

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

Special Improvement District Board of Trustees Meeting

Thursday, June 9, 2022 - 6:30

<https://zoom.us/j/97896106862?pwd=ajJubFB3WEhsbGt6MVNYWpTUWNuUT09>

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: Tracy Katz Levine, Michael Parlavecchio, Richard Wasserman (present until 8:30 p.m.), Stephen Winer, Jackie Benjamin Lieberberg, Jesse Moehlman

On Zoom: Andrew Morgan, Jumana Culligan (joined during presentation)

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 May 12, 2022 (Attachment 1)  
Motion by Stephen Winer, second by Andrew Morgan  
Unanimous approval by voice vote

**PRESENTATION - Mary Adelman and Joe Lamberti, Union County Economic Development Corporation [Serving Essex, Union & Middlesex Counties]**

- Visit UCEDC.com for resources and solutions for small businesses
- Loans and grants to small businesses (SBA loans)
- Training and technical assistance available to any business in NJ
- Government Contracting – PTAC (Procurement Technical Assistance Center)
- Financing, training and mentorship
- Characterized Millburn-Short Hills as a diverse population – Asian population 29% Millburn, 31.9% Short Hills

- COVID relief loan still available – 0%, \$10-\$15,000
- Opportunities include 1-1 counseling 1x per month 8-week business development program for a fee in 2023
- Could do a workshop for Millburn-Short Hills or presentation on loan opportunities

**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](mailto: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) Vicky Powell, 358C Millburn Ave**

- Likes what is being proposed re: home businesses and non-SID businesses – agrees should not be allowed
- Asked about a service to pick up garbage from the street – looks dirty
- Asked about status of Millburn mural – needs touch-ups

**2) Perri Urso, 514 Millburn Ave**

- Email of the comments by Mrs. Urso is attached (note: the email noted June 7, however the correct meeting date is June 9)

**TOWNSHIP COMMITTEE REPORT – *Richard Wasserman***

- The Township Committee voted unanimously to close Main Street for the summer, creating a great space for music, community etc.. – community members and businesses have given positive feedback since from May 12, 2022 (Attachment 1)

**BUSINESS ADMINISTRATOR'S REPORT – *Jesse Moehlman***

- Taylor Park presentation last Thursday – Four design proposals/schematics; survey open to the public through tomorrow on the Township website
- Township had a very successful Memorial Day Parade last Monday – thanks to all who came out
- Any questions about July 4 – run by the July 4<sup>th</sup> Committee

**ATTORNEY'S REPORT - *Ryan Cooper* – No report**

### **TREASURER'S REPORT** – *Stephen Winer & Steve Grillo*

- Balance \$162,305.49 as of June 3
- Added projected Expenses and Balance
- \$291,525 is projected budget; \$262,756 are projected expenses (Attachment 2)
- Steve Grillo provided update regarding Assessment Collection and Delinquent Payments
  - As of Monday, 9 assessed lots are delinquent, some of which were recent property transfers, totaling \$7,624 (3.7% of total)
  - 96.3% collected – going well
  - 3<sup>rd</sup> notices going out and Steve Grillo reaching out directly

### **MARKETING & EVENTS REPORT** - *Amanda Dean*

- Live music and programs – see schedule on website
- Key efforts underway:
  - Landing page – available properties
  - Help wanted – coordinated effort
  - Relaunch Meet the Merchants videos
  - Marketing materials including clings for kiosks, Big Belly signage, Signage for Morris Turnpike District, Chalk-fest in July
- Open Streets
  - Includes community access to Main Street Pedestrian Mall such as Chess group, ArteVino
  - Will reach out to other businesses such as yoga etc.. to invite to use
  - Proposal of Explore Millburn Short Hills Event Participation Policy – pilot of guidelines; will share expectations and parameters with Chamber of Commerce to manage – Motion by Jackie Benjamin Lieberberg, second by Richard Wasserman to adopt until end of 2022 - unanimous approval by voice vote
- Business survey
  - Will send to Board with time to comment
  - Discussion ensued about asking or not asking for personal information, possibility of removing demographic questions and making it anonymous
  - Board to review draft and provide feedback to Amanda by Monday/Tuesday

