

MINUTES FOR THE MILLBURN SHORT HILLS BUSINESS ORGANIZATION, INC.

Special Improvement District Board of Trustees Meeting

Thursday, February 16, 2023 – 6:30 P.M.

<https://zoom.us/j/97896106862?pwd=ajJubFB3WEhsbGt6MVNYYWpTUWNuUT09>

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 (arrived 5:35p, Michael Parlavecchio, Annette Romano, Stephen Winer, 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.

APPROVAL OF MINUTES - Tracy Katz Levine, Secretary

- Minutes from January 19, 2023 (Attachment 1) – Motion Annette Romano, second Alexa Clarke, approved unanimously
- Minutes from December 15, 2022 (Same) – Motion Stephen Winer, second Alexa Clarke, approved unanimously
- Closed Session Minutes from May 12, 2022 (Same) – Motion Michael Parlavecchio, second Tracy Katz Levine, approved unanimously
- Closed Session Minutes from September 13, 2022 (Same)- Motion Stephen Winer, second Tracy Katz Levine, approved unanimously

NEW BUSINESS PRESENTATION

- Bryan Umiker, The Ethical Mattress Co. (387 Millburn Ave)
Bryan shared his extensive experience at Bloomingdale's, Casper, Bed, Bath & Beyond; thanked Expore, especially Steve and Amanda; is excited to be in town; mattresses are made in NJ

TOWNSHIP COMMITTEE REPORT - A. Romano, Committeemember

- Resolutions were passed to comply with Fair Share Housing Settlement
- Info sessions coming up re: sports fields

BUSINESS ADMINISTRATOR REPORT - J. Moehlman, Asst. Business Administrator

- Update on Garbage Collection Changes for Certain Businesses – met this morning about changes
- Updated letter sent 1/10, goes into effect 6/1; reach out to Jesse Moehlman with questions

TREASURER'S REPORT - S. Winer, Treasurer

- Report on Expenses through January 31, 2023 (Attachment 2)
- \$20,417 balance as of 1/31/23
- Township allocation of \$14,000 received, approximately 26% per Township preliminary budget
- Will receive full amount when budget is passed, for which date is not set yet
- Tax bills have gone out
- Being diligent about spending

MARKETING & EVENTS REPORT - A. Dean, Marketing Director

- Public Art Installation Update – Community art project and art show at Founding Day; Ann Shoshkes art project at parking kiosks; Goldberg's new owner working on ideas for Art Alley and photos for Big Bellies; mandala art project for vacant storefront at 565 Millburn Ave; window clings at Futtters building; mural for Style n' Canine; Lindsay Palumbo chalk art decals; Shoprite mural to be revisited in March; former Bowtie Theater building – working on concepts, they approached Explore
- Upcoming Educational Programs & Events (Attachment 3) – UCEDC one per month through June; Small Business SEO 3/3; training by Bolt Ahead – partner with Interior Motif; JMT Media; Library – web development for small business; Amanda – Customer Lifetime Value training and B2B training using social media leaders within community
- Planning professional services focus group to understand what we can do for them
- Acknowledged one year anniversary of Amanda Dean with Explore and thanked Amanda for all her hard work
- Events coming up:
 - Citizens Bank – February 21
 - Lunar New Year event – March 5
 - Interior Motif Merchant Mixer - March 9 at 5:00PM – high profile event with HGTV, super cars in front
 - Restaurant Week - March 20-26 – working with restaurants, wine shops, desserts – profiles for each restaurant on website; already a nice # signed up; tie-in with Opportunity Project

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

- Founding Day - April 22 (rain date April 23)
 - More than 10 community organizations participatins
 - Morning will be clean-up – with SID, school green teams
 - Explore involved in Main Street pops – art in art alley, courtyard, main street, rose garden – artists from Millburn-Short Hills and broader Essex County community
 - Music 12-2pm
 - History maps, tours
 - 3pm Big elm birthday celebration

- CEDA Sundays & Pride Day Event
 - 5/21 CEDA Sunday – Indian dance troupe and Chinese group at Bauer Center
 - 6/4 CEDA with Paper Mill – Pride Day

EXECUTIVE DIRECTOR REPORT – *S. Grillo, Executive Director*

- Summer Music Series (Attachment 4)
 - Fully booked – 33 slots, with 6 on waiting list – for Fri/Sat/Sun from end of June through Labor Day
 - Propose one-time closure of Main Street Pedestrian Mall – will focus on this location for music; last year there was not a lot of foot traffic for music in other districts; will be other programs and some music in other districts
- 2023-2024 Townwide Signage Program
 - Working with Alex (McDonald) on this year’s signage
 - Completed two phases – 66 street pole banners last year, parking deck and art alley; now working on development of Parking lot 14, with Steve Grillo working on signage plan to make more visible; branding to go with that district; planning welcoming signs for specific districts; in 2024, planning pedestrian directional signs to key attractions; 2024/2025 historic signs
- Audit RFP Responses – sent out six, only one response and price was above current so discounted, others not interested; will reach out again to larger circle
- Open Discussion on Beyond Main Presentation from January 19, 2023 – discussion ensued and consensus was that it was not the right option right now – not pursuing at this time

