

AGENDA FOR THE MILLBURN SHORT HILLS BUSINESS ORGANIZATION, INC.

Special Improvement District Board of Trustees Meeting

Wednesday, February 9, 2022 – 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 22, 2021 of the schedule for 2022 and by providing notice to the Township Clerk.

SALUTE TO THE FLAG

Stephen Winer to serve as chair in Michael Parlavecchio's absence, with a motion later in the meeting once a quorum is present.

ROLL CALL - Tracy Katz Levine, Secretary

Present at Town Hall: Jumana Culligan (attended from 6:43pm – 7:39pm), Tracy Katz Levine, Andrew Morgan (joined Zoom at 8:05pm), Richard Wasserman, Stephen Winer, Jackie Benjamin Lieberberg, Jesse Moehlman (for Alex McDonald)

Not Present: Michael Parlavecchio, Ashley Schultz

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 January 13, 2022 (Attachment 1) – Motion by Jumana Culligan, second by Richard Wasserman. Roll call vote, unanimously approved.

OATH OF OFFICE: Ryan Cooper administered the oath for those who had not already taken it, including: Stephen Winer, Jackie Benjamin Lieberberg, Richard Wasserman, Steven Grillo

ATTORNEY'S REPORT - R. Cooper, Attorney

Mr. Cooper shared a statement about public questions and response policy, noting that: Many inquiries pertain to matters of litigation, to which it is unadvisable to respond. Will respond to public record requests. May respond to questions at public comments; it is not an obligation to respond to every single question.

LOCAL BUSINESS PRESENTATIONS

- Ryan Gilbert, C2 Education – academic solutions, 20 years of experience. He oversees centers in Northern NJ/NY. Works with students K-12 on academics, standardized tests,

college essays. Coordinated on testing with schools and library. Presentation coming up re: AP exams. Located at 730 Morris Turnpike

- John Lynch and Jimmy, Tiger Schulmann's Mixed Martial Arts – opening soon at 531 Millburn Ave. Pre-K through adults. Focus on self-defense, confidence, get in shape. Also Guardian Program for law enforcement. Free seminars offered to the public.
- Jeane Tumbaga, SLT My Skin- 46 Millburn Ave. Skin care and facials, education on sun protection. Special program about developing self-care for healthcare workers.

Motion to appoint Stephen Winer as Chair for this meeting by Richard Wasserman, second by Jumana Culligan – voice vote, unanimously approved.

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) **Rebecca Dranikoff of Short Hills** shared information about the March Fourth annual event which was launched five years ago in memory of her mom who passed away from colon cancer. It is a 5K and Dog Walk that will take place on Brookside Drive. Would welcome sponsorship support from merchants and encourages everyone to come out for this important cause and event. www.marchfourth.org
- 2) **Ehren Ryan and his father Mr. Ryan – owners of 27 Main Street**
Would like support on NJ State liquor license reform – they are working with the restaurant association and various towns on a compromise bill. One initiative is to exclude liquor licenses that are in malls from the town counts. This would be 4-5 licenses for Millburn Short Hills. Looking to develop lots.
- 3) **Jeffrey Feld, 11 Alexande Lane** – Seeking robust civic participation and two opportunities to address the board at meetings. Questioning the validity of the SID ordinance under state law, and direction of judge to mediate and not litigate. Noted it's been one year since Ryan Gleason was retained. Noted that last week the by-laws were not attached to the resolution to adopt. Mentioned questions about Fair Share housing and Boccone South issues.
- 4) **Vicky Powell, 358C Millburn Ave** – Suggests using speaker to pipe in music in town. “Meet me in Millburn Short Hills” ideas – music and activities, businesses open late. Impressed by Steve, always answering questions, and on the ball – such as putting out info on the snow day about parking open.
- 5) **Nancy Stone, 266 Essex Street**
 - Endorses Ehren Ryan and his cause re: liquor licenses
 - Frustrated by the attorney saying that questions won't be answered
 - Claimed lies about the budget, that Richard and Jackie had said the budget would be \$204K, with 50% of salary covered by Town
 - Also questions commercial properties in town not paying into SID
- 6) **Nadege Nicoll, 281 Essex Street** – Excited for spring and summer events; liquor license would help that part of Essex Street and all the businesses.

