



MINUTES FOR THE MILLBURN SHORT HILLS BUSINESS ORGANIZATION, INC.

Special Improvement District Board of Trustees Meeting
Thursday, March 11, 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=ajJubFB3WEhsbGt6MVNYWpTUWNuUT09>

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

Attendees in-person at Town Hall: Jackie Benjamin Lieberberg, Alex McDonald, Nadege Nicoll, Michael Parlavecchio, Richard Wasserman, Stephen Winer

Via Zoom: Jumana Culligan, Tracy Levine, Andrew Morgan

D. MISSION STATEMENT:

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 – February 11, 2021 – Motion by Jumana Culligan, second by Richard Wasserman. Voice vote – unanimously approved

F. ACTION ITEMS: Michael Parlavecchio announced that Executive Director Ryan Gleason tendered his resignation, acknowledged his efforts during his short time here. He is continuing to work with us and working on an orderly transition. Motion to go into closed session just for this discussion – no action taken in closed session or as a result. Motion by Andrew Morgan, second by Stephen Winer. Voice vote – unanimously approved.

i. RESOLUTION 21-004 (# corrected from 21-003) - CLOSED SESSION -Personnel: Executive Director Position

The Board met in closed session.

Motion to return to open session by Richard Wasserman, second by Stephen Winer. Voice vote – unanimously approved. The Board met in closed session regarding the Executive Director position given the resignation of the Executive Director. The minutes of the closed session will be made public when no longer of a confidential nature. Came back into session at 7:50 p.m.

G. 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.

Jean Pasternak - Taxpayer and resident. Thanked the volunteers and Shannon Cross who was responsible for FLAG grant. Asked questions about how taxpayers were informed about their funding of the SID for 2020/2021 and part of Executive Director salary ongoing. Asked questions about whether SID payments are properly authorized, a hybrid SID, multiple districts, feasibility study, and compliance with NJ Municipal Law. Requested to know who approved Executive Director contract and why he resigned. Conveyed that the Board Secretary told members of the public that they did not have the right to speak and posted a disparaging comment on Facebook about a member of the public who was raising questions about the SID. Michael Parlavecchio requested that Ms. Pasternak forward written questions, and will provide answers as feasible (some are Township Committee questions).

Nancy Stone – Nancy & David Fine Jewels, 266 Essex Street, and Style by Nancy & David. Thanked Michael Parlavecchio and Stephen Winer for attempting to meet (waited downstairs, didn't connect). Concerned about taking budget off the TC agenda, feels that Tara and others who knew of previous DMDA budget should vote "no" to be fiscally responsible, and money for merchant programs too low and vague. Feels the SID should be shut down. Questioned continued involvement of Jackie Benjamin Lieberberg and Richard Wasserman.

Dominique Urso – 514 Millburn Ave. Read the following:

#1 On Tuesday, March 9, 2021 at the TC meeting my mother presented a statement regarding franchise fees in the township budget. Raised awareness that the local government channel was not publicizing any township information. With much concern and possibly debate within 48 hours Millburn Township aired the township committee meeting from Tuesday, March 19 will this board also be posting and does have a obligation to post the meetings for public governmental education?

#2 We continually mentioned our concerns regarding not only the validity of this ordinance 2561-20 and the hiring of Mr. Gleason. But has Millburn Twp., past mayor Leiberberg [sic] and now deputy mayor subjected the stakeholders to a potentially lawsuit for hiring mr. Gleason for the Executive Director position under false pretenses? And its know [sic] more concerning that we learned mr Gleason has submitted his letter of resignation on or before Tuesday March 9, 2021...which we are pending copy of such vis OPRA.

#3 We along with others have asked does this board have legal representation? Who is advising this board? Who is drafted agreements, contracts, temporary budget and providing legal advise? I leave the board with one final thought...both mr. Parliveccia [sic] and mr wiener [sic] are graciously volunteering their time and we thank you for that and they are not acting as attorneys which they both are. So if we have two separate tables dining in our restaurant and one of the diners is a doctor and the other starts to choke, does the doctor have a conscience to save him?

Perri Urso – Extended appreciation to volunteers. Unfortunate that nobody from the SID has come directly to her. Congratulated and wished success to fellow merchants on the many businesses voted the best in Millburn Short Hills Magazine, who did so without the SID.