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. When reading from a prepared statement, please provide a copy to tracy@exploremillburnshorthills.org. Speakers must 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
 - He is legal counsel for Concerned Residents of NJ re: Fair Share Housing
 - Questions about email addresses of members, time summaries, budget, soft costs of Main Street closure, waste removal change, insurance policy
- 2) Jean Pasternak – 342 Hobart Ave (comments attached)
 - Suggested more outreach to the public about what the SID is doing and when meetings are
 - Commented and asked questions about policy safety, holiday and year-round décor in all districts, restaurant week, Boxcar, Founding Day and candidates, Black History Month

Steve Grillo clarified that the Boxcar Bar building is within the boundaries of the SID, however is exempt from paying assessment; entitled to benefits because within the SID boundaries.

- 3) Perri Urso
 - Questions about Zoom link, location of music events, seeking exhibits from solid waste garbage meeting

Comments from Steve Grillo

- Township is aware of insurance policy item and will address
- Suggests that Jesse Moehlman check policy overtime and statement that 80% was for Main Street Closure – was probably 80% of events OT
- Agrees on the need for more holiday décor in other districts – would need the Township to budget (Explore doesn't have the funding for this) – a challenge is that electrified poles are only in downtown, and there are a lot of physical obstacles because not a lot of infrastructure upgrades; will investigate options; noted that metal snowflakes were installed in outer districts
- For restaurant week, restaurants determine and self-identify if they want to participate and what to offer; Amanda working on storytelling and videos

ADJOURNMENT - *M. Parlavecchio*

Adjourned at 6:30 pm

Next Meeting - Tuesday, March 14 at 6:30PM

Comments at SID meeting 2/16/23 – received via email

Jean Pasternak

342 Hobart Avenue

-thank you for moving comments to after reports and discussion. It is much more appropriate.

-can there be more outreach to educate residents about what the SID is all about, let them know when you hold your meetings since they do partially fund the org and may have ideas suggestions? Few residents I speak to know anything about it.

-there was a police safety town hall and many residents feel we need substantially more police patrols to improve safety in town- especially at peak times when cars are stolen, and there are not nearly enough patrols to keep up with the increase in incidents- are you planning to utilize the Millburn police as much as you did for the main st closures? The overtime budget for police was largely utilized for the Main Street closures last year as I recall from seeing the analysis some one did of OT. Is that going to be the case again this year? What can be done to ensure there is proper allocation so that our residents safety is optimized?

-you mentioned signage but what about lighting and holiday decor? Both were underwhelming in all but downtown this year, is there anything more planned for the 4 other districts?

-Restaurant week- is goal to increase traffic? Introduce restaurants? Will restaurants end up subsidizing the meals by having to offer free items? does this include restaurants in every district and how are you incentivizing businesses to participate.

-Why so many events held at Boxcar when it doesn't pay SID dues

-What can businesses and residents expect as far as spreading out events across all 5 SID districts? Events are concentrated downtown- has there been any creative thinking as to how the remaining 4 districts get more events where they are located?

-Founding Day- will you be ensuring there is no political aspect to the event as there was last year with township committee candidates Romano and Cohen manning the stuff the bus event along with various Democratic politicians present for photo ops alongside them, or will all candidates from all parties be offered the same opportunity?

-Oyin Owolabi announced a Black History month event at the TC meeting on Feb 25th and Ms Benjamin Lieberberg didn't mention it tonight. It has not been celebrated at all in Millburn - would be great to have the SID's and CEDA's support. Are there plans to attend and support this event on the 25th at Millburn High school brings at 3/4pm through 8 pm?

