

MORRISTOWN PARTNERSHIP BOARD OF TRUSTEES  
**AGENDA**

DATE: May 8, 2018

TIME: 8:00 AM

LOCATION: 14 Maple Avenue

- 1) Meeting Called to Order
- 2) Pledge of Allegiance/ Moment of Silence
- 3) Approval of Minutes of Previous Meeting
- 4) Financial Report
- 5) Mayor's Liaison Report
- 6) Town Council Liaison's Report
- 7) Secretary's Report
- 8) New Business
  - a. Welcome New and Reelected Board Members
- 9) Executive Director's Report
  - a. General Correspondence
- 10) Counsel's Report
- 11) Committee Reports
  - a. Business
    - i. Business Card Exchange: Modera 44 Rooftop
  - b. Marketing
    - i. New Morristown Partnership Gift Certificates
    - ii. New Morristown Partnership Website
    - iii. Restaurant Week Marketing Recap
  - c. Retail
    - i. Several New Business Openings/ Coming Soon Announcements
  - d. Special Event
    - i. Meet Me in Morristown Signups Open
- 12) Other Business

*Standing committees not reported on at this meeting.*

- a. Finance and Sponsorship
- b. Parking and Transportation
- c. Restaurant
- d. Safe & Clean
- e. Streetscape

**Morristown Partnership  
Board of Trustees: Minutes – May 9, 2018**

**Present:** J. Babcock, N. Bedoya, B. Braunschweiger, P. DelGiudice, I. Leavy, J. Rawding, K. Ryan, S. Schlosser, J. McDonald, D. Bernat, D. Tighe, B. Dotterweich, R. Dawson, M. Elms, B. Goldsmith, B. Scotto (via telephone).

**Staff Attendees:** J. Wehring, K. Carvelli

Pledge of Allegiance

Vice President, B. Braunschweiger, standing in for President, F. Vitolo who could not attend.

B. Braunschweiger welcomed the 2 new Board Members, N. Bedoya and I. Leavy, and they each introduced themselves again.

**Approval of Minutes:** S. Schlosser, seconded J. McDonald

**Financial Report:**

J. Wehring reported on the following:

- Morristown Partnership will be receiving additional monies from the municipality with regard to the difference between assessments billed and assessments received in 2017. Morristown Partnership will receive 2017's municipal contribution of \$10,000 and \$35,534.93 representing the balance of the SID assessment not disbursed in the 2017 calendar year.
- J. Wehring proposed that monies received from the municipality should be used to accomplish two goals
  - Proposed 10 lights (instead of 5) be in backlog for ongoing replacement of lights
  - Proposed remaining balance be added to budget under line item "unrestricted reserve" and used to pay down additional debt.
  - Moved to approve: P. DelGiudice / seconded D. Tighe; voted and all agreed to use the monies as proposed by J. Wehring.

**Mayor's Liaison Report:**

D. Tighe reported on the following:

- Budget presentation occurred at the May 7<sup>th</sup> town council meeting; after 7 years of no tax increase to the municipality taxes will be increased by 1.03% (this was later corrected by M. Elms to be 1.3%)
- Tree wells are being worked on with the use of flexy pave which is cleaner and better for the trees
- Town is in discussion with a bike sharing company
- 11 DeHart Street has received its Certificate of Occupancy and residents are beginning to move in

- Complaints have been made by business owners with regard to debris after bars closing
- Mayor requested a status update of the “Green Machine” – J. Wehring explained that a pending employee she had found to be a Monday/Friday porter – and use the machine had fallen through; additionally the machine needs to be tested and potentially refurbished. The pending porter will be at a cost of \$15,000 to the Morristown Partnership and J. Wehring hopes to have in place by June. J. Rawding questioned what we previously spent that \$15,000 line item on – J. Wehring reported that this was a new line item in 2018. J. Rawding suggested that bar owners should contribute to the clean up efforts; J. Wehring reported on business’ responsibility to the curb and that we were acting as a support to their efforts. She also recommended that the porter hired should know the town well.
- Discussion with regard to history of, and current plans for, gum removal throughout town.

