

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – January 6, 2010**

Meeting Attendees:

Board members: Susan Hodges, Jeff Kasko, Deb Hansen, Joann Verdi, Ann Lawson, Marlee Lick, Gary Reses, Deena Gersh, Rosie Tizzano, Susan Maslowski, Justine Callahan  
Support Staff: Lisa Hurd, Rosalie Shapiro, Parker & Russo Associates

Unexcused Absence: Guy Elzey

Minutes from the prior meeting were approved.

**Chairperson's Comments** (S. Hodges)

Susan Hodges commented that she was looking forward to working with PfH.

**Treasurer's Report** (Parker & Russo)

Vince Parker reviewed the Treasurer's Report as of December 31, 2009. We have a balance of \$88,694 in the Susquehanna Operating Account. Current assets are \$136,730 and current liabilities are \$2,868 with a total equity balance of \$133,861. Net income is \$36,741. This report includes the receipt of all (4) assessments for this Fiscal Year from the Borough in the aggregate amount of \$250,000.

Vince also reviewed the Profit and Loss Report, and highlighted the expenditures that occurred during the month of December.

After a brief discussion of the pass through account that PfH uses to process payments for minor non-PfH activities via the Susquehanna Operating Account, a motion was passed to set up a separate account.

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

Committee Reports

**Professionals Committee** (R. Tizzano)

Rosie Tizzano made a motion to add Tiffany Wagoner, an attorney at Archer & Greiner, to the Professionals Committee. This motion was passed unanimously.

Sixteen thousand brochures are being printed and being distributed with the *Jewish Exponent*.

The professionals' website continues to be promoted.

The Spring Fling event is being planned for April 20, and the location is to be determined. The Taste of Haddonfield event is scheduled for September 28th.

Monthly coffee networking events will continue to be held at Jersey Java.

*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.*

### **Retail Retention and Recruitment Committee (D. Hansen)**

Lisa Hurd reported that the space vacated by *au Courant* remains available, and incentives are being offered by the landlord to encourage rental. Lisa stated that there is some interest in this property.

### **Marketing Committee (G. Reses)**

Gary Reses reported that the Committee is finalizing the event calendar for 2010.

Gary introduced Susan Schmidt from Suasion Communications, the newly hired Public Relations firm. Susan stated that she has prepared 2 press releases to date, and is drafting a PR plan.

### **Administration Committee (S. Hodges)**

Rosalie Shapiro stated that the Suasion contract has been signed.

Rosalie highlighted five (5) policies that are required for the IRS form 990, and needed board approval for adoption. The policies are: Joint Venture Policy, Records Retention Policy, Equal Opportunity/Non-Discrimination Policy, Whistleblower Protection Policy, and Conflicts of Interest Policy.

A motion to adopt these policies were approved by the board.

Rosalie mentioned that all PfH board members, employees, and volunteers needed to complete and sign a Conflict of Interest Disclosure Statement and return it to Rosalie by January 13th.

A motion to adopt a temporary budget for first quarter 2010 in the amount of \$88,420 was passed.

### **Business Support Committee (J. Verdi)**

Joann Verdi reported that the December Coffee and Holiday Cheer that was hosted by *Sam Yampell Jewelers* and catered by *Cafe Loka* was well attended.

Joann pointed out that *Sam Yampell Jewelers* is celebrating their 80<sup>th</sup> anniversary of being business in Haddonfield. Both *Harrison's Gift Shop* and *Jay West* have been in Haddonfield for 42 years.

The next Coffee and Conversation will be held at *Blue Aster* on January 21 and catered by *Pretty Sweet Bakery*.

### **Visual Enhancements Committee (J. Callahan)**

Justine Callahan reported that the Committee is waiting for signs to be completed. Justine is working with Sharon McCullough on new planters, and mentioned that PfH contributed to the additional tree lights that were prominent during the holiday season.

### **Borough News (Sharon McCullough)**

Sharon McCullough introduced Police Chief Banning to the board.

Sharon stated that the 2010 Borough budget is experiencing difficulties this year, expenses are being cut back, and the Borough may not be able to provide all of the services that they did in the past.

Sharon mentioned that the Potter & Ellis Street project is planned for the March/April timeframe, and the Mechanic/Clement Street project may be out for bid in February.

### **Board of Trustees Comments**

Lisa Hurd commented that snow removal in several parking lots were problematic during the last snowstorm. Sharon McCullough replied that there is a cost for snow removal that needs to be taken into consideration.

Jeff Kasko reiterated Sharon's comments regarding the dire Borough budget situation.

Jeff stated that there is some potential for moving the public library to a storefront. He assured the board that PfH will have a voice in this process before any decisions are made.

**Public Portion of the Meeting**

Kirk Peterson proposed three (3) ideas for PfH consideration:

- (1) to move the Information Center to the proposed location of the new library
- (2) to replace the current Fall Festival with a Spring Festival
- (3) to conduct a Christmas window decorating contest

**Next Meeting: Wed, 02/03/10 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

01.06.10 pfh minutes