

**MINUTES FOR THE MILLBURN SHORT HILLS BUSINESS ORGANIZATION, INC.**

*Special Improvement District Board of Trustees Meeting*

*Tuesday, March 14, 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. A notice of the change of date of this meeting was provided to the Item on February 23, 2023.

**SALUTE TO THE FLAG**

**ROLL CALL - Tracy Katz Levine, Secretary**

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

Present on Zoom: Ashley Schultz

**Motion for Richard Wasseman to serve as Acting Chair** – Motion by Alexa Clarke, Second by Annette Romano, unanimous approval via voice vote

**SID MISSION STATEMENT – Richard Wasserman, Acting 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 February 16, 2023 (Attachment 1) – Unanimously approved by all present and eligible to vote: Alexa Clarke, Tracy Katz-Levine, Annette Romano  
No vote (due to now being present at prior and/or current meeting): Michael Parlavecchio, Ashley Schultz, Stephen Winer

**COMMITTEE REPORTS**

**Bylaws, Governance & Finance**

- Treasurer's Report through February 28, 2023 – *Steve Grillo for Stephen Winer* (Attachment 2)
  - \$30,546 balance as of end of February
  - \$21,852 as of today
  - On March 15, will receive payments received for assessments – will have approximately \$98,000 in the bank as of tomorrow
- Audit RFP Responses - *Steve Grillo*

- Sent to 60 firms
- Received 3 responses, including current firm
- Recommendation: Cannone and Company in Springfield - \$7500.
  - Seeking approval to interview, request formal proposal, and conduct reference checks
  - Consensus to proceed with these next steps.

### **Marketing, Branding & Placemaking**

- Upper Millburn Avenue/Lot 14 Signage Improvements - *Steve Grillo*
  - Upper Millburn Avenue parking lot to be reconstructed in July and August
    - Explore tasked with signage plan
    - Met with vendor and awaiting scope of work
    - Will be updating branding overall for Upper Millburn Avenue
    - Funding is from municipal budget.
- Plantings & Streetscape Plan - *Amanda Dean*
  - Will do audit of planters and tree pits to confirm what we are responsible for.
  - RFP to be prepared for all seasons
- Public Art Installations - *Amanda Dean*
  - Founding Day – 2-4 pieces of art will result from the day
  - Possible new mural site is the side of Jack’s Lobster Shack
  - Parking lot kiosks
  - Murals being repaired
  - Vacant window project at Futtters and 565 Millburn Ave
  - ShopRite meeting is this month

### **Events & Planning**

- Memorial Day Parade Participation - *Annette Romano* – 5/29, 11am from Millburn High School; hoping SID Board and volunteers will march.
- Recap of Recent Events & Trainings - *Amanda Dean*
  - SEO by Bolt Ahead (part of Interior Motif) – 12 participants, well received
  - Interior Motif opening event on Upper Millburn Avenue was well attended by more than 150 people, Z100 and HGTV; they highly praised their welcome to Millburn-Short Hills
- Upcoming Events & Training Sessions - *Amanda Dean*
  - April 5 – Social Media for Small Business (intermediate) – JMT Media
  - April 11 – Writing Business Plan – UCEDC
  - April 19 – Advanced Social Media by JMT
  - May 2 and 4 – Customer Lifetime Value Training by Explore
- Restaurant Week Preview (March 20-26) - *Amanda Dean*
  - 31 restaurants participating
  - Some prix fixe, other offers such as complimentary appetizers or desserts (EVOO), buy 6 bagels, get 6 free (Goldberg’s), 60 lb round of cheese served all week (La Pergola), free beverage with \$20 purchase (Liv Bread), special offers – all are on website, each restaurant has their own profile
  - Partnering with Opportunity Project – Brain Injury Awareness Month – multiple restaurants hiring or providing volunteer opportunities, donations, and/or longer-term opportunities
  - Marketing via posters and cover of Millburn-Short Hills monthly, social media including pre-event influencers (such as Yelp NJ, Edible NJ)
  - Wine shops are engaged

