

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

SPECIAL IMPROVEMENT DISTRICT

BOARD OF TRUSTEES MEETING

Thursday, February 11, 2021 – 7:00 P.M

In attendance at Town Hall: Michael Parlavecchio, Richard Wasserman, Alex McDonald
Via Zoom: Jumana Culligan, Andrew Morgan (joined right after roll call), Nadege Nicoll, Jackie Benjamin Lieberberg, Tracy Katz Levine (joined at 7:50 p.m.)

Jumana served as temporary Secretary until Tracy Katz Levine joined

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

D. MISSION STATEMENT: Michael Parlavecchio read the mission statement as follows

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 – January 14, 2021

Motion to approve by Jumana Culligan, seconded by Nadege Nicoll; unanimous approval

F. 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 mshsid@millburntwp.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, 342 Hobart Ave: Recognition improving virtual procedures, desire more opportunities to interact and comment. As a resident, focused on transparency and accountability. Cited concerns re timing and process for SID, including: pandemic, lack of feasibility study, appointed vs. elected Board, not enough communication/feedback from public about use of \$200K taxpayer funds, conflict of interest issue, municipal attorney questions.

Jeffrey Feld, 11 Alexander Lane, SH: Sent email to Ryan Gleason, Alex McDonald, Michael Parlavecchio. Questions about validity of the SID, and need for feasibility study. Rules and agenda are more clear. Requests two opportunities to speak: action items and reflections. Reminder to post Agenda more than 48 hours in advance, and requests to post questions he submits in advance for others to see. Encourages a “time out” for the organization while questions are pending. Awaiting response for OPRA request for employment contracts.

Vicky Powell, Shala’s: With Ryan’s arrival, hoping for more attention to social media and marketing, which are lacking. More original content, get the #exploremillburnshorthills more widely used, programs for occasions e.g., Valentine’s Day. Banners need to be replaced. Budget question about IT Tech Support.

Nancy Stone, Nancy & David Fine Jewels: Input about budget, as previous Treasurer of DMDA. Questioned formulation of \$204,000. SID assessment in 2018 as \$194,000. Received \$9,000 grant for street cleaning. As a resident, opposed to the carryover of \$11,000. Questioned \$1,000 for office supplies and \$1,500 dues. Questioned lumping together seasonal events; suggest include donations.

Perri Urso: Wants chance to speak twice at meetings, looking for more answers to questions. Awaiting contracts requested. Questions about lighting in Township budget vs. SID. She has outstanding OPRA requests, 1/29/21 and 2/3/21, awaiting replies.

Alison Canfield, Chair of HPC: Supports the mission, and requests consideration of collaboration with HPC and Main Street four points approach for greater impact. Would like to present to Board.

Michael Parlavecchio thanks everyone for comments and noted that he cannot answer questions related to Township Committee, Township Attorney, or other organizations/committees. If specific questions for him, please email.

G. INTRODUCTION OF RYAN GLEASON, EXECUTIVE DIRECTOR

Ryan Gleason introduced himself. Looking forward to helping Millburn Short Hills businesses and property owners take it to the next level, improving marketing and promotions across the five districts. He’s been meeting with many constituents. Would also like to discuss the Main Street model, enables access to grants and funds. Over 10 years experience with small businesses through Staten Island Chamber and Denville Business District.

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

- i. New emails and contact process

Ryan Gleason's email is Ryan@exploremillburnshorthills.org and all board members are now reachable at firstname@exploremillburnshorthills.org, except Richard Wasserman at rwasserman@millburntwp.org. mshsid@millburntwp.org email address will be phased out, and notices updated.

Alex McDonald – have not yet heard from IRS re: 501(c)3 application; it usually takes at least 3 months, and it has been 2.5 months, hope to hear soon.

I. UPDATES FROM TOWNSHIP COMMITTEE MEETING (Richard Wasserman)

Richard Wasserman welcomed Alex and referenced a lot of support from TC colleagues for the work of the SID. Interested in possible synergy and signage re: historic homes and sites.

