

MORRISTOWN PARTNERSHIP BOARD OF TRUSTEES
AGENDA
2021 Reorganization Meeting

DATE: January 13, 2019

TIME: 8:00 AM

LOCATION: Remote Meeting (details below)

- 1) Meeting Called to Order
- 2) Approval of Minutes of Previous Meeting
- 3) Financial Report as Presented
- 4) Mayor's Liaison Report
- 5) Town Council Liaison's Report
- 6) Secretary's Report
- 7) New Business
 - Election of Officers
 - President, Vice President, Treasurer and Secretary
 - 2021 Meeting Schedule
 - Board of Trustees Terms
- 8) Executive Director's Report
 - a) General Correspondence
 - 2020 Recap
 - MP Priorities and Goals – Dynamic Document
- 9) Counsel's Report
- 8) Committee Reports
 - a. **Business**
 - PPP Round 2 Zoom Meeting
 - Adopt A Business
 - b. **Finance and Sponsorship**
 - d. **Marketing**
 - Morristown Monopoly – B. Goffin
 - Morristown COVID Support Documentary
 - e. **Parking and Transportation**
 - f. **Restaurant**
 - g. **Retail**
 - New Businesses
 - h. **Safe & Clean**
 - b. **Special Event**
 - North Pole at North Park Place Recap
 - What to Expect in 2021
 - j. **Streetscape**
 - Backstock Purchase
- 10) Other Business

REMOTE ONLY Morristown Partnership Board of Trustees

If you are unable to join us by Zoom please use the following call-in number: (929) 205-6099

Meeting ID: 850 1328 1885 followed by #

Passcode: 1994

Join Zoom Meeting: <https://us02web.zoom.us/j/85013281885?pwd=cjNXMnI4OWV3SFF2dmNiQzNraEhsUT09>

Morristown Partnership
Board of Trustees Re-Organization Meeting Minutes – January 13, 2021
ZOOM Meeting due to continuing COVID 19 Pandemic

Present – B. Braunschweiger, K. Ryan, J. Babcock, P. Del Giudice, M. von Bradsky, B. Goffin, J. Walsh, R. Dawson, J. Rawding, O. Kasneci, N. Bedoya, B. Scotto & D. Tighe

Staff Attendees: J. Wehring & K. Roettger

Approval of Minutes: R. Dawson, K. Ryan

Financial Report – no report

Mayor's Liaison Report – D. Tighe reported on the following:

- Adopt a Business has raised \$120,000 so far for small business in Morristown
- Town Budget being worked on to minimize increase of taxes due to revenue losses
- Town is continuing efforts to get first responders vaccinated for COVID 19

Town Council Liaison's Report - no report

Secretary's Report – no report

New Business

Election of Officers – B. Braunschweiger explained for benefit of new board members the process of annual election of new officers to the board

- Asked if anyone would like to nominate anyone for any positions? No responses
- B. Braunschweiger reported that current MP Board officers are all willing to serve again if no objection, no objections, therefore B. Braunschweiger nominated J. Rawding for V. President, K. Ryan for Treasurer and J. Walsh for Secretary
- J. Rawding nominated B. Braunschweiger for President of the MP Board
- No objections, therefore moved by B. Braunschweiger that existing officers will continue to serve in 2021; 2nd by B. Goffin
- P. DelGiudice requested – for the benefit of new members – that officers give the Board an overview of their interest in the role; all expressed their belief in Morristown and their interest in
 - moving Morristown forward
 - all members expressed appreciation, support and thanks to the staff

Executive Director Report – J. Wehring reported on the following:

- 2021 MP Board Meeting in your packet; plans to remain remote until further notice; 2nd Wednesdays each month (except August and December) at 8 a.m.
- Board Members up for re-election in 2021: J. Babcock, N. Bedoya, I. Leavy, B. Scott and J. Walsh
- Elections in 2021 will remain mailed but due to slowing of the mail, we will move up the promotions and mailings for elections and begin in February