- Branding Improvements for Resident & Business Engagement - *T. Katz-Levine & A. Clarke*
    - Communications to highlight that Explore helps Millburn-Short Hills businesses and our town thrive; both what we do and what the results are to residents and visitors; non-profit, non-political organization; gateway to Millburn-Short Hills
- Ideas include:
- Tagline
  - Visually showing what we do
  - Infographic of results
  - Presentations at meetings and/or tabling at events of local groups/organizations (such as Newcomers and Neighbors relaunch, PTOs etc..)
  - Social campaign
- For the business community:
- Social media campaign for business owner videos – how Explore has helped them via events, training etc..
  - How to increase the role of and further utilize Advisory Committee members – idea of “Team Captains” in different districts
  - How to get business owners to take greater advantage of what Explore offers

### **Business Advocacy**

- Commercial Garbage Collection Changes - *Jesse Moehlman*
  - Garage pick-up change as of 6/1 from Giordano to private collection – if businesses have questions, reach out to Jesse Moehlman
- State of the SID Commercial Vacancy Report - *Steve Grillo* (Attachment 3)

### **Advisory Committee/CEDA - Jackie Benjamin Lieberberg**

- Founding Day - April 22 – at Bauer Center/Taylor Park, Downtown – adding art installations with Main Street Pops, 19<sup>th</sup> century music, partnering with many community organizations, many volunteer opportunities 10am-4pm, collecting non-perishable items for food pantry via “stuff the bus”
- CEDA Sundays & Pride Day Event
- Next Advisory Committee Meeting (March 29 at 6PM)
  - Discussion on Planning for the Next Pandemic or Natural Disaster

## **NEW BUSINESS/OPEN DISCUSSION**

### **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. When reading from a prepared statement, please provide a copy to [tracy@exploremillburnshorthills.org](mailto: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:**

- Question about changing the meeting agenda
- Inquired about distribution of revenues without an action; will ask at Township Committee meeting
- Suggests that some things that Steve Grillo are doing belong in City Hall vs. SID
- Outstanding legal question from last TC meeting about attorney and complaint issued during estoppel period

- Question to Jesse Moehlman about the cost of 2020 Main Street closure before the SID was created
- Referenced questions about creation of the entity

**2) Vicki Powell – 358C Millburn Ave**

- Fabulous SEO class – very useful and informative
- Learning tools are very important – “home run”
- Working hard on Girls Night Out with Amanda and committee, including opportunities for more districts
- Expressed thanks for a great job and that SID is important to support businesses

**3) Perri Urso**

- Received answers re: commercial solid waste questions and asked if there will be a follow-up meeting
- Asked if tenants were notified in advance in addition to property owners and if there will be a tax reduction
- Sent questions about SID assessment and if fees can be deposited into a trust account while litigation is pending
- Inquired about what is the appeal process and if it is found in the ordinance
- Question about insurance fees

**4) Carl Burwell – Garden State Hemp, 347 Millbrn Avenue**

- Thank you to SID for support and doing a great job
- Noted that the stranded assets in Steve Grillo’s State of the SID report are larger than traditional properties – why not explore Cannabis business – has been explored before
- There are resources to help facilitate conversations and proper planning
- Referenced a CDC survey indicating that Cannabis usage among teens is down from 23% to 16%
- Recommends doing research about reality and encourage open dialogue; offers tax revenue opportunity to the Township

**Response by Steve Grillo**

- Clarification of something Ms Urso said about previous recommendation to put assessments in escrow. Per Mr. Maraziti, no judge has ever ordered that; no decision evet made that SID assessment should be put into escrow from a legal sense.

**Motion to Adjourn by Annette Romano, seconded by Richard Wasserman**

*Next Meeting - Thursday, April 20 at 6:30PM*

*Submitted by Tracy Katz Levine, Secretary  
April 12, 2023*