- 7) **Perri Urso** (statement attached)
- Asked why Mr. Feld's comments were not read into the record at the January meeting per the email dated January 13, 2022 from Mr. Grillo
 - She read remainder of his questions
 - She has asked Mr. Parlavecchio, Mr. Grillo, Mr. Winer and Mr. Cooper why and if this is in violation of local finance board meeting procedures
 - How much will disenfranchised property owners be assessed in 2022 to which Steve Grillo replied that this not a legal or practical term. Answer cannot be provided
 - Noted her definition of disenfranchised
 - SID is appointed board, appointed by Township Committee
 - Claims Steve Grillo is focused on securing downtown and Upper Millburn Ave buy-in, with little to no attention to other districts, which is what SID is meant for
 - Frustrated that not receiving info via OPRA, including budget, audit, employment contracts for Marla Itzkin, Steve Grillo, the tax rate being assessed to property owners
- 8) **Jean Pasternak** – Addressed Mr. Cooperman, that has asked for square footage of Explore MSH space, so that she can calculate the total cost of the organization and resented his response
- OPRA questions – please answer per guidelines
 - JIF model – why not consider two opportunities for public comments, as most public entities do – first on agenda, and then at end on items discussed
 - By-laws – would have liked copy attached at TC meeting to follow conversation
 - Why nothing on the agenda about Fair Share Housing settlement given large impact
 - Boccone South – would like independent oversight investigation as to how it operated for two years without approvals
 - Consider having residents on SID Advisory Committee
 - Request to note businesses that are closing or moving from the Township
- 9) **Richard Futter – 333 Millburn Ave** – Would like to better understand the 2022 SID Assessment – columns in chart, notably net SID assessment and SID tax .0071
- If there are unexpended funds, in the past would be reduced assessment
 - Asked about Advisory Board “whenever possible”
 - Should be a requirement for all districts to be represented

TOWNSHIP COMMITTEE REPORT - *R. Wasserman, Township Committee Member*

- Municipal Parking Deck Signage Projects – deck is underused; signage so visitors will know there is public parking
- Liquor License Planning Study & NJ Open Container Law (Attachment 2)
- Flood Mitigation Committee – meeting frequently, 9-member committee; Mayor is involved in broader effort with other towns

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

- Taylor Park Gateway Project – info sessions are coming up. 6-month design process, hopefully would be approved in 2023. The Short Hills Garden Club is represented on the committee, and the contractor is aware of the sensitivity about the rose garden. Steve Grillo noted that he and the committee have never said they propose the removal of the rose garden to make way for a performance space. Richard Wasserman noted his commitment to the rose garden.
- Boccone South was denied variance, appealed, and lost. Must cease operations on 2/28 at that location.

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

- Report on Expenses through January 31 and Overall Budget for 2021 (Attachment 3)
- Google Email Cost Savings – Millburn tech team and Marla Itzkin worked to reduce email cost from \$18 to \$5 per person/month, saves about \$1,370
- Balance \$6,207 – more funds pending Township Committee approval next week of allocation; if approved, \$53,375 will be provided, the Township's person of Director salary.

MARKETING & EVENTS REPORT

- Website Directory Update Process – *T. Katz Levine, Marketing Committee* – Database as been updated do include a total of approximately 460 entries – leveraging approximately 522 businesses identified via Vacancy Study. Additional business categories have been added
- Founders Day Event – *J. Benjamin Lieberberg, Events Committee* (Attachment 4) – Saturday, April 30, 11am-3pm, with CEDA and other organizations including Millburn Green Team, Creative Collective and more – had been originally planned for March 2020. SID is helping coordinate litter pick-up in all 5 districts and tree pit enhancements.

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

- Budget Hearing Date Reminder – February 15 at 7:00PM – part of resolution packet.
- SID Working Group Review (Essex & Union Co.) – coordinating a working group with Cranford Executive Director – 13 other SIDs. Ideas re: print media outlets and small business season.
- Upcoming Events & Meetings Schedule (Attachment 5) – highlights include: Lunar New Year event 3/5; Tonino Cigar Mixer – approximately 30 people; March Event – Sip, Shop & Savor; Founder's Day 4/30; Mother's Day GNO and Father's Day – multiple locations
- Liquor License – if we get additional licenses, numerous opportunities – provide clear path and blueprint to new businesses. Prioritize 23 vacant space – brewery, wine bar – most other key towns have them. Coordinate with planner. Requested to clarify different license requirements for breweries.
- State of the SID Vacancy Study (Attachment 6) – Update to July 2021 report. Should aim for approximately 5%.

POTENTIAL ACTION ITEMS – *S. Grillo*

- Town-wide Spring Cleaning/Improvements Plan (Attachment 7)
- Outside the Cube Construction Proposal (Attachment 8)
- Advisory Committee Appointments (Attachment 9) – Motion by Richard Wasserman, Second by Tracy Katz Levine –to appoint effective tonight through 12/31/22. Roll call vote – unanimous approval
- Bylaws Revisions (Attachment 10) – Township Committee made one change – office in Town Hall in section 1.02. Motion to approve by Richard Wasserman, seconded by Tracy Katz Levine – Roll call vote, unanimous approval.

EXECUTIVE SESSION (Attachment 11)

- Personnel Matters – Marketing & Events Manager
- Contract Discussions – Website Maintenance

Resolution at 8:27PM to enter into Executive Session – Motion by Tracy Levine, Second by Richard Wasserman – unanimous approval.

Returned to open session at 9:07PM

- Motion to execute agreement with Black River Design Company for Marketing & Events Manager – Richard Wasserman motion, Andrew Morgan seconded – roll call vote, unanimous approval.
- Consensus for Steve Grillo to negotiate with New Frontier to maintain website

ADJOURNMENT at 9:09PM - Motion by Richard Wasserman, second by Tracy Levine – unanimous approval by voice vote to adjourn

Submitted by Tracy Katz Levine
Secretary
March 8, 2022