

AGENDA FOR THE MILLBURN SHORT HILLS BUSINESS ORGANIZATION, INC.

Special Improvement District Board of Trustees Meeting

Wednesday, April 13, 2022 – 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 22, 2021 of the schedule for 2022 and by providing notice to the Township Clerk.

Meeting was called to order at 6:31 p.m.

SALUTE TO THE FLAG

ROLL CALL - Tracy Katz Levine, Secretary

Present at Town Hall: Jumana Culligan, Ashley Schultz, Stephen Winer, Jackie Benjamin Lieberberg, Jesse Moehlman (for Alex McDonald)

Present on Zoom: Tracy Katz Levine

Not Present: Andrew Morgan, Michael Parlavecchio, Richard Wasserman

Stephen Winer assigned as Acting Chairman in Michael Parlavecchio's absence

SID MISSION STATEMENT – Stephen Winer, 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 March 10, 2022 (Attachment 1) – Motion by Stephen Winer, seconded by Ashley Schultz. Approved by roll call vote. Tracy Katz Levine abstained due to absence from the meeting.

PUBLIC COMMENTS – Stephen Winer, Acting Chairman

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.

1) Jeffrey Feld, 11 Alexander Lane, Short Hills

- Raised concern that a section of his document in the prior minutes were highlighted (post meeting note – minutes posted to Township agenda center do not have any sections highlighted)

- Inquired about closed sessions minutes from prior meetings and when they will be adopted and released

- Inquired who is sponsoring and who is presenting Founding Day
- He has questions that have not been answered about the retention of Mr. Grillo

2) Vicki Powell and Nadege Nicoll

- Highlighted data about the SID, creation to help the town thrive, fill vacancies
- Needs to be a full-time job – needs a professional rather than just volunteers
- Cost of the SID 54K by town residents divided by # of households is \$8.65 per household
- The other \$224K by commercial property owners – for example, for Nadege’s store The Book House, pays under \$400, less than 1% of annual rent
- Cost is minimal – let’s get behind the SID

3) Jean Pasternak

- What is the ROI of the Explore organization to the Township, in dollar terms, residents paid for the first 1.5 years
- Sent info to Mr. Cooper re: Founding Day – questioning a candidate being on the agenda; reflected on past Halloween event and concern that politicians were there
- Inquired if a written opinion about the validity of the SID under state law has been submitted
- Questioned emphasis on downtown vs. other 4 districts

Mr. Grillo replied:

- Re: ROI, vacancy rate is presented every 6 months – was presented in February
- Business attraction – 40 new businesses since he started
- Taxes collected based on assessed value – calculate every 3 years
- Looks at rental rates for representative properties – stayed stable even through pandemic
- All indicators are in a positive direction

Board Questions/Comments

- Jackie Benjamin Lieberberg inquired about the number of OPRA requests and time spent responding.
 - Mr. Grillo stated 23 since he started. Approximately 2 hours per response.
 - The longest one was to Mrs. Urso re: Hurricane Ida Grants – 1700 pages to print and sort, 8-9 hours; offered electronic version, however she declined and wanted hard copy.
 - Inquired whether there is the ability to recover costs
 - Mr. Cooper noted if extraordinary requests, the law supports a service charge; on a case by case basis
 - Mr. Grillo clarified that Mrs. Urso is within her rights to request, was charged \$.05 per page, and paid promptly; funds will go to Township for town’s printer

CHAIRMAN’S REPORT – *Stephen Winer, Acting Chairman*

Executive Director Contract Renewal

- Contract is auto-renewing, Steve Grillo starting his second year
- No formal action needed – Executive Committee discussed and is very pleased
- Rate is increasing by \$218 per month, per contract

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

- Taylor Park Gateway Project – Public info session was held 3/29. About 90 people (45 in person, 45 online). A lot of feedback, There will be another session in a few months

- Affordable Housing Info Session 4/26 at 7 p.m. with Township professionals and developer about the design of the property at 9 Main Street
- Sidewalk Sales – Resolution for Township Committee approval on Tuesday 4/19 – dates to align with Main Street Closure timing – Fri/Sat/Sun from 5/31 – 10/2
- Parking pay stations were cleaned by DPW
- Mural by Haagen Dazs – the company touching it up hasn't finished yet due to an issue with electrical outlet – will address shortly

TREASURER'S REPORT – *S. Winer, Treasurer*

- \$36,836 balance as of 4/6
- Added sponsor funding tracking section to budget document
- \$61,632 spent; \$230,162 remains
- Mr. Grillo reported that approximately \$150K or \$206K has been collected, which is a good number per the Tax Collector; electronic deposit to SID account scheduled for 4/15
- Mr. Grillo reported that the overall and Hurricane Ida Fund audit is being finalized and will be posted, provided to DCA and the Township Committee; same auditors as Township; expect a clean audit with no significant issues

BOARD MEMBER REPORTS AND COMMENTS

- Jackie Benjamin Lieberberg shared information about the Founding Day Event on April 30, 11am-3pm.

MARKETING & EVENTS REPORT – *Amanda Dean, Marketing Director*

- Shop, Savor and Stroll Event – nice weather, a lot of families. Added high-top tables and lighting. Learning about timing and aligning expectations for attendees (e.g., street closures), and having navigators to guide people. About 20 businesses, focus was on Main Street to Whittingham Terrace in recognition of Hurricane Ida damage
- Upcoming events:
 - 3 ribbon cuttings: Springbone 4/20, Tiger Schulmann's 4/21, K & Co. 5/5
 - Founding Day 4/30
 - Mother's Day Weekend – Girls Night Out on Friday with offers and events across the 5 districts – landing page in progress
 - J. Nunez Merchant Mixer 5/25
- Marketing Committee Meeting recap
 - RFP for social media training by end of April
 - Survey of businesses
 - Updating branding – Jumana and Amanda – social media templates
 - Downtown; blue wooden signs will be removed and replaced with newer signs by Township Committee
 - There's now a Linktree on Instagram
- Placemaking – Discussion about making chalkboard signs available for businesses (distributed 10 signs last year). Motion to order 20 A-frame wooden signs at a total of \$2,100 by Jumana Culligan, seconded by Ashley Schultz; unanimously approved by roll call vote

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

- Main Street Closure
 - Township didn't receive approval for closure the entire time
 - Pre-covid rules are in place, municipalities cannot close streets

- Working with towns and elected officials
- Will close for 48 hours from Friday-Sunday
- Music on Friday/Saturday – not every weekend
- Also roaming musicians in 5 districts Sunday morning
- Relocate games to art gallery alley by Goldberg's
- Will follow-up off-line with Marketing Committee about name for Art Alley
- Received notice that Downtown NJ awarded Excellence in Placemaking for Main Steet Closure – Steve Grillo and Jackie Benjamin Lieberberg will be at the awards ceremony
- EMSH Advisory Committee met and going well
- Sign/Placemaking Project – committee across community, will present to us and Township Committee
- Success Tracker – see document – 3 sections: completed, scheduled, pending
- TBL (Township Beautification League) has asked us to cover the cost of \$5,510 of plants; they had received money in past from DMDA – discussion ensued about the importance of this, though it was not in our original budget, and the amount. Steve to inventory and map out placements, clarify what is maintained by Township vs. TBL, ensure DPW is watering, and will solicit bids from various vendors.
- Initial discussion of idea for Economic Stimulus Program for MWBE (minority and women owned businesses) – can leverage foundations and other grants. Matching component. Our demographics are tough for attracting corporate donors. Potentially some proportion to MWBE and balance for other small businesses. Steve to research further.

Motion to Adjourn at 8:28pm by Jumana Culligan, seconded by Ashley Schultz.

Unanimous approval

*Submitted by
Tracy Katz Levine
Secretary
May 9, 2022*