

MISSION: TO HELP MORRISTOWN ACHIEVE ITS FULL POTENTIAL AS A PREMIER COMMUNITY IN WHICH TO
LIVE, WORK, PLAY, SHOP AND DO BUSINESS

MORRISTOWN PARTNERSHIP BOARD OF TRUSTEES

AGENDA
February 2021

DATE: February 10, 2021

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

- 8) Executive Director's Report
 - a) General Correspondence
 - b) Development
 - c) 5G Verizon

- 9) Counsel's Report

- 10) Committee Reports
 - a. **Business**
 - b. **Finance and Sponsorship**
 - Update
 - c. **Marketing**
 - Downtown Guide + Morristown Partnership Gift Certificate Program
 - d. **Parking and Transportation**
 - e. **Restaurant**
 - f. **Retail**
 - Available Space
 - g. **Safe & Clean**
 - h. **Special Event**
 - Morristown Restaurant Week
 - Morristown Farmers Market
 - i. **Streetscape**
 - Motion to Authorize up to \$70,000 Streetscape Backstock Purchase in partnership with the Town
 - Snow Repairs (Market + Blachley)
 - Speedwell Break (Shade Tree Commission)

- 11) 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=cjNXMnl4OWV3SFF2dmNiQzNraEhsUT09>

Morristown Partnership
Board of Trustees Minutes – February 10, 2021
ZOOM Meeting due to continuing COVID 19 Pandemic

Present – B. Braunschweiger, J. Babcock, P. Del Giudice, M. von Bradsky, B. Goffin, J. Walsh, R. Dawson, O. Kasneci, N. Bedoya, D. Bernat, B. Scotto, D. Tighe, B. Iannacone, B. Goldmith, J. Loboazzo, Jr. & D. Weinstein

Staff Attendees: J. Wehring, K. Roettger & C. Cassidy

Approval of Minutes: M. von Bradsky, 2nd B. Braunschweiger

Financial Report – no report

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

- Snow removal continues; MPA has done great job; DPW continue to remove snow and contractor Harrington also done a good job on business district
- Continue COVID CDC precautions of hand washing, social distancing and masks
- COVID rate of transmission is steadily dropping
- Please register for the COVID vaccine

Town Council Liaison’s Report – B. Iannaccone reported on the following:

- Snow removal been going very well through the Town in conjunction with Morristown Parking Authority
- Verizon 5G Towers – we missed our timeframe in negotiating, nevertheless we have met several times. This issue relates to the light poles handled by the Partnership so we may have some input there but we have very little ‘muscle’ in the discussion
- Privatization of our Public Housing – very little HUD money available for rehabilitation; our public and senior housing in disrepair. The Housing Authority (an independent entity – not the Town) are changing to Section 8 platform which opens up opportunity for private equity ownership in public housing sector which will free up funds for renovation
- Budget Season starting early this year; we are likely in for a lot of surprises

Secretary’s Report – no report

New Business

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

Correspondence

- B. Braunschweiger questioned SMCMUA project status – J. Wehring reported that they have not kept in regular communication with MP but she will pursue additional communications especially in light of the return of outdoor expanded dining hopefully before too long; they ended up with a ‘box panel’ as far as we know; they have asked for our email list which we will not be able to provide per our privacy standards but we will suggest door to door

fliers by them to businesses; Town Engineering did agree with MP that it was important that it looked good

Development

- a lot of active projects at the Boards, however MPA is not currently making any long-term arrangements with developers so we will have to see how those applications proceed in light of this.
- Planning Board this week will focus on 7-11 relocation from Morris Street to lot on Pine & Morris (currently a gas station there but they propose a 2 story building with parking on-site)
- We've been working with Claremont project on Schuyler and they expect to have a shovel in the ground shortly
- M Station site work continues; steel delivered and deadline to meet so 'all systems are go' per B. Scotto

Verizon 5G

- Board Packet provided a Google Maps image prepared by MP interns of all proposed locations in town related to 5G nodes
- 11 nodes proposed to replace our light poles
- J. Wehring spoke to Council President Stefan Armington about avoiding any co-maintenance responsibilities of these nodes; we don't want maintenance responsibilities
- Discussion re: what they look like

