

Partnership for Haddonfield, Inc.
Meeting Minutes – January 5, 2011

Meeting Attendees:

Board members: Rosanne Tizzano, Sean Leonard, Deb Hansen, Susan Maslowski, Marlee Lick, Joann Verdi, Deena Gersh, Susan Hodges

Excused Absence: Gary Reses, Rosalie Shapiro, Lisa Hurd, Jeff Kasko, Andrew Bertorell

Support Staff: Vin Russo, Parker & Russo Associates

Minutes from the prior meeting were approved.

Chairperson's Comments

Comments on a successful holiday season, gift certificates, First Night

Treasurer's Report (Parker & Russo)

Vince Parker reviewed the 2010 Treasurer's Report as of December 31, 2010. Copy of Report is attached. We have a balance of \$51,015 in the Susquehanna Operating Account. Current assets are \$177,392 and current liabilities are \$63,898 with a total equity balance of \$113,494. Net income is \$92,627. This report includes the receipt of the final assessment from the Borough in the total amount of \$62,500.

Vince reviewed the Profit and Loss Report, and highlighted the expenditures that occurred during the month of December. Vince highlighted which Committees are under running their budget at this time. A motion was passed to accept the Treasurer's Report.

Professionals Committee (R. Tizzano)

Rosie Tizzano reported on new members, and that the monthly Networking coffee event held at *Jersey Java* is growing and plans are to continue this event for 2011.

A Winter Event for February 2/1/11 will be held at *Tres Famiglia*.

The Spring Fling event is also in the planning stages, and will be held at Republic Bank on April 26th.

Rosie stated that the Committee is investigating additional avenues to promote the business professionals in Haddonfield.

Retail Recruitment & Retention Committee (D. Hansen)

Debbie Hansen presented a motion to approve a retention grant in the amount of \$275.00 for customer seating for *Sealed With Kiss*. This motion was passed unanimously.

Debbie proposed a motion to approve a retention grant in the amount of \$1,000 to Jay West. The motion was passed unanimously.

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.

Administration Committee (S. Hodges)

Susan Hodges discussed the temporary budget for 2011 as proposed.

A motion to approve the temporary budget for 2011 was passed unanimously.

Susan reported that the contract with Suasion Communications has been signed and the Partnership is looking forward to working with 2011 with Suasion.

Susan reported on the budget/regulations committee meeting from December.

Marketing Committee (G. Reses, Chair)

Arlene Fiorelli reported on the sales of the gift certificates for 2010.

Susan from Suasion Communications provided a public relations recap for December, 2010. She also reported that they have applied for two awards, the Governor's Award and the Destination Award on behalf of the Partnership.

Susan from Suasion Communications discussed the off the beaten path press release.

Business Support Committee (J. Verdi)

Joann Verdi reported on the Coffee and Conversation Christmas Coffee Party held at Summit Sampler on December 16th at 9 a.m.

Joann reported that a Girls Night Out Event is planned for mid-February.

Joann also reported on an event to be held at Republic Bank on January 20, 2011.

Visual Enhancements Committee (Sean Leonard)

Sean Leonard reported on the success of the holiday lighting support by this committing that was used to supplement the Christmas decorations and lighting provided by the Borough.

Borough News (Sharon McCullough)

Sharon advised on the Tanner Street project, which is scheduled to be completed this Spring.

Sharon advised that the borough is considering using Tanner street as a test spot for parking kiosks.

Some concerns were raised about the kiosks by Marlee Lick and Joann Verdi. Susan Hodges and Sean Leonard expressed support for the kiosks, and the use of Tanner street as a test spot for the kiosks.

Board of Trustees Comments - N/A

Public Portion of the Meeting

Kirk Petersen suggested the following:

- 1) The Borough should add a trash can on Kings Highway near Hair Expressions as there was substantial trash after First Night.
- 2) PfH should pay for some holiday lighting
- 3) Relocate the signs on Kings Court and permit Kings Court use for office space, not just retail.
- 4) Questions regarding the Patco gate and Allen Avenue.
- 5) Use of plastic planters and tables/chairs by businesses.

Next Meeting: Wed, 2/02/11, 8:30 am – 9:30 am, Borough Hall, Large Auditorium

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