Jeffrey Feld, 11 Alexander Lane, Short Hills – Extended thanks to the volunteers and Mr. Gleason. Since SID ordinance passed, the quality of legal advice to the municipality has been questioned. A docket number has been assigned to the case about hybrid ordinance – Bear Properties represented by Mr. Girard) vs. Township (only named defendant). Awaiting case management conference. Questions about FY 2020 budget and not having two hearings, and FY 2021 \$50,000 allocation. Hybrid statutory issue is the focus. He’s trying to help. Attempting to clarify timing of Mr. Gleason’s resignation and who drafted/reviewed Executive Director contract.

Vicky Powell – Commended Merchant email blast that went and today’s social media post. Would like to see more communications to residents that have provided their info, promote all going on in warmer weather. Suggested more press releases, stories in TAP, more public info, Mayor’s Message encouraging supporting local businesses once a month. Looking for improvements to and more active Instagram postings, cited other towns with more active social media (e.g., Westfield, Summit, Montclair).

Richard Futter – Thanked the volunteers, as a 50-year volunteer. Requested that if an executive/closed session is requested in the future, to have before or after the public meeting.

H. ADMINISTRATIVE UPDATES - Alex McDonald/Michael Parlavecchio/Ryan Gleason

i. FLAG Grant Update - Ryan Gleason shared that \$200,000 grant awarded to support meals from local restaurants to front-line workers. The SID is working with FLAG and local restaurants to enable as many restaurants as possible to be eligible – another restaurant application period begins April 1 to get registered and verified. Congratulations to FLAG. Michael Parlavecchio identified the grant opportunity he received via email, and thanks to Tracy Levine for connecting Michael with Shannon Cross, who had coordinated FLAG efforts in the Spring/Summer, and thus FLAG would be eligible to apply for the grant.

Thank you to Shannon Cross's wonderful energy and getting the application in within 10 days – we received double what was expected. Great news for the local restaurants; tremendous resource for our merchants. Thanks to all involved.

ii. Sidewalk Cafe License Update – Ryan Gleason shared the information was distributed information via SID newsletter, hand-delivered about 25 copies, separate email to all restaurants. Fees are waived this year. If any restauranters want to put out tables and chairs, just need to apply. The state extended outdoor ABC permit until restaurants can have 100% indoor capacity.

iii. Parklet Update – put out a feeler in newsletters, any restauranters interested please respond. Ryan Gleason is working with Alex McDonald on guidelines. Note: Parklet is when a street parking space is safely constructed into an outdoor dining space. Guidelines will be available week of March 15, such as materials and aesthetic, flush with curb, what restaurant vs. town are responsible for. Restaurants in any business district that are interested should reach out. Township Committee will have two related resolutions on March 23.

iv: Business Advocacy committee survey – published last week in merchant newsletter and on social media; encourage all merchants to respond to the survey. To help guide the committee about the districts, what's important to business and property owners.

v: Main Street NJ application - Ryan Gleason reported moving forward with application. Alison Canfield of HPC (Historic Preservation Commission) is helping. Aiming to submit ahead of deadline of March 31. Ryan noted that the certification would enable run through the State Department of Community Affairs (DCA), municipalities and designated SID communities can apply for certain grants availability through DCA (such as Main Street transformation grants, Covid relief grants – for example, Montclair received a half-million dollar grant for Covid-relief work), technical assistance, and help with Main Street programming. The new stimulus bill will open up more grants.

vi. Resident shopping parking permit - Final reading of ordinance is on the March 23 Township Committee agenda, at which point price and details will be set.

I. UPDATES FROM TOWNSHIP COMMITTEE MEETING (Richard Wasserman)

i. Township Committee Budget Update/other updates

- Richard Wasserman announced that the Township Committee will take on the budget in the next meeting or two; confident in the support of Township Committee members for SID efforts.
- Township Planner and Attorneys are working on some proposals to lower the barriers for businesses to enter the Township – zoning changes, signage. Working with Mayor to reduce the red tape.
- Richard Wasserman, Committee Woman Miggins, and HPC Chair Alison Canfield toured Upper and Lower Millburn Avenue. Looking at streetscaping proposals – adding lights and trees in those two districts. Hopes to have proposal on spending some of SID funds on this – hopes to have proposal for next meeting.
- Reiterated thanks for helping FLAG – which will help 20-25 of our restaurants.