PPP

- Held two informational sessions re: PPP (federal Funding round 2) with 2 business consultant presenters; information available on our website morristown-nj.org/PPP
- NJEDA announced pushing off their next round of small assistance grants until later time due to PPP roll out

COVID updates

- Restaurant hour restrictions were removed as of Fri. Feb. 5th; capacity increased to 35%; governor signed bill to allow expanded outdoor dining and alcohol sales; Kraft beer sale at Farmers Market now will be allowed

Counsel's Report

- J. Wehring reported re: assessments project: new tax maps received from Engineering and list from assessors received 1/15/21 therefore MP will be working on added assessments project in coming weeks.
- J. Wehring thanked B. Goldsmith for Steve and his invitation to Virtual Downtown New Jersey Conference

Committee Reports

Business

Finance and Sponsorship - K. Roettger reported that the Atlantic Health System has resigned for \$45k this year; BASF signed for Farmers Market \$1,500 for 2021; has communicated with all past sponsors and getting very positive response that they will return if we proceed with our events this year.

Marketing - K. Roettger reported on the **Downtown Guide** in 2021 targeted for Summer; redoing Morristown Restaurant Guide into this instead to include

listings of all MP Gift Certificate participating businesses; to be distributed when people purchase GCs – also at events, our office, etc.; hope to distribute in Dec/Jan timeframe beginning end of 2022 as door drop along with Recycling brochures that go out via the Town

Parking and Transportation

Restaurant – see Morristown Restaurant Month under Special Event

Safe & Clean

Special Event

- **Morristown Restaurant Week** – K. Roettger reported on **Morristown Restaurant Month** this year in April; 40 North sponsoring this event; each day in April we will be giving away \$100 MP Gift Certificates selected at random from individuals that dine in/take out or purchase food items, post it, tag us and the business they are at. Grand prize of \$500 MP GCs at the end of the month picked randomly from all participants over the month
- **Morristown Farmers Market** – C. Cassidy reported that we will be proceeding this year again with safety measures instituted in 2020; will have more spaces for new vendors (7-9) this year; hoping to add Fish, MicroGreens, Flower, Greens & Vegan vendors; also looking at rotational vendors; reviewed costs of vendors attendance

Streetscape – J Wehring reported on the following:

- Motion to Authorize up to \$70,000 Streetscape Backstock purchase in partnership with the Town of Morristown – Motion: B. Braunschweiger/ 2nd B. Scotto; light poles purchase going in our 2021 budget for (3) light poles (9) globes (51) backstock corncob LED lights (retrofitting as other lights go out); MP will be paying \$27,000 and Town of Morristown paying \$43,000 – cost based on Warshauer prices and another bid out to Cooper
- Snow repairs (Market & Blachley) – working on fixing issues that were caused by other entities
- Discussion re: insurance on lights – too high for us to carry
- Speedwell Break (Shade Tree Commission) – working with them on repairs

Other Business

- D. Tighe complemented J. Wehring on availability chart of space in Morristown; J. Wehring very excited about interest in downtown and conversations she's had with brokers, property owners recently – movements to date / pending moves:
 - Supported Cluck U relocation to South Street
 - Allstate relocation to South Street from Morris Street
 - Movement on Elm Street property (former deli) – applications at the zoning office
 - 70 South Street Gallery former space being subdivided – potential tenant underway
 - Hummus Republic signed on to former Subway location
 - Audio mixing studio going on Washington Street former Niko Salon
 - Vegan restaurant seeking space in town

- Luna Café (former owners of Fiore) taking former Pancake House space
- We've decreased our available space from over 40 to under 30 available locations that are viable that can get a long-term business; we still have between 40-50 vacancies, however development has caused hesitancy in long term leases and fit outs in some locations.
- Pop ups have proved successful in giving some businesses opportunity to test the market in Morristown

Meeting was adjourned: Motion to Adjourn B. Braunschweiger / 2nd Ben Scotto