

Partnership for Haddonfield, Inc.
Meeting Minutes – January 4, 2012

Meeting Attendees:

Board members: Susan Hodges, Roseanne Tizzano, Jackie Russell, Marlee Lick, Joann Verdi, Gary Reses, Susan Maslowski, Andrew Bertorelli, Deb Hansen, Deena Gersh, Sean Leonard

Support Staff: Lisa Hurd, Rosalie Shapiro, Parker & Russo

Excused Absence: Jeff Kasko

Unexcused Absence: Gary Coleman

Minutes from the prior meeting were approved.

Chairperson's Comments (S. Hodges)

Susan Hodges announcement the resignation of Lisa Hurd, effective January 20, 2012.

Lisa has accepted a position as leasing manager in Peddlers Village, Pennsylvania.

Susan thanked Lisa for her major contributions to the Downtown and wished her success in her new position.

Treasurer's Report (Parker & Russo)

Vince Parker reviewed the 2011 Treasurer's Report as of December 31, 2011. We have a balance of \$28,337 in the Susquehanna Operating Account and \$37,263 at The Bank for a total cash balance of \$65,600 for operations. Current assets are \$108,445 and current liabilities are \$36,373 with a total equity balance of \$72,070. Net income is \$60,651. This report includes the receipt of all 4 assessments from the Borough in the total amount of \$250,000. A motion was passed to accept the Treasurer's Report.

Vince reviewed the highlights of the operating account and the Profit and Loss statement.

He noted that much of the surplus was spent in the month of December and there are still several bills to be paid.

Administration Committee (S. Hodges)

Rosalie Shapiro noted the major contributions to the improvement of the downtown that Lisa Hurd made during her 8 years with PfH and wished her luck in her new position. The Administration Committee will be working on the transition and recruiting for her replacement.

Rosalie stated we are still in the due diligence process of evaluating the responses to the RFP for a Public Relations firms and will finalize our recommendation at the next board meeting.

In the interim, it is business as usual and Suasion will continue their work on an interim basis.

A motion to adopt the temporary budget in the amount of \$88,762 was passed. Preliminary work on the 2012 budget has begun, and it is expected that the appropriated surplus will be significantly lower than it was in 2011.

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.

Professionals Committee (R. Tizzano)

Rosie Tizzanno reported that the events for 2012 have been planned.

The next coffee networking event will be held on Friday, January 6 at Jersey Java.

The Professionals Committee plans to work with the Camden County Chamber of Commerce on networking.

Retail Recruitment & Retention Committee (D. Hansen)

Deb Hansen made a recommendation for a retention grant to Sealed With a Kiss in the amount of \$500. This grant was approved by the board.

Marketing Committee (J. Russell & Gary Reses co-chair).

Gary Reses reported that the Indoor Sidewalk Sale is planned for January 20 and 21st.

Next week the Marketing Committee will be finalizing the roster of events for the rest of the year.

Suasion reported that the coverage and ad value for 2011 as compared to 2010 was up from \$778K to \$1 million. Several press releases were distributed to the extended media list, and pitches for Holiday Shopping and Candlelight Shopping were made. The Public Relations Plan for 2012 is in hold, waiting for an updated schedule of 2012 events. The Comcast segment for December 14 was rescheduled for Wednesday, January 25.

Visual Enhancements Committee (S. Leonard)

Susan Hodges commented that the downtown lights looked great and noted the need to add lights to Tanner and Haddon Avenue.

Business Support (G. Reses) - N/A**Borough News (S. McCullough)**

Sharon McCullough asked the board their opinion of having no parking from 7 a.m. – 9 a.m. from Potter St. to Patco. The board thought that this was a good idea for the month of December, but there was no need for the restriction from January through November.

Sharon also asked the board what they thought of having 20 minute parking from 7 a.m. – 9 a.m. The board did not think that was a good idea.

Sharon stated that the Mechanic and Clements Street project was approved and should be starting in the Spring.

Tish Colombi reflected on the success of PfH and expressed her appreciation for all that we do.

She wholeheartedly thanked Lisa for all of her work and wished her the best in her new endeavor.

Tish noted the need to be very careful about who we hire for the open position, and to make sure they know the town, the people, and our goals.

Board of Trustees Comments

Gary Reses asked whether there was a way to structure the Mechanic/Clements Street agreement so that businesses could be compensated if the project ran over schedule. Sharon responded that the legalities would need to be checked, since this is a federal project.

Susan Maslowski commented that the Information Center needed more support.

Public Comments

Kirk Peterson stated that he thought the businesses on Clements and Mechanics Street should have a general meeting to review the construction dates to see if they have any concerns.

Kirk recommended the formation of a restaurant committee to organize a Restaurant Week And Taste of Haddonfield event.

Collette Oswald asked about the status of lamp posts for Tanner street, and what was happening with Love Is in the Air event.

Patch asked for copies of minutes and Treasurers report ahead of the board meeting. Rosalie Shapiro responded that minutes are posted on the haddonfieldnj.org website after they are approved by the board and the Treasurers report is not available prior to the meeting since it is also subject to approval by the board.

Next Meeting: February 1, 2012, 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

01.04.11 pfh minutes