businesses
 - Info Session on February 16 at 8:30AM at Town Hall
 - Follow-up letters sent to businesses being picked up by Giordano for Township

TREASURER'S REPORT – *Steve Grillo for S. Winer, Treasurer*

- Report on Expenses through December 31, 2022 (Attachment 6)
 - \$28,487 balance at end of year – some expenses came out after
 - Actual revenue \$303,524 including sponsorships; \$283,524 net of \$20,000 contingency
 - \$203,000 of \$204,000 assessment collected
- Review of 2023 Budget and Detailed Notes (Attachment 7)
 - Received first payment of approximately \$14,000 from the Town
 - Steve Grillo working with Tax Collector on plans for letters to go out
 - Public hearing on February 7
 - No significant changes to the assessment

MARKETING & EVENTS REPORT - *A. Dean, Marketing Director*

- Public Art Installation Schedule
 - Banner to be installed at Style N Canine
 - Artwork on parking kiosks
 - Working with ShopRite to revisit mural plan
 - New owner at Goldberg's is an artist and will work on a piece for their building
- 2023 Draft Calendar Overview/Upcoming Events (Attachment 8)
 - Reviewed with Marketing Committee yesterday
 - Also receiving feedback from Restaurant Week committee
 - 4-7 Merchant Mixers/Open Houses – first on March 9 at Interior Motif on Upper Millburn Avenue
 - Education – first is Tax Prep Webinar on February 15
 - 8 Signature events – first is Restaurant Week – great committee including Common Lot, Millburn Standard, Boxcar and more
 - 7 Community events – first is Lunar New Year on March 5
- One-On-One Social Media Training Services – taking this approach because businesses are all at different stages. First one with Oxford Jewelers yesterday went well. Several more already scheduled, including Ethical Mattress and Splurge.

ADVISORY COMMITTEE/CEDA REPORT - J. Benjamin Lieberberg, Committee Liaison

- Founding Day Planning (April 22, rain date April 23) – working with many community partners, coincides with Earth Day
- CEDA Sunday Program – May 21 working with Chinese and Indian Associations, June 11, July 23, October 1

EXECUTIVE DIRECTOR REPORT – S. Grillo, Executive Director

- Governor Murphy’s “Liquor License Modernization” Proposal (Attachment 9) – will be phasing out population caps. Ehren Ryan of Common Lot has played a key role.
- 2023 Board Survey (Actual Link to Follow) – Board and Advisory Council members are encouraged to complete to provide input

POTENTIAL ACTION ITEMS - S. Grillo

- Union Co. EDC Minority, Woman, Immigrant Business Program Proposal (Attachment 10) – propose to expend \$6,000 and to enter in to contract with terms substantially similar to what is outlined here; a few specific items for follow up by Ryan Cooper. Motion by Tracy Katz Levine, seconded by Alexa Clarke, unanimous approval.
- Authorization to Release RFP for Audit Services (Attachment 11) – Will mail directly to 6-7 firms, including current firm and those recommended by other SID Directors; hope to reduce from prior cost of \$7,500. Motion by Tracy Katz Levine, seconded by Annette Romano, unanimous approval.
- Authorization to Solicit for Social Media Training & Search Engine Optimization Training. Motion by Tracy Katz Levine, seconded by Annette Romano, unanimous approval.

ADJOURNMENT - M. Parlavecchio

Adjourned at 8:27pm.

Next Meeting - Thursday, February 16 at 6:30PM

Submitted by Tracy Katz Levine, Secretary

February 14, 2023