EXPLORE MILLBURN SHORT HILLS 2023 BUDGET

Balance as of January 31, 2023 - \$20,417

2023 INCOME	AMOUNT DUE	AMOUNT COLLECTED	% COLLECTED
Special Assessment	\$204,000	\$0	0%
Township Allocation for Exec. Dir. Salary	\$54,710	\$14,010	26%
2022 Unexpended Funds (w/o Contingency)	\$8,731	\$8,731	100%
2022 Township Late Payment	\$9,000	\$9,000	100%
Essex County Art Grant	\$7,844	\$0	0%
Citizens Bank MWBE Grant	\$2,000	\$2,000	100%
Total Revenue	\$286,285	\$33,741	12%
Minus Contingency	\$20,000		
TOTAL BUDGET	\$266,285		

EXPENSES	Budgeted	YTD	Note
Staffing			
Executive Director	\$109,420	\$8,969.40	
Marketing Staffer & Admin Support	\$43,000	\$3,266.00	EMSH Contract Value
Public Art Program (Essex Co.)	\$3,500	\$1,287.00	Required Cash Match
Public Art Program (General)	\$5,000	\$0.00	Clean Communities Replacement
<i>Subtotal</i>	<i>\$152,420</i>	<i>\$13,522.40</i>	
Technology			
E-mail Service & Tech Support	\$2,000	\$336.14	
Website Support	\$2,500	\$0.00	
<i>Subtotal</i>	<i>\$4,500</i>	<i>\$336.14</i>	
Professional Services			
Legal Services	\$15,000	\$1,200.00	
Accountant/Auditor	\$6,500	\$0.00	
Insurance	\$1,000	\$0.00	
Board Training	\$2,000	\$0.00	
<i>Subtotal</i>	<i>\$24,500</i>	<i>\$1,200.00</i>	
Operations			
General Operating	\$2,300	\$0.00	Dues/Fees/Meals/Travel/Supplies
Contingency	\$20,000	\$0.00	
Unencumbered Funds	\$10,075	\$0.00	Includes 2022 Township Late Payment
<i>Subtotal</i>	<i>\$32,375</i>	<i>\$0.00</i>	
Programs & Services			
Events, Music & Marketing	\$28,078	\$2,273.00	
Public Art Program (General)	\$10,000	\$0.00	Artistic Fees/Installations
Public Art Program (Essex Co.)	\$1,500	\$0.00	Artistic Fees Cash Match
Public Art Program (Essex Co.)	\$3,922	\$0.00	Marketing In-Kind Match
Business Assistance Programs			
Business Seminars	\$6,000	\$0.00	UCEDC Programs - \$2K from Citizens Bank
Training Programs	\$2,000	\$0.00	
Streetscape & Placemaking	\$20,990	\$4,630.71	
<i>Subtotal</i>	<i>\$72,490</i>	<i>\$6,903.71</i>	
TOTAL (Income-Contingency)	\$266,285	\$21,962.25	8.25%

EXPLORE MILLBURN SHORT HILLS 2023 EXPENSES

Report as of January 31, 2023

Date	Type	Check #	Vendor	Amount	Category	Note	Essex Co. Staffing*
1/3/2023	Debit	NA	Google G Suite	\$55.44	E-mail Service & Tech Support		
1/3/2023	Check	1378	Birch Hill Landscaping	\$4,630.71	Streetscape & Placemaking	2022 Payment	
1/4/2023	Debit	NA	Sports Info Media	\$125.00	Events, Music & Marketing		
1/4/2023	Debit	NA	Sports Info Media	\$125.00	Events, Music & Marketing		
1/4/2023	Check	1359	MK Advertising/Macaroni Kid	\$1,087.00	Events, Music & Marketing	2022 Payment	
1/5/2023	Debit	NA	Cooper LLC	\$1,200.00	Legal Services		
1/5/2023	Debit	NA	Zoom	\$15.98	E-mail Service & Tech Support		
1/5/2023	Check	1382	Black River Design Co	\$560.00	Marketing Staffer & Admin Support		
1/5/2023	Check	1383	Urban Solutions Group	\$4,484.70	Executive Director		
1/6/2023	Debit	NA	Sports Info Media	\$245.00	Events, Music & Marketing		
1/10/2023	Debit	NA	New Frontier	\$199.00	E-mail Service & Tech Support		
1/10/2023	Debit	NA	MailChimp	\$44.41	E-mail Service & Tech Support		
1/13/2023	Check	1384	Black River Design Co	\$1,848.00	Marketing Staffer & Admin Support		\$198
1/17/2023	Debit	NA	Adobe	\$21.31	E-mail Service & Tech Support		
1/23/2023	Check	1386	Urban Solutions Group	\$4,484.70	Executive Director		
1/24/2023	Debit	NA	Good Fortunes Cookies	\$191.00	Events, Music & Marketing		
1/24/2023	Check	1387	Tanya Lashley	\$500.00	Events, Music & Marketing		
1/31/2023	Check	1388	Black River Design Co	\$2,145.00	Marketing Staffer & Admin Support		\$1,089
				\$21,962.25			\$1,287.00

