

Partnership for Haddonfield, Inc.
Meeting Minutes – February 3, 2010

Meeting Attendees:

Board members: Susan Hodges, Jeff Kasko, Deb Hansen, Joann Verdi, Ann Lawson, Marlee Lick, Deena Gersh, Rosie Tizzano, Susan Maslowski, Justine Callahan

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

Excused Absence: Gary Reses

Unexcused Absence: Guy Elzey

Minutes from the prior meeting were approved.

Jeff Kasko introduced Andy Bergerelli, a local attorney, as a guest who expressed interest in serving on the board of trustees in the Alternate II slot.

Treasurer's Report (Parker & Russo)

Vince Parker reviewed the final 2009 Treasurer's Report showing year end figures for December 31, 2009. We have a balance of \$97,742 in the Susquehanna Operating Account. Current assets are \$161,662 and current liabilities are \$51,939 with a total equity balance of \$109,723. Net income is \$12,602. Gift certificate sales for this year were \$78K, an increase of almost \$23K from the prior year. 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 Treasurer's Report as of January 31, 2010. We have a balance of \$86,913 in the Susquehanna Operating Account. Current assets are \$146,986 and current liabilities are \$47,668 with a total equity balance of \$99,317.

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

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

Committee Reports

Professionals Committee (R. Tizzano)

Rosie Tizzano reported that the Spring Fling event is scheduled for April 20, and the location is to be determined. The Taste of Haddonfield event is scheduled for September 28th.

The next Monthly coffee networking event will held at *Jersey Java* on Friday, February 5th.

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

Rosie stated that 2010 plans include a grant program for Professionals for new signs.

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)

Rosalie Shapiro introduced the 2010 budget. The revenue figure of \$386,357 was broken down into the following expense categories: \$168,300 Marketing and Public Relations; \$121,678 Retail Recruitment and Retention; \$40,104 Administration; \$24,275 Professionals; \$10,000 Business Support; \$10,000 Information Center and \$12,000 Visual Enhancements. A motion was passed to approve the budget as presented and to forward it to the Commissioners. Tentatively, the Commissioners will review this budget for approval on February 23rd. See attached for budget details.

Retