

**Partnership for Haddonfield, Inc.
Meeting Minutes - January 3, 2007**

Meeting Attendees:

Board members: Rob Kugler, Guy Elzey, Neal Rochford, Ioann Verdi, Deena Gersh, Deb Hansen, Tony Scoleri, Susan Maslowski, Kerrie Bantivoglio, Beverly Lloyd-Aldeghi, Marlee Lick

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absence: Mark Ruggerio

Minutes from the prior meeting were approved.

Chairperson's Comments

Rob Kugler distributed a copy of a current e-mail from *Haddonfield Talks* for the board's awareness of some public commentary about PfH. Rob mentioned that Wilbur Wamsley, the violin maker on Tanner Street, is planning to make a presentation to the board regarding new street lights for Tanner Street.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of year-end 2006. This report is a preliminary year-end statement, since there is more activity to book for 2006 and the figures have not been reconciled to the bank statements.

We currently have a balance of \$174,772 in Checking/Savings accounts. Accounts Receivable reflects the amount of \$3,500 due from Patco. One additional retailer, Kress Liquor, has been added to the Shophaddonfield.org website. This brings the total number of participants to 23. To break even, 60 participants are needed. Gift certificates are expected to increase by \$10-12K.

The Profit & Loss statement shows a current net income figure of \$76,084. The Administration Miscellaneous figure of \$15k will be lowered by \$5K and Streetscapes will be updated to reflect additional bills to be paid by year end.

An issue was raised concerning credit card charges and the use of the Miscellaneous category as a Clearing Account for functions outside of the scope of PfH (such as First Night). This issue was deferred to the Administration Committee for further discussion. A motion was passed to accept the Treasurer's Report.

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.

Committee Reports

Professionals Committee (Mark Ruggerio/Kerrie Bantivoglio)

Kerrie Bantivoglio stated that the Business & Professional Directory has been completed and 80,000 copies were printed. These were distributed to *The Haddonfield Sun* and *What's On* as inserts, and will be available in Haddonfield, as well as neighboring towns. A breakfast networking meeting is planned for early February. The date and place to be announced.

Administration Committee (R. Kugler)

Rosalie Shapiro presented the first draft of the 2007 budget. The revenue figure of \$347,681 was broken down into the following expenses: \$155,055 for Retail Recruitment and Retention; \$127,500 for Marketing and Public Relations; \$36,126 for Administration; \$20,000 Committee for Professionals; and \$9,000 for Streetscapes. Highlights included: the 2007 budget is lower than the 2006 budget and has been structured to provide for recruitment funding needed through 2009; there will be no increase in the special assessment, tenant improvement funds in the amount of \$95,894 includes encumbrances for current recruitment obligations; the appropriated surplus is a conservative 58% and the budget provides for the Professionals and Streetscapes initiatives. Rosalie noted that approximately \$10K in encumbrances may be available for other business activities, since Todaro and Couture will not be eligible for their funds in 2007. The board recommended that the Administration Committee discuss alternative uses of this \$10K. Tim Murtha requested that the footnote for encumbrances be broken out to show all detail.

A motion was passed to accept a 2007 temporary budget.

After a discussion regarding the business closings of both Todaro's and Couture, Administration was asked to review criteria for selecting grant recipients as well as obligations of the grantees.

Marketing Committee (S. Maslowski/M. Lick)

The board approved a motion to appoint Susan Maslowski and Marlee Lick as co-chairs of the Marketing Committee. Susan will assume the responsibility of reviewing and approving financial obligations for this Committee.

Cheryl Squadrito informed the Board that an article profiling Haddonfield will appear in the January 4th or 5th publication of the *Philadelphia Inquirer*.

Business Support (J. Verdi)

Joann Verdi commented that the Retailers' Roundtable event that is being sponsored by PfH is scheduled for Thursday, January 25th, 5:30 p.m. at Tavistock Country Club. Invitations are being hand delivered. Guest speakers include Lisa Muir, who is a Merchandising Design Consultant, and Mindy Ambrosino, who is a Event and Retailing Specialist.

Streetscapes (B. Lloyd-Aldeghi)

Beverly Lloyd-Aldeghi reported that Kings Court has been cleaned, mulched, and weeded.

Beverly is talking to landscape contracts to get proposals for ongoing cleaning and mulching of planted areas Downtown. The Scouts are cleaning Lantern Lane. A letter to the merchants regarding their responsibilities to clean the sidewalks on their property frontage is in work.

Beverly mentioned that 4 new trash cans are being purchased. However, some of the trash cans are not emptied in a timely manner, and Bev will contact Public Works about this problem.

Guy Elzey recommended that PfH hire a part time person to blow leaves off the sidewalks and generally keep the streets cleaned up.

Beverly asked the Board for suggestions on high priority Streetscapes items.

Borough News (N. Rochford/T. Colombi.)

Neal Rochford stated that the crosswalk signs are in need of replacement and are tentatively in the 2007 Borough budget. Funds are also included for updating some of the parking signs.

Neal mentioned that an curfew is being proposed in order to alleviate the vandalism being experienced Downtown. This will be voted on by the Borough.

Tish Colombi reiterated that trash and cleanliness are important goals to work on.

Tish also suggested that PfH address any “untruth's” that are being circulated by *Haddonfield Talks* by writing back to the individual if the facts are incorrect.

Cheryl Squadrito was given the assignment of preparing a publicity write-up that reviews the progress made by PfH over the last 2 years.

Board of Trustee Comments

Lisa Hurd shared her concerns about the negative attitudes of some of the retailers in town, and believes that it is serious problem. Solutions need to be worked on.

Public Portion

Kirk Peterson expressed his appreciation to the Board for their work. He noted the following:

- If Salsa Rita closes, he recommended bringing in a restaurant in that location
- Use long term leasing as a means to minimize turnover
- Hire a part time person to clean the sidewalks
- pressure clean the trash cans

Next Meeting: Wed, 02/07/07 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro
minutes

01—03-07 pfh