

**Partnership for Haddonfield, Inc.  
Meeting Minutes – February 1, 2006**

Meeting Attendees:

Board members: Mark Ruggerio, Neal Rochford, Tony Scoleri, Melanie Fendt, Rob Kugler, Joann Verdi, Susan Maslowski, Debbie Hansen, Guy Elzey, Jack Leonard  
Alternates: Kerrie Bantivoglio, Beverly Lloyd-Aldeghi

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Minutes from the prior meeting were approved.

**Chairperson's Comments**

Rob Kugler began this meeting with comments regarding a key mission to attract fine restaurants. Rob acknowledged the present difficulties in successfully recruiting a fine restaurant and commented that a liquor license may be worthwhile to consider. He also added that the conditions in Collingswood are different from those in Haddonfield, so that their model might not be a fit for Haddonfield. Rob suggested that we may want to collect more data on this topic, and put together a proposal.

**Treasurer's Report**

Vince Russo presented the Treasurer's Report as of December 31, 2005. He stated that the current assets are \$114,758 and current liabilities are \$22,387 with a total equity balance of \$92,371. Gift certificate sales for 2005 was \$42,000. The expected \$5,000 revenue from the Directory has not been received, and an additional \$2,000 in receivables remains outstanding to date. A Marketing bill in the amount of \$7,600 is also outstanding.

In reviewing the Profit & Loss Budget vs. Actuals, net income is \$58,627 since several committees came in underbudget.

Based upon these figures, it is expected that \$74,000 will be available as surplus for carryover to the 2006 budget.

Vince reviewed all of the PfH accounts and summarized them as follows:

Susquehanna Bank – operating account used to pay PfH bills

Commerce Bank – credit card account used for handling Visitor Center bills, including gift certificates and First Night. It is also used to accumulate funds from the Visitor Center. Vince noted that the transaction costs associated with credit cards are passed onto PfH. Questions arose as to what rates are being charged. This was left as an open question.

Commerce Bank – Gift Certificate account used for the sales and redemptions of gift certificates.

<p>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.</p>
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Susquehanna – this account is used for gift certificate escrow, and is a carryover from HBPA. Since there is \$3,000 in that account from HBPA, an open question for the auditor is whether this needs to continue to be held in escrow and for how long.  
Wachovia Bank – money market account, and an extension of the operating account, for the purpose of earning additional interest.  
A motion was passed to accept the Treasurer's Report.

### **Economic Development**

Lou Bezich confirmed that a free seminar, entitled Finance and Technical Assistance for New and Existing Small Businesses, will be offered by the U.S. Small Business Association on Wednesday, March 1<sup>st</sup>, from 6:30 to 9 p.m. at Borough Hall.  
This seminar will provide new and existing small businesses with information on business loan programs and technical assistance programs that are offered by the Small Business Association and its Resource Partners. Informational flyers on this seminar are being prepared.

Highlights of the Committee Reports are: (\* denotes chair)

### **Budget Committee:** \*Jack Leonard

Jack Leonard reported no changes to the proposed 2006 budget.

### **Business Support Committee** \* Jack Leonard

Lisa Hurd reviewed several proposed amendments to both the Fine Dining Incentive Program and the Retail Incentive Program that were approved by PfH at the August 2, 2005 board meeting.

The key difference between the earlier proposal and this current initiative is the introduction of a *fit-out grant in addition to a rent grant for both restaurants and retailers.*

*For restaurants*, the fit-out grant would help defray up to 50% of the cost (with a maximum of \$50,000 paid out over a 2year period) to convert from a retail to restaurant use. The rent grant would have a cap of \$25,000, resulting in a maximum cost to PfH for a tenant to be \$75,000.

*For retailers*, the fit-out grant would help defray up to 25% of the cost to fit out a new retail business in Haddonfield (with a maximum of \$25,000 paid out over a 2 year period). The rent grant would have a cap of \$10,000, resulting in a maximum cost to PfH for a tenant to be \$35,000.

Due to questions regarding these proposals, further discussion is forthcoming.

### **Marketing Committee**\* Melanie Fendt

Melanie Fendt reported that the *Hey Girlfriend* event is planned for Saturday, February 4<sup>th</sup> and publicity in local newspapers is planned.

A Request for Proposal for both Advertising and Public Relations services is in draft mode, with plans to send it out by the end of February. This RFP will be sent to all firms in town that specialize in this area.

Retailers are being surveyed to determine their business results in 2005, as compared to prior years. Some retailers have reported double digit increases compared to 7% nationwide. However, others reported flat or decreases in profitability for 2005. *Renaissance Craftables*, the contractor for the upcoming Craft Fair, has signed up previous corporate sponsors for this event.

**Visual Improvements Committee** \* Debbie Hansen

No new activity was reported.

**Administration Committee** \* Rob Kugler

Rosalie Shapiro distributed the "Pay to Play" statute and reviewed the highlights from the document entitled *Summary of Process for Awarding Contracts of \$17,500 or more*. PfH will comply with these requirements in the contract process.

**Professionals Committee** \* Mark Ruggerio/Kerrie Bantivoglio

Mark Ruggerio advised that the January 31<sup>st</sup> business meeting held at Rosa's Café was a success and there were 55 attendees. The next event is slated for early May, as a morning meeting. Brochures geared to the professionals are being finalized.

**Regulations Committee** \* Rob Kugler

Rosalie Shapiro provided a brief up date on the activities related to updating the sign ordinance. The Special Purpose Task Force, headed by Joe Haro and Jeff Moon, has been reviewing all aspects of the current sign ordinance over the last several months. Although no major changes have been identified, specific ideas for modernizing this ordinance are being discussed. More details on the recommended changes are expected in the early March timeframe.

**Other Reports**

Lisa Hurd reported that there are now 4 stores waiting for appropriate vacancies on Kings Highway.

**New Business** – N/A

**Old Business** – N/A

**Comments from the Board** – N/A

**Public Portion of the Meeting**

Kirk Peterson commented on several topics, including, the extended holiday shopping season in Collingswood, and his ideas for the creation of a new surface parking lot in the downtown area. Jack Leonard will take the document to the visioning board.

Tish Colombi requested that PfH invite Midge McCauley to Haddonfield for an updated quick appraisal on our progress. Rosalie Shapiro will be coordinating this meeting.

**Next Meeting: Wed, 3/1/06 8:30 am – 9:30 am, Borough Hall, Lg. Auditorium**

Respectfully submitted, Rosalie Shapiro

02-01-06 pfh minutes