### **EXECUTIVE DIRECTOR REPORT** - *Steve Grillo*

- MSH Advisory Committee
  - Meeting held May 23, very engaged group
  - Presentation for UECD, discussed parking and zoning issues/concerns
  - Steve will discuss with Alex/Jesse and Township Committee
- Millburn Avenue 1 Hour Parking Pilot
  - Reduced from 2 hours to 1 hours between Town Hall and Main Street for 60 days
  - Steve discussed with businesses; support and opposition differed by businesses: 6 positive, 8 negative, 6 indifferent, 5 no answer
  - Police determined more turnover, less violations
  - Will go back to 2 hour parking, and reduce restrictions in App
- 15-Minute Parking Signage

- There is option for 15-minut free parking, but people don't realize they still need to input info into the machine
- Will put magnets on the 25 parking kiosks as a pilot Downtown
- The free 15 minutes is not enabled on the App (the issue is that people keep refreshing the free 15 minutes, so not enabling the App for now)
- Updates
  - New business: Classic Cut Barbershop
  - Merchant Mixer held at J. Nunez Gallery
  - Fashion Show at Uffizi Moda with selfie box
  - Selfie Box is booked through September/early October – 3 week slots
  - Planters: All updated on Morris Turnpike, and 14/16 that Explore took over are planted – in charge of 30 planters in total
  - 6/16 K & Co 5:30 p.m. ribbon cutting ceremony – retail location at Chatham Road
- 2022 Success Tracker & Upcoming Events (Attachment 5)

### **BOARD MEMBER REPORTS & COMMENTS**

- Jackie Benjamin Lieberberg
  - ArteVino running workshop 7/26, raindate 7/27
  - Public art discussion held 6/3 with various entities – discussed pop-up art gallery in vacant space, call for artists – discussions in progress, good enthusiasm; looking into Essex County local art and history grant program
  - Encouraged volunteering for summer events, and various board members volunteered

### **ACTION ITEMS - Steve Grillo**

- Adoption of Resolution for Bi-Monthly Payment of Executive Director (Attachment 6)
  - Ryan Cooper noted that changing payment to Steve Grillo to 2x per month requires a contract amendment
  - Resolution to Approve Amendment - Motion by Stephen Winer, second by Andrew Morgan – unanimous approval
- Adoption of Resolution in Support of Main Street Pedestrian Mall Closure (Attachment 7)
  - The request to DOT for closure was denied, as were other towns – they are working on a resolution
  - The recommendation is for the governing body to pass an ordinance for 24/7 closure in July and August – the Township Committee introduced a resolution and initially approved; expect to approve at second reading
  - Ryan Cooper advised it is appropriate that the Explore MSH Board take a position on an item impacting businesses – not partisan/political, not lobbying – it is policy related, directly related to our purpose
  - Motion by Jackie Benjamin Lieberberg, second by Stephen Winer
  - Roll call vote – Unanimous approval

Next Meeting September 8 at 6:30PM – workshop meeting, date may be revisited due to conflicts for several Board members

Motion to adjourn by Jackie Benjamin Lieberberg, second by Stephen Winer  
ADJOURNMENT at 8:52pm

----- Forwarded message -----

From: Perri Urso <perriurso@yahoo.com>

Date: Wed, Jun 15, 2022 at 11:24 AM

Subject: URSO June 7, 2022 Statement

To: <tracy@exploremillburnshorthills.org>

Good Morning, kindly add my public comments from June 7, 2022 Meeting.

Thank you,

Mrs. Perri URSO

When did Mr. Grillo learn that the State required the adoption of an ordinance creating a pedestrian mall?

Has this board ever received a written opinion regarding the validity as to its appointed expanded Special Improvement District under state law? This is relevant to the resolution supporting the creation of a pedestrian mall.

Who on this board or Mr. Grillo surveyed all impacted businesses surrounding within the downtown business district of the proposed pedestrian mall? Whether they are aware and in support. Also including the flow of traffic thought out the season.

Is this proposed pedestrian mall located within a county road? Who's approval is also required?

Are merchants getting stipends when hosting a SID event??

Can businesses receive a summons or violations for advertising prompts located on their private property and not on a public sidewalk?

Why were certain business properties on lower MA excluded from the SID boundaries? Especially considering a voting member and current sitting TC member Mr. Wasserman has ties and connection to that excluding property?