*For tracking purposes related to Essex County grant match requirements

2023 EMSH Master Schedule

Category	Date	Day of the Week	Name	Vendor/Partner	Time
Events	2/9/2023	Thursday	Ethical Mattress Coffee Clutch	Ethical Mattress	9:00 AM - 10:00 AM
Business Advocacy	2/15/2023	Wednesday	Small Business Tax Seminar	Citizens Bank/Union County EDC	9:00 AM - 10:30 AM
Events	2/21/2023	Tuesday	Citizens Bank Opening Reception	Citizens Bank	10:00 AM - 11:00 AM
Business Advocacy	3/3/2023	Friday	Small Business SEO Training	BoltAhead	9:00 AM - 11:00 AM
Events	3/5/2023	Sunday	Lunar New Year	MSH Chinese Assoc.	12:00 PM - 5:00 PM
Events	3/9/2023	Thursday	Merchant Mixer 1	Interior Motif	5:00 PM - 8:00 PM
Events	3/20/2023 - 3/26/2023	Monday	Restaurant Week	Opportunity Project	All Day
Business Advocacy	3/22/2023	Wednesday	Writing a Business Plan	Citizens Bank/Union County EDC	5:30 PM - 7:00 PM
Business Advocacy	3/28/2023	Tuesday	Customer Lifetime Value Training Pt. 1	Explore Millburn	9:00 AM - 10:30 AM
Business Advocacy	3/30/2023	Thursday	Customer Lifetime Value Training Pt. 2	Explore Millburn	9:00 AM - 10:30 AM
Business Advocacy	4/5/2023	Wednesday	Social Media for Small Business (Intermediate)	JMT Media	9:00 AM - 11:00 AM
Business Advocacy	4/19/2023	Wednesday	Social Media for Small Business (Advanced)	JMT Media	9:00 AM - 12:00 PM
Events	4/22/2023	Saturday	Founding Day	CEDA, Historical Society	10:00 AM - 3:00 PM
Business Advocacy	4/26/2023	Wednesday	Understanding Your Financial Statements	Citizens Bank/Union County EDC	5:30 PM - 7:00 PM

Explore Millburn-Short Hills Music Schedule - 2023

Day	Date	Time Start	Time End	Performer
Friday	6/23/2023	6:30PM	8:30PM	Courtney Sappington
Saturday	6/24/2023	6:30PM	9:30PM	Poet Section
Sunday	6/25/2023	6:30PM	9:30PM	Frost Kings
Friday	6/30/2023	6:30PM	8:30PM	Jessica Woodlee
Saturday	7/1/2023	6:30PM	9:30PM	Millburn All Star Jam Band
Sunday	7/2/2023	6:30PM	9:30PM	In the Name of Love
Friday	7/7/2023	6:30PM	8:30PM	Bad Influence
Saturday	7/8/2023	6:30PM	9:30PM	Big Romance
Sunday	7/9/2023	6:30PM	9:30PM	Hank Machuga
Friday	7/14/2023	6:30PM	8:30PM	Guilty Pleasures
Saturday	7/15/2023	6:30PM	9:30PM	3 Mile Island Band
Sunday	7/16/2023	6:30PM	9:30PM	Midnight Sun
Friday	7/21/2023	6:30PM	8:30PM	Peter & the Master Keys
Saturday	7/22/2023	6:30PM	9:30PM	The Get Down Proper
Sunday	7/23/2023	6:30PM	9:30PM	Steph Eller & the Fellers
Friday	7/28/2023	6:30PM	8:30PM	Joshua Reserve
Saturday	7/29/2023	6:30PM	9:30PM	Stiff Joints
Sunday	7/30/2023	6:30PM	9:30PM	Next Stage
Friday	8/4/2023	6:30PM	8:30PM	Blue Sphere Jazz
Saturday	8/5/2023	6:30PM	9:30PM	Deadicated
Sunday	8/6/2023	6:30PM	9:30PM	Stuff Bros
Friday	8/11/2023	6:30PM	8:30PM	Abe Ovardia
Saturday	8/12/2023	6:30PM	9:30PM	Cats Will Play
Sunday	8/13/2023	6:30PM	9:30PM	Cold Hill
Friday	8/18/2023	6:30PM	8:30PM	George & Sean Duo
Saturday	8/19/2023	6:30PM	9:30PM	Clearstream
Sunday	8/20/2023	6:30PM	9:30PM	My Skeleton Crew
Friday	8/25/2023	6:30PM	8:30PM	Austen Auriemma
Saturday	8/26/2023	6:30PM	9:30PM	Stormy Monday
Sunday	8/27/2023	6:30PM	9:30PM	Shark Hat
Friday	9/1/2023	6:30PM	8:30PM	Stella Crispo
Saturday	9/2/2023	6:30PM	9:30PM	Shenanigans
Sunday	9/3/2023	6:30PM	9:30PM	Yvonnick Prene