

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – January 2, 2008**

Meeting Attendees:

Board members: Rob Kugler, Deb Hansen, Gary Reses, Neal Rochford, Kerrie Bantivoglio, Deena Gersh, Lisa Blaber, Joann Verdi, Guy Elzey

Support Staff: Lisa Joann Hurd, Rosalie Shapiro, Vince Russo

Excused absences: Susan Maslowski, Beverly Aldeghi

Unexcused absences; Marlee Lick, Ann Lawson

Minutes from the prior meeting were approved.

**Brown, Keener Bressi Report**

The firm of Brown Keener + Bressi presented an overview of the New Master Plan and Zoning Ordinance changes for adoption by the Commissioners in the March timeframe. The proposal will also be presented to the public and the Planning Board before the draft is finalized. The PfH stated concerns on the parking requirements, especially for restaurants and retail on the ground floor along Kings Highway.

**Treasurer's Report**

Vince Russo reviewed the Treasurer's Report as of December 31, 2007. This report is a preliminary year-end statement, since there is more activity to book for 2007, and there are several bills in process to be paid. We currently have a balance of \$53,004 in the Susquehanna Operating Account. Current assets are \$176,901 and current liabilities are \$14,258, with a total equity balance of \$162,643. This current asset figure includes \$6,137 at The Bank for the Farmers' Market. Figures include receipt of \$250,000 from the Borough, representing all four assessment payments. Also included is \$2,000 from the Directory. The Profit & Loss Statement shows net income at \$98,494. Vince stated that the shophaddonfieldnj project should begin to produce some revenue in 2008, and we should also receive interest income from our savings account. Vince further commented that he would like to deposit portions of the assessment revenue in a savings account in order to receive interest, and only move it to the operating account on an as needed basis.

A motion was passed to accept the Treasurer's Report.

Committee Reports

**Professionals Committee (Kerrie Bantivoglio)**

Kerrie Bantivoglio mentioned that the "Taxes and Tidbits" event is scheduled for Tuesday, February 26th and will be hosted by Susquehanna Bank. The primary audience is non-retailers and the focus will be on finances. There will be a panel of four (4) financial professionals at this event. The Professionals' brochure is being reprinted and will be distributed in early February.

**The mission of the Partnership for Haddonfield is to provide leadership that produces the best downtown in the region by creating and promoting a superior business mix, and enhancing the image of Haddonfield in the marketplace.**

**Business Support (Joann Verdi)**

Lisa Hurd reported that there is no change from her prior report. She is continuing recruiting efforts to fill the few vacancies downtown, particularly the large space formerly occupied by Pierre de Beaumont.

The next "Coffee and Conversation" event will be held on Thursday, January 17<sup>th</sup> at Tivoli Kaffe, at 9 a.m.

**Marketing Committee (S. Maslowski/M. Lick)**

Gary Reses stated that an RFP for a Public Relations Consultant was sent out in December and responses are due Friday, January 4<sup>th</sup>. Gary commented that he will be scheduling a planning session when the new consultant is on board.

The next shopping event that the Marketing Committee is planning for is Valentine's Day.

**Administration (R. Kugler)**

Rosalie briefly reviewed the 2008 budget. The revenue figure of \$326,270 was broken down into the following expenses: \$117,008 for Retail Recruitment and Retention; \$133,800 for Marketing and Public Relations; \$11,400 for Information Center; \$36,263 for Administration; \$19,800 for Professionals; and \$8,000 for Streetscapes.

Rosalie pointed out that the Information Center is a new line item for 2008 to cover the services provided by the Director and staff of the Information Center. She also noted that in addition to the funds allocated in the budget for new recruitment, an additional \$63,775 from an escrow account will be used to fund obligations which were made in prior years and which are payable during 2008.

The temporary budget in the amount of \$86,487 was also introduced.

See attached for budget details.

A motion was passed to approve the budget and forward to the Commissioners. On January 22<sup>nd</sup>, the Commissioners will introduce this budget for approval.

Rosalie reviewed the 2008 slate of Board of Trustees and new expiration dates of their respective terms. A motion was passed to accept the members of the Board as listed. See attached.

**Streetscapes (B. Lloyd-Aldeghi)**

In Beverly Aldeghi's absence, Rosalie reported that Beverly coordinated with Public Works to have the downtown ready for first night. A crew was hired to clean up the planters in Kings Court and to complete leaf clean-up downtown.

**Borough News (Sharon McCullough)**

Sharon McCullough commented she will be sending out a draft of the Brown Keener + Bressi proposal. Sharon also stated that property reassessment notices are being sent out on January 3. She noted that ratables have more than doubled, going from approximately \$1.1 billion to \$2.2 billion.

**Public Portion of the Meeting**

Kirk Petersen recommended that the Regulations Committee consider a guidebook for new businesses. The Regulations Committee will meet in February to reexamine a draft of a new business guidebook that was created in 2006.

**Next Meeting: Wed, 02/06/08 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

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