ii. Downtown Vision Plan Update

J. SUB-COMMITTEE UPDATES

i. Marketing (Tracy Levine, Jumana Culligan)

- **Website development update** – Development process with New Frontier has begun. Presented initial home page recommendation and discussion directory function. Awaiting schedule and excited for this as a key way to showcase all of districts in an engaging way.
- **Social media update** – Jumana Culligan taking a more active role, especially Instagram; talking with local resources help increase visibility and engagement. Working with Events Committee to ensure in synch and marketing well for exciting events coming up.
- **Merchant newsletter / email list call to action** – numerous emails with opportunities to merchant. First eblast went to community members, will calendarize and build up that list as well. Encourage everyone in attendance to follow all the social media channels, advertise events – spread the word to our own networks to follow up, like, share, post, and come to events.

ii. Short-term planning and events (Jumana Culligan, Nadege Nicoll, Jackie Benjamin Lieberberg)

- Presentation/discussion about proposed **Millburn-Short Hills Community Gift Card** - Donna Novitsky, Founder/CEO of Yiftee, presented the concept. Free to implement, no hardware or software required. Only merchant cost is the normal processing fee of a [credit] card not present. There is a delivery fee to customer, similar to a MC/V prepaid card (1.05%), inactivity fee after 12 consecutive months of non-use (they send many reminders to use). All digital/print, customized for us. Complete control over who participates; merchants opt in to join. Corporate purchases, schools, hospitals are an opportunity – companies buying in bulk to provide as employee incentives, keep dollars local – key opportunity. In some locations, sponsors enable bonus gifts (i.e., buy \$25, get \$10 bonus; \$50, \$20 bonus) – the bonus \$ can have an expiration. Names and email addresses of those who buy the cards provided to the sponsor of the card. They only use information to contact cardholders. Do not sell any data. They have 237 communities – she’ll check NJ communities (Frenchtown, others). Number of merchants range from 20-750, average is about 50. Average sales about \$80,000 per community. Q4/holidays is busiest. Once agreement signed, set up portal that can be customized; they provide marketing documents. We’ll get feedback from merchants and vote as appropriate at future meeting.

Examples:

Mason, OH eGift purchase page: <https://app.yiftee.com/gift-card/come-together-mason> 80 merchants, have put \$1 million through the program in past year. Very active.

Tahoe bonus program: <https://app.yiftee.com/gift-card/lake-tahoe--south-shore>

Nashville corporate sponsorships: <https://app.yiftee.com/gift-card/downtown-dollars-nashville>

- **Spring / Summer events update**

Spring into Millburn: It’s a Gem – containers of gems at different merchants, encourage residents to circulate to businesses, guess the #, gift cards from stores and donated mega-prize; social media campaign to create buzz

- **May/June/July bigger events** – first will be May 8 in Taylor Park “3 x 3”; morning will be fitness activities – family friendly/open to public; thanks Marla for reaching out to fitness studios. A variety of kids activities in the afternoon – crafts, balloons, magician (may also be roving across the districts). Then a variety of music venues into the early evening. It is pre-mother’s day, kids projects will include potential gifts for mom. Encourage merchants to also special offerings there for mother’s day, sidewalk sales; make it town-wide, festive and promote people shopping in town. Raindate is May 15. Similar events in other parts of districts – tentative dates June 12 and July 10.

iii. **Business Development and Advocacy** (Jackie Benjamin Lieberberg and Richard

Wasserman) – Committee met in February, Ryan provided updated vacancy list. Working on new business packet on how to get up and running. Carefully relooking at zoning restrictions - restricted use, fees, parking. Township Committee is supportive of revisiting. Timing TBD.

