

MINUTES FOR THE MILLBURN SHORT HILLS BUSINESS ORGANIZATION, INC.

Special Improvement District Board of Trustees Meeting

Thursday, May 12, 2022 – 6:30 PM

<https://zoom.us/j/97896106862?pwd=ajIubFB3WEhsbGt6MVNYWpTUWNuUT09>

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.

SALUTE TO THE FLAG

ROLL CALL - *Tracy Katz Levine, Secretary*

Present at Town Hall: Jumana Culligan (left at 8:08pm), Tracy Katz Levine, Michael Parlavecchio, Stephen Winer, Richard Wasserman, Jackie Benjamin Lieberberg, Jesse Moehlman

On Zoom: Andrew Morgan

Not Present: Ashley Schultz

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 April 13, 2022 (Attachment 1)
Motion by Richard Wasserman, second by Stephen Winer
Approved by roll call vote - Yes – Tracy Katz Levine, Jumana Culligan, Stephen Winer
No vote (due to absence from meeting) – Andrew Morgan, Michael Parlavecchio, Richard Wasserman

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. Those 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.

1) Jeffrey Feld – 11 Alexander Lane, Short Hills

- Questions about footnotes to audit
- Noted no comments re:
 - 2020/2021 appropriation from town
 - Members appointed
 - Litigation pending
 - September special appropriation
 - When was 2020/2021 budget properly approved
- Glad for action re: closed minutes and noted question about reasonable time to adopt and release
- OPRA policy is from 2014 – suggest to look at ordinance
- Mention of Summit street closure by ordinance, suggest to look at re: if done properly
- Mention of BA noting JIF declining to defend validity

Chairman Michael Parlavecchio noted that this organization is not a party to the litigation; glad the closed minutes are on the agenda, and noted that reasonable time is on a case-by-case basis

2) Vicky Powell – 358C Millburn Ave

- Happy anniversary to Steve Grillo and expressed thanks
- Girls Night Out – nice effort across district, good synergies, 50+ participants, volunteer committee is important for the future, rain but a damper but people were coming and supporting

3) Perri Urso – 514 Millburn Ave

- Entity didn't exist when Bear Properties suit filed
- Asked when Board know or should have known:
- JIF wouldn't support defense of Bear Properties Action
 - Should publish closed minutes in a reasonable time
 - Marketing Director should have an executed contract
 - Metrics of success of events

TOWNSHIP COMMITTEE REPORT - Richard Wasserman

- Thank you to Steve; noted vacancy rate declining, 47 new businesses during Steve's tenure
- Hurricane Preparedness Kit Draft (Attachment 2) – Township working to ensure people are prepared for hurricane season; Steve Grillo put document together, Board to review and provide any feedback
- Working with state on Main Street closure – will be free music again, good buzz for this

BUSINESS ADMINISTRATOR'S REPORT – Jesse Moehlman

- Taylor Park Gateway Study – first info session was held at end of March; firm is working on alternatives. June 2 7pm will present in Town Hall and via Zoom, then uploaded to YouTube
- Affordable Housing Developments – 9 Main Street 4/26 info session held re: design with RPM and town professionals; 5/3 and 5/5 sessions re: overlay zones; survey put out to the public. Any questions, contact Alex McDonald or Jesse Moehlman
- Encouraged all to sign up for Millburn Alerts – Reverse 911 on website
- Noted that Hurricane Preparedness videos are on website – for all videos, see YouTube - Millburn Township

TREASURER'S REPORT – Stephen Winer & Steve Grillo

- Balance \$182,081 as of 5/5
- Expenses through May 9, 2022 (Attachment 3) \$91,924
 - Holiday events and live music YTD will be reduced by \$2890 to be reimbursed by town
- Deposited \$175,500 from tax receipts – expect \$204K total – collected approximately 86% to date, Tax Collector is pleased
- 2020/2021 EMSH Audit and Hurricane Ida Fund Report (Attachment 4) – Steve Grillo reported successful audit, no material or significant deficiencies. There were 3 comments:
 - No contract for Marla Itzkin – rectified, replacement has a contract
 - Supporting documents prior to 5/21 – some receipts not available during time that there was not an Executive Director; going forward ,all kept well, no issues in past year
 - While documents for Hurricane Ida satisfactory, recommended for any future grant programs to write a memo for each approval, not just for the denials; will do so in future
- Discussion on Remaining Funds from Donation Account
 - There are two bank accounts: generating operating, and donation account with \$10,000 (\$5,000 for audit, \$5,000 remaining); \$2,500 minimum to keep in account
 - Recommend moving \$10,000 to general operating account and direct remaining funds to hurricane-impacted businesses as part of microgrant program
 - Motion by Stephen Winer, Second by Richard Wasserman, unanimously approved by voice vote

MARKETING & EVENTS REPORT - Amanda Dean

- Recap of Girls Night Out – Amanda Dean
 - Entertainment included living statues at 3 businesses, DJ, psychic visions, live drawing, poetry
 - 50 businesses participated across all 5 districts; 22% outside downtown, 48% outside downtown core
 - Nice volunteer support
 - Promos, activities, tastings, virtual promos
 - Sent survey to merchants to get feedback
 - Gift basket raffle went well
- Working on drafting overall merchant survey to go out in May/June timeframe
- In Amanda's 3 months, Instagram grew 8.3%, 50% higher account engagement, 98 posts, 800+ stories, 17 reels reached 7,600 accounts
- Recap of Founding Day 4/30 – Jackie Benjamin Lieberberg
 - Explore assisted a lot
 - Amanda created marketing
 - Steve – public beautification projects
 - Recognized Gonnella Team and Boy Scouts who led clean-up efforts
 - Afternoon at Bauer Center – Historical Society, Environmental Commission, planting activities, live Victorian Music, historic tours, meet founding family, food collection for Food Pantry
 - Thank you to Township and DPW
- Discussion on Pop Up Vendors at Events – Steve Grillo

- Discussion about home-based and pop-up shops, and businesses not in SID wanting to participate in events
- Steve spoke with four SID colleagues in nearby towns – some charge a nominal fee, ensure no conflict, require to be in another business
- Consensus was to encourage to partner with a local business within SID
- If a business is non-SID but is a member of Chamber of Commerce and event is being co-sponsored, OK if not a major competitor with SID businesses; assess on a case by case basis
- Steve Grillo to review with Advisory Council and draft proposed policy to bring back in June

EXECUTIVE DIRECTOR REPORT – Steve Grillo

- EMSH Advisory Committee - meeting 5/23 – marketing/digital sales; meetings have been well-attended
- Townwide Signage Committee
 - working with Paper Mill, Jesus Nunez, Historical Preservation Commission, Creative Collective
 - Working on seven welcome signs in seven locations – brick, illuminated; paid for by Town; design by Mark Robison – Creative Collective
 - Will share with this Board and then Township Committee
 - Longer term – wayfinding signs and pedestrian signage - 2023
- 2022 Success Tracker & Upcoming Events (Attachment 5) – highlighted 5 ribbon cuttings in past month, Millburn Art Alley, spring cleaning, Founding Day, 14 planters, Selfie Box which is moving around districts and is reserved until mid-August
- Upcoming events: May 20 Adore Salon ribbon cutting; May 25 Merchant Mixer

BOARD MEMBER REPORTS & COMMENTS

- Open Comments from Board – No comments

ATTORNEY’S REPORT - Ryan Cooper

- Overview on OPRA Policy Recommendations
 - Explore is subject to OPRA
 - Township has an existing ordinance re: OPRA requests, recommended to incorporate that into our policies
 - If Township Committee amends, then the amended version will apply to Explore
- Closed Session to Discuss Closed Session Minutes from Mar. 9, 2021, Apr. 8, 2021, Oct. 14, 2021, Nov. 10, 2021, Dec. 16, 2021, Jan. 13, 2022 and Feb. 9, 2022 (Attachment 6) – Motion to go into closed session by Richard Wasserman, seconded by Stephen Winer, all approved

Returned to Open Session at 8:34pm

- Resolution to Adopt Approved Minutes (Attachment 7) - Motion by Richard Wasserman, second by Andrew Morgan, all approved via roll call vote
 - March 2021 - in entirety
 - April 2021 - in entirety and as amended
 - October 2021 in entirety and as amended
 - November 2021 – approved and withheld
 - December 2021 – as redacted
 - January 2022 – in entirety
 - February 2022 – in entirety

POTENTIAL ACTION ITEMS – Steve Grillo

- Adoption of OPRA Policy (Attachment 8) - Motion by Stephen Winer, seconded by Richard Wasserman; approved unanimously via roll call vote
- Flower Pot Maintenance Project (Attachment 9)
 - 14 pots downtown, of 30 total
 - Requested 3 bids, only received one reply from Birch Hill, who has been doing good work, local
 - Motion to execute project for \$4,850 including labor – motion by Stephen Winer, seconded by Richard Wasserman; approved unanimously via voice vote
- Request to Move September 8 Meeting to September 15 – after discussion, left as originally scheduled for September 15 at 6:30 p.m.

ADJOURNMENT – motion by Richard Wasserman, seconded by Andrew Morgan
Adjourned by 8:44 p.m.

Next Meeting - Thursday, June 9 at 6:30PM

Submitted by Tracy Katz Levine, Secretary
June 7, 2022