

Partnership for Haddonfield, Inc.
Meeting Minutes – January 7, 2009

Meeting Attendees:

Board members: Rob Kugler, Neal Rochford, Deb Hansen, Joann Verdi, Marlee Lick, Guy Elzey, Deena Gersh, Gary Reses, Susan Maslowski, Lisa Blaber, Rosanne Tizzano

Unexcused Board Absences: Ann Lawson

Support Staff: Lisa Hurd, Rosalie Shapiro, Vince Russo

Minutes from the prior meeting were approved.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of December 31, 2008. This is a preliminary report and has not been reconciled to bank statements. There are many transactions outstanding and the books for 2008 will be closed as of January 30, 2009. We have a balance of \$99,485 in the Susquehanna Operating Account. Current assets are \$177,476 and current liabilities are \$31,289 with a total equity balance of \$146,187. Net income is \$104,807. Vince reviewed the highlights of the checking activity and anticipates several significant, outstanding bills to be processed for payment at year end.

The escrow account balance at The Bank is \$43,025 and is being used to pay prior obligations contractually committed to for existing recruitment grants.

Vince commented that gift certificate sales for 2008 were \$56,313, which is higher than any prior years. This is largely due to the sale of discounted gift certificates.

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

Retail Coordinator's Report

Lisa Hurd reported that there are currently 4 vacancies downtown that she is recruiting appropriate businesses to fill. Lisa wrote a letter to the landlords regarding their rental rates, and opened the door to the possibility of reductions due to the economic downturn.

Committee Reports

Professionals Committee (Rosanne Tizzano)

Rosanne Tizzano thanked Kerrie Bantivoglio for her help in making the transition of Committee chair a smooth one.

Rosie reported that the Professionals brochure is being printed and distributed.

Three major networking events are planned for 2009: (1) March 2 a breakfast at Ludovico's; (2) May 4 Spring Fling, and (3) A Taste of Haddonfield event in September.

The web facility for the Haddonfield Professionals has been completed and is being promoted.

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.

Marketing Committee (G. Reses)

Gary Reses reported that Candlelight Shopping went well overall, noting that the Carriage Rides in particular were well received. However, there were some rain dates that occurred during the Candlelight Shopping event, resulting in a possible \$5K surplus in the 2008 marketing budget. Gary stated that \$34,000 in discounted gift certificates were sold, 10% of which was funded by the Marketing Committee. He noted that this could generate additional revenue, since shoppers often spend more than the amount of a gift certificate.

Business Support (Joann Verdi)

Joann Verdi announced that the format of the Coffee and Conversation networking event will be expanded to include guest speakers. The next event is being planned for February.

Joann reported that much needed directional signs for Tanner, Mechanic, and Haddon Avenue are in the planning stages. She is obtaining designs and pricing.

Joann also mentioned that her Committee is researching the feasibility of the PfH linking into the Regatta Spring and Summer events held at the Cooper River in order to tap that market.

Administration (R. Kugler)

Rosalie Shapiro introduced the temporary budget in the amount of \$81,568. Attached is a copy of that budget. A motion was passed to approve the temporary budget, contingent upon approval by the Commissioners.

Rosalie stated that the 2009 budget is being finalized, and is expected to be presented to the board in the February meeting. Marlee Lick questioned whether PfH had a performance review process in place for salary increases. Rob Kugler to follow up on that item.

Rosalie reminded the board that the Retailer's Roundtable meeting is being held on Thursday, January 22nd, from 8:30 a.m. - 10 a.m. at Borough Hall. All board members are encouraged to attend.

Nominating Committee (J. Verdi)

Joann Verdi made a motion to place Gary Reses in the Resident position on the board, and nominated Justine Callahan for the Alternate II position. This motion was passed, and the board's recommendation on these board actions will be forwarded to the Commissioners for their consideration.

Borough News (Sharon McCullough)

Sharon McCullough reported that the Borough budget season has begun, and forewarned of challenging times in 2009 due to loss of state aid, loss of \$2K/month in parking revenues, and increased costs. Trying to maintain current services at the same level of service will be difficult.

Sharon commented that the Tanner Street project will be a 5-6 month project, beginning in the April timeframe and involves tearing up the street in order to upgrade sewer and water lines. A subcommittee was assembled to meet with Sharon and the engineers in order to review the project and discuss ways to manage the impact to Tanner Street businesses. This subcommittee will be comprised of Guy Elzey, Lisa Hurd, and Rosie Tizzano.

Board of Trustees Comments

Neal Rochford asked whether the professional businesses accepted townwide gift certificates as payment for fees. He recommended that the PfH may want to consider promoting gift certificates for professional services, in addition to retail.

Public Portion of the Meeting

Kirk Peterson suggested that the Information Center for kept open on minor holidays. The Borough responded that the board makes that determination.

Kirk also recommended that a block party be held on Tanner Street when that project is completed. His third suggestion was a resubmittal of his idea for beautifying Kauffman Court.

Next Meeting: Wed, 02/04/09 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

01.07.09 pfh minutes