J. SUB-COMMITTEE UPDATES

i. Marketing (Tracy Levine, Jumana Culligan)

- Website development
- Logo/brand guidelines
- Market research

Jumana Culligan reported excellent meeting of sub-committee on February 10, including Ryan Gleason and Marla Itzkin. Contract signed and work getting underway with New Frontier. Sub-committee member Tim Hubbell (Marketing Director at MSNBC) is working with Ryan Gleason on building a library of high quality photos. Jumana Culligan developed brand book, making minor tweaks. Planning potential focus groups over zoom with merchants in the four districts outside of downtown; coordinate with Downtown Vision Plan re: downtown insights. Agree need more robust social media.

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

- Update about current events: Gift Card Promotion, Lunar New Year Promotion
- Presentation/discussion about proposed Millburn-Short Hills Community Gift Card
- Future proposed events: Farmers Market, Main Street Summer Closure, Fall – Taste of Millburn, Winter – Holiday Season

Nadege Nicoll: Two events running are the gift card promotion (buy \$250 gift cards for \$200, through end of February – close to 25 merchants) and Lunar New Year promotion – thank you to Ms. Lin's restaurant for providing the cookies which have been distributed; social media component less traction.

Attended presentation with Yiftee (recommended by Ryan Gleason), which manages digital community cards. Don't need to be used all at once. Send via text or email. Select a group of merchants where card can be used. Cost to merchant is same processing a MasterCard for payment. Buyer pays 5% fee of gift value; can be waived if sponsorship. Yiftee's platform and technology. Bernards Township, Woodbury Frenchtown, Boulder, "716" = 716 shops in NY that are part of card – reaching out to several towns for

feedback. 1/3 of cards sold are corporations/institutions, redirecting money to community rather than Amazon or generic cards. Can run a promotion where SID subsidizes part of cost, or gives bonus value for a certain promotional period. Doesn't expire; after 12 months of no activity, there is a monthly fee for the recipient.

Richard Wasserman noted that the TC is looking into a resident shopper parking permit – pay fee (TBD \$60-80 for first car, \$70-\$100 for second card), then free parking for the year. Also looking to update zoning requirements re: need for businesses to pay parking fees.

Future events – met with Ryan Gleason and sub-committee. Focusing on four main events: Farmer's market, summer event – coincide with closing of Main Street, performances (engage local groups – music and other); Taste of Millburn; winter-holidays. All districts.

iii. Business Development and Advocacy (Mayor Jackie Benjamin Lieberberg and Richard Wasserman)

Engaged committee re: attracting more businesses – planning to meet within the next few weeks. More engagement with merchants, TC – making zoning codes more business-friendly, packet/how-to manual for new businesses (Ryan Gleason is looking). Make it easier to attract businesses, especially given high vacancy rate – key goal also for TC.

K. FINANCES (Stephen Winer)

- i. Expense review – Stephen Winer is out ill today. The expense list was provided in advance as part of the meeting packet.

L. ACTION ITEMS

- i. Resolution #21-003 Guidelines for Remote Meetings (Michael Parlavecchio) – framework for how we will operate; will update if email address is updated. Motion to approve by Richard Wasserman, second by Nadege; unanimous approval
- ii. Approval of proposed 2021 budget to be submitted to Township Committee (Stephen Winer) – budget has been posted on the website for review.

Alex McDonald provided overview of the process – after approval tonight, it will be presented to the Township Committee. That process takes place in two steps, first an introduction, potentially at 2/23 TC Meeting. The budget then needs to be noticed, and a second meeting and hearing must take place before the TC. Then would be the allocation of the remaining funds to this organization. The TC can make changes to specific line items. Explained origin of the number as amount raised by assessment plus the amount contributed by the Township to get to \$204,000; the \$9,000 from Clean Communities grant is not broken out. Need to clarify what will occur if funds are not expended and determine plan in 2022 re: timing gap between budget process and when assessment will take place (usually March or April).

Ryan Gleason explained that the event budget has been combined as specific plans are being finalized; will define by program as determined. Membership dues and fees are for joining things like National Main Street Center, Downtown NJ; attend

courses/seminars on best practices, opportunity to learn and grow. Started process to apply to designate Explore Millburn Short Hills as a Main Street district for the state – requires being part of National Main Street Center.