- 2020 Report: tough year but 'knocked it out of the park' from an operational standpoint; lots of planning had to be done, scrapped, re-done and ultimately new events created throughout the year; events in 2020:
 - Morristown Restaurant Week – planned new event but unable to proceed due to COVID 19 (Snack, Sip & Stroll – hope to do in future)
 - Morristown Farmers Market – able to proceed even with pandemic; a lot of contingency planning was developed and worked well
 - Morristown Festival on the Green – planned with contingencies even though we weren't able to proceed
 - Commercial Rent Relief Grant Program – very proud of this program and its support of 62 businesses in Morristown; believe it spurred other entities to continue that fundraising work
- Morristown will come out of this whole – Planning Board Meetings indicate a lot of interest in Morristown still and our existing businesses proven to be very resilient
- 2020 List of Accomplishments provided in Board Packet; M. von Bradsky offered that, as a new board member, he is very impressed with the MP staff and organization and very impressed with what was able to be done in support of the town in 2020
- PPP Round 2 Zoom meetings (two) being conducted by J. Wehring in partnership with community consultants Rich Largman & Lori Vehmas-Falkin for the benefit of the business community; sample draft presentation in board packet and gathering information regarding various bank offerings to be distributed in both English and Spanish to as many businesses as we can
- COVID vaccine information and sign up via [COVIDVACCINE.NJ.GOV](https://www.covidvaccine.nj.gov)
- Adopt a Business – encouraged anyone who has not already signed up to please do so; we were asked about donations coming through our organization but based on meeting with K. Ryan (Treasurer) it was not viable therefore we had to decline

Counsel's Report – no report

Committee Reports

Business

Finance and Sponsorship

- K. Roettger reported that she has maintained communications with past sponsors throughout the year and made them aware of the Grant Program and tentative dates of events for 2021; all were supportive of our efforts and eager to return when able
- P. Del Giudice questioned comment from auditors regarding our financial status and our ability to sustain our organization; J. Wehring explained there has been “substantial doubt” in MP’s ability to operate as a “going concern” for 20+ years. MP’s current liabilities exceed current assets largely in part due to outstanding loans related to streetscape improvements.
- Our debt is being significantly paid down as follows:
 - \$60k+ outstanding long-term debt to the Department of Community Affairs (DBIZ Streetscape Loans) when J. Wehring became Executive Director; JW

implemented a payment plan (Additional \$22,222 annually) and brought MP back to regular repayment schedule over three years

- \$33,333 being paid annually and will be done in 2022 – Loans from DCA – 0% interest
- Speedwell Avenue Loan – we pay \$13,333 annually on this 15-year loan (0% interest); have approximately 10 years left on this; after 2022 this will be only outstanding loans to be paid

- MP utilizes a business line of credit as short-term working capital.

Marketing

Parking and Transportation

Restaurant – discussion re: continued 25%; O. Kasneci reported his business doing ok based on pick-up and delivery already in place before pandemic; he sees the value of MP GCs and thinks they are very good for the businesses

Retail / Available Space - J. Wehring will work on available space map for next meeting; brief discussion re: difficulty of moving existing businesses to new locations (costly)

Safe & Clean – reminder to pick up your sidewalks

Special Event – *North Park at North Park Place* very well received; big thank you to NK Architects, Merzatta, EvolvInk, Kadie Dempsey & MPAC and MP Staff Cassidy, Nohemy and interns Emma & Elizabeth who all did a great job

Streetscape – we are out of lights; haven't replaced any since 2019; J. Wehring is working with Engineering Dept. re: ordering more

Other Business

- B. Goffin reported on 'Monopoly' game fundraising efforts being considered by Morris Tourism Bureau and Stimulus Program organizers; discussion regarding potential of Morristown Partnership producing this and determined not able to be done with other items taking priority and our limited resources/staff to devote to new projects; also concern over multiple versions and crossing efforts with other organizations, however we'll of course help communicating
- B. Goffin reminded everyone to promote Gift Certificate program; J. Wehring reported our consistent and steady sales of GCs especially online and noticing new demographics
 - Subcommittee formed to work on promoting GCs and recruiting new participants in town with B. Goffin, B. Braunschweiger, J. Walsh and O. Kasneci
 - J. Wehring reported that we do communicate with new businesses as they open regarding the GC program and make every effort to recruit from the outset
- K. Roettger reported on Morristown Documentary being produced by J. Haag and she has spoken to him about MP's inclusion and recognizing the Grant Program and other aspects of MP's support; intent is to document 2020 and keep the momentum going; we have no control or editing authority but plan to be included and feel it's important to help promote the Grant Program and it's donors and encourage additional support

- J. Wehring reported on Edible Arrangement new management opening – good turnout with Mayor and Senator Bucco; an impressive number of businesses opening in Morristown despite pandemic
- Discussion re: day laborers continuing deterrent to businesses on Morris Street; history, Wind of the Spirit, recent petition and proposal for shelter space across the street at train station as alternate location; discussion of tying it to ride share spaces around town; also J. Wehring things Bijou project could open up an opportunity to revisit this

Meeting was adjourned: P. Del Giudice / J. Rawding