- **Business Advocacy Survey Call to Action** – already covered above

iv. By-laws (Tracy Levine, Michael Parlavecchio)

- **Advisory Council next steps** – this is part of the ordinance and by-laws inherited by our group. For the initial term, recommended by SID Board and appointed by Township Committee; thereafter by the SID Board. Options:

- Not clearly clarified what the function is – assumption is a group as sounding board/supporters; important to have perspective of non-downtown districts

- We have compiled a list of approximately 17 candidates who have expressed interest and been engaged (by-laws specifies 7-15) – we could confirm their interest and if so, present list at next meeting

- Ryan suggested not clear what the role is, and there are new TC members – consider getting more input from TC since they will appoint the board

- Michael and Andrew recommend we focus on what the Board feels is needed and clarify the roles and objectives. Utilize Richard Wasserman and Alex McDonald as liaisons to TC. Consider reaching out to interested people. Richard recommends utilizing this to bring in new, talented people – suggest orient to committee roles – as the people stepping up on sub-committees are the ones being suggested for Advisory Board. Two main potential groups: sub-committee members who are playing leadership roles, and district representatives (notably non-downtown districts). Richard and Jumana recommend that the members should serve on sub-committees.

K. FINANCES (Stephen Winer)

i. Expense review – see attached. Account balance in checking account as of March 9 was \$54,147.38 – includes deposit of the \$50,000 temporary budget payment.

L. BOARD COMMENTS - none

M. ANNOUNCEMENTS – Business updates in SID/miscellaneous

- possibly a new restaurant – Springbone sign went up, not a lot of activity there yet

- Urgent Care will be opening on Morris Avenue

- Owner is working through insurance etc.. at the corner location on Upper Millburn Ave where the car went through the window

- Main Street will be closing to traffic weather permitting, starting with the first weekend in April

Adjourned at 9:18 p.m.

Documents for meeting packet

Expense list

Resolution for Closed Meeting

**MILLBURN SHORT HILLS BUSINESS ORGANIZATION
RESOLUTION 21-004
RESOLUTION TO CLOSE SESSION**

WHEREAS, Section 8 of the Open Public Meetings Act, Chapter 231, P.L. 1975, permits the exclusion of the Public from a meeting under certain circumstances; and

WHEREAS, this public body is of the opinion that such circumstances do exist;

NOW, THEREFORE BE IT RESOLVED by the Board of Trustees of the Millburn Short Hills Business Organization, as follows:

1. The public shall be excluded from discussion of and action upon the hereinafter specified subject matters;

The general nature of the subject matter to be discussed is as follows:

a.) Personnel – Executive Director Position

2. The minutes of the discussions shall be made public as soon as the matters under discussion are no longer of a confidential or sensitive nature.

Adopted by Millburn Short Hills Business Organization Board of Trustees on March 11, 2021

I, Tracy Levine, Board Secretary of the Millburn Short Hills Business Organization, hereby certify this to be a true copy of a resolution adopted by the Board of Trustee on March 11, 2021.



Tracy Levine, Board Secretary

Millburn Short Hills Business Organization, Inc.
Expenses
(Feb. 10 – March 9, 2021)

Date	Amount (\$)	Payee	Purpose
Jan. 30, 2021 – Feb. 12, 2021	\$1,320.00	Itzkin Marketing LLC	Marketing and Communications
Feb 13, 2021 – Feb. 26, 2021	\$1,333.75	Itzkin Marketing LLC	Marketing and Communications
Feb. 1 – Feb. 28, 2021	\$7,200	RG District Services LLC	Executive Director
Feb. 10, 2021	\$295.00	Downtown NJ	Annual Membership Fee
Feb. 18, 2021	\$119.88	SiteGround Hosting	Website Hosting
Feb. 15, 2021	\$163.03	Facebook	Social Media Promotions
March 1, 2021	\$295.00	National Main Street Center	Annual Membership Fee
March 1, 2021	\$175.00	Starbucks (\$25), Millburn Deli (\$25), Shala's (\$50), Klee Nails (\$25), Teen Skin (\$25), Splurge Bakery (\$25)	Lunar New Year Project Gift Card Prizes
March 2, 2021	\$175.50	Google Workspace	Vaulted email service and workspace
March 2, 2021	\$248.00	Amie Sorkin	Winter Gift Basket and Lunar New Year Project Support
March 2, 2021	\$48.00	Joey Sorkin	Lunar New Year Project Support
March 2, 2021	\$200.00	Nadege Nicoll	Lunar New Year Program Expenses
March 4, 2021	\$384.00	Survey Monkey	Annual Subscription Fee

Checking Account Balance as of March 9, 2021: \$54,147.38

Correction: Feb 9, 2021: \$75.00 and \$100.00 to ArteVino and the Millburn Art Advisory Committee, respectively, as stipends related to the Holiday Window Decorating Project.