**Town Council Liaison’s Report:**

M. Elms reported on the following:

- Budget presentation – corrected increase of taxes previously reported by D. Tighe as 1.3% after 7 years of no increases. Largest increase is from School District (5.5%) The average home will have an increase of \$289.
- Sidewalk cafes (seasonal) and block parties were approved.
- Ordinances passed – S. Schlosser asked for updates on any that effected businesses – M. Elms reported as follows:
  - Jacob Ford residences under new ownership. Long time residents were being kicked out due to density; the Town passed an ordinance to protect these families and expand upon occupancy. P. DelGuidice questioned whether Jacob Ford was within the law – M. Elms replied yes. The change was made town wide.
  - Reduced amount of insurance proposed for Taxi cab owners (\$35,000 per passenger) – Council tabled this item for further discussion.
  - Town will be renting out 140 parking spaces behind Town Hall.
- P. DelGiudice asked about for an update on the Morris Township v. Morristown regarding project proposed on Mt. Kemble Avenue; half the project (residential) will be in Morris Township and the other half (parking) will be in Morristown. M. Elms reported that the Mayor has voiced concerns and more communication needs to be had.

**Secretary’s Report:** No report

**New Business:**

**Executive Director Report:**

J. Wehring reported on the following:

- Gensler Architecture has produced a documentary based on Communities and Art and included Meet Me in Morristown and the Morristown Partnership within it.
- Paid sick leave is now a state law. The law is very similar to what was proposed by the Morristown Partnership and several of the Town Council members. The Hospital will benefit from this outcome.

**Counsel's Report:**

- J. Wehring requested an update on modifications to the SID ordinance currently in B. Goldsmith's office.
- J. Wehring reported that full list of Tier 1 (Class 4 Commercial Property within today's current zoning) has been completed and is in the assessors office. Approximately 50 properties have been added; precedent has been set for vacant property and apartment buildings already paying the assessment, therefore no new types of businesses being added. J. Wehring shared that a color coded map, as previously requested, is available outlining the different class of properties; she is available to all to review upon request.
- B. Goldsmith reported that Lot 10 will not include a soccer field on top; J. Wehring added that the current design will accommodate the Farmers Market.
- B. Goldsmith reported that an email was sent in error and that the Board Members had no obligation submit a Financial Disclosure Statement to the Local Finance Board
- B. Goldsmith reported that mediation between 40 Park, the Morristown Parking Authority and Iron Bar was ongoing with no end in sight. A settlement was agreed to by 40 Park and the MPA, but not the Iron Bar.

**Committee Reports:**

**Business**

J. Wehring reported that many new businesses have opened or are opening soon including: Philly Pretzel, Cryotherapy, Kilwins, 2 South Street, Montclair Taco Shop, Amanti Vino, Painting with a Twist (although she does not know where this will be located), Merci Beauty and a new Cupcake/Ice Cream shop next to Beenies.

**Finance and Sponsorship**

**Marketing**

J. Wehring reported on the upcoming completion of the website which is expected to launch later this spring and reported on the timeline of final updates with Paradigm, staff updates, testing, sharing with MP Board and then launch. Interns are canvassing currently to add to our Business Directory; a lot of data entry will need to be done since there is no means to transfer existing website information into the new website.

**Parking and Transportation**

**Restaurant**

- J. Wehring reported on the data collected regarding Restaurant Week; J. McDonald asked for clarification on how information on RW was received

(mostly iPhones); J. Wehring reported that in the future, via Google Analytics capabilities in our new website, we will be able to gather this information further.

### **Retail**

#### **Safe & Clean**

Discussion reported above within Mayor Liaison Report.

#### **Special Event**

- K. Carvelli reported that invitations for the next Business Networking Event have gone out for Modera 44 (rooftop) on Monday, May 21<sup>st</sup> (rain date of Tuesday, May 22<sup>nd</sup>); 50+ RSVPs have been received to date; Pavesi owner has offered his weekend musician to attend and play live music at the event; parking on the 21<sup>st</sup> only has been approved by Morristown High School. Sponsor for this event is Atlantic Stewardship Bank.
- J. Wehring reported that Meet Me in Morristown sign ups are currently taking place; MMIM will take place in usual Market to DeHart space in May, in the South & Elm location in July, and June and August are to be determined.

#### **Streetscape**

#### **Other Business:**

- J. Wehring passed around a sample of the new Gift Certificates being designed; discussion of ability to use plastic cards in the future. People will be able to purchase Gift Certificates via the website and we will then mail them out.
- D. Bernat suggested a sponsorship idea for Gift Certificates sales; businesses would have the ability to pay to include fliers (deals) within the envelopes when GCs are purchased.
- R. Dawson shared that West End Residential's ribbon cutting was the previous week and a representative from the Town was due to attend but did not show up; J. Wehring reported that the MP's role was to attend upon invitation and direct businesses to the Mayor's office for their direct scheduling.

**Meeting was adjourned:** D. Bernat / seconded D. Tighe