Alex McDonald noted that municipal budget includes just street lighting; does not include holiday lighting or pedestrian level lighting. Also that the release of these funds is contingent upon the approval of the municipal budget.

Motion to approve the proposed budget by Richard Wasserman; second by Andrew Morgan. Roll call vote – one abstention by Jumana Culligan, Stephen Winer absent, yes by all others present (5 affirmative) – approved.

M. BOARD COMMENTS - None

N. ANNOUNCEMENTS – Business updates in SID/miscellaneous

Khun Thai closed after 19 years, and Jack’s Lobster Shack will open in that space, probably in April. Several locations including Montclair.

Jordan Elyse photography is reopening a location in town, focused on newborn photography.

Vinnie’s Pan Pizza is open in Peter’s location – new branding and menu

Andrew asked about timing of public comments. Michael Parlavecchio noted his POV good to hear from the public before voting. The board can consider a second public comment session. The approach differs across organizations.

Minutes approved 3-11-21

Submitted by Tracy Katz Levine

Secretary

Documents for advance meeting packet

- Resolution #21-003
- Expense list
- Proposed 2021 budget

**RESOLUTION OF THE MILLBURN SHORT HILLS BUSINESS ORGANIZATION, INC.
SPECIAL IMPROVEMENT BOARD OF TRUSTEES**

SUBJECT:

**RESOLUTION ESTABLISHING 2021 STANDARD PROCEDURES AND REQUIREMENTS FOR PUBLIC
COMMENT DURING REMOTE PUBLIC MEETINGS OF
THE SPECIAL IMPROVEMENT BOARD OF TRUSTEES**

WHEREAS, in light of the dangers posed by the COVID-19 pandemic, Governor Murphy issued Executive Order 103 on March 9, 2020, which declared both a Public Health Emergency and State of Emergency that continues to exist and the facts and circumstances of which have been renewed through subsequent Executive Orders; and

WHEREAS, N.J.A.C. 5:39-1.3 permits a local public body to hold a remote meeting if a declared emergency prevents that body from conducting public business at a meeting where the public can physically attend or the declared emergency necessitates capacity restrictions reducing the number of individuals that can be present in the meeting room an amount below that reasonably expected for the public meeting by the governing body; and

WHEREAS, the local public body shall adopt, by resolution, standard procedures and requirements for public comment made during a remote public meeting, as well as for public comments submitted in writing ahead of the remote public meeting; and

WHEREAS, the Millburn Short Hills Business Organization, Inc., /Special Improvement District Board of Trustees ("the Board") will livestream its remote Board Meeting via Zoom, and a link for the livestream will be posted to both the Township of Millburn and SID websites. twp.millburn.nj.us and exploremillburnshorthills.org; and

WHEREAS, the public will have an opportunity to make public comment via e-mail or via Zoom for the Board's remote public meetings. Members of the public are allowed one (1) comment per Public Comment session either by Zoom or e-mail (not both). Members of the public may submit a comment via e-mail to mshsidsecretary@gmail.com. The Board will read the comment into the record during the public comment portion of the meeting and will read the submission until the three (3)-minute time limit is reached. Members of the public submitting comments via email are asked to submit their name, address and their question or comment. The Board may pass over or summarize duplicative comments. Submissions for public comment via e-mail will be accepted until 5:00 PM on the day preceding the date of the respective remote public meeting; and

WHEREAS, individuals may make public comment via Zoom during the public comment portion of the meeting. Members of the public participating via Zoom will have three (3) minutes to speak; and

WHEREAS, if a member of the public becomes disruptive during a remote public meeting, including during any period of public comment, the member of the local public body charged with running the remote public meeting shall mute or continue muting the disruptive member of the public and warn that continued disruption may result in their being prevented from speaking during the remote public meeting or removed from the remote public meeting. Disruptive conduct includes sustained inappropriate behaviors, such as, but not necessarily limited to, shouting, interruption, and use of profanity; and

WHEREAS, a member of the public who continues to act in a disruptive manner after receiving an initial warning may be muted while other members of the public can proceed with their comments. If time permits, the disruptive individual shall be allowed to speak after all other members of the public have been given the opportunity to make their comments. Should the person remain disruptive, the individual may be muted or kept on mute for the remainder of the remote public meeting or removed from the remote public meeting; and

WHEREAS, the Board Meeting Agenda as well as supporting resolutions will be posted in advance of the meeting on the Board website exploremillburnshorthills.org; now, therefore, be it

RESOLVED, that the Millburn Short Hills Business Organization, Inc., /Special Improvement District Board of Trustees hereby establishes and adopts the foregoing standard procedures for its remote public meetings.

Millburn Short Hills Business Organization, Inc.
Expenses
(Jan. 12, 2021 – Feb. 9, 2021)

Date	Amount (\$)	Payee	Purpose
Jan. 2, 2021 – Jan. 15, 2021	\$1,375.00	Itzkin Marketing LLC	Marketing and Communications
Jan. 16, 2021 – Jan. 29, 2021	\$1,375.00	Itzkin Marketing LLC	Marketing and Communications
Jan. 12, 2021 – Jan. 19, 2021	\$230.27	Facebook	Social Media Promotions
Jan. 20, 2021	\$174.78	Displays2Go	Tabletop Sign holders for merchants to display Explore MSH promotions
Jan. 14, 2021	\$50.00	Marla Itzkin	Gift card for photo contest winner
Feb 2, 2021	73.35	Google Suite	Vaulted email service
Feb. 9, 2021	\$1,250.00	New Frontier	Web Development – Phase 1
Feb 9, 2021	\$62.50	Sports Info Media	Printed materials related to gift card promotion

Checking Account Balance as of Feb. 9, 2021: \$9,929.79

Note: Dec. 21, 2020, paid \$1,462.50 to Itzkin Marketing LLC. Error on Expense Report Dec. 3, 2020 - Jan. 11, 2021

2021 Millburn Short Hills Business Organization Budget - Proposed (Updated 2/9/21)

REVENUE		2021 BUDGET	WITH RESTRICTIONS	NOTES
	SID Assessment (Starts 2022)	\$ -	\$ -	
	Budgeted Amount from Township	\$ 204,000.00	\$ -	
	Prior Year Unexpended Funds	\$ 11,839.43	\$ -	
	Grant / Fundraising Income	\$ -	\$ -	
	Event Income	\$ -	\$ -	
	Farmers Market	\$ 5,000.00	\$ -	
Total Revenue		\$ 220,839.43	\$ -	
EXPENSES				
	Staffing			
	Executive Director Consultant	\$ 80,000.00		
	Marketing Consultant	\$ 35,750.00		
	Sub-Total:	\$ 115,750.00		
	Marketing/Social Media			
	Vaulted E-mail Service	\$ 2,100.00		
	Website Design	\$ 5,000.00		
	Website Maintenance/Support	\$ 1,000.00		
	Website Hosting	\$ 1,200.00		
	Physical Advertising/Marketing	\$ 7,500.00		
	Sub-Total:	\$ 16,800.00		
	General Operating Expenses			
	Legal Reserve	\$ 8,500.00		
	Accountant/Auditor	\$ 4,000.00		
	IT/Tech Support	\$ 2,000.00		
	Insurance	\$ 1,000.00		
	Membership Dues/Fees	\$ 1,500.00		
	Office Supplies	\$ 1,000.00		
	Sub-Total:	\$ 18,000.00		
	Programs			
	COVID Grant Program	\$ 50,000.00		
	Holiday/Seasonal Events	\$ 29,000.00		
	Farmers Market	\$ 5,000.00		
	Sub-Total:	\$ 84,000.00		
	Visual Improvements			
	Streetscape/Aesthetic Improvements	\$ 11,089.43		
	Lighting, Signage, Historical Markers	\$ 15,000.00		
	Sub-Total:	\$ 26,089.43		
Total Expenses		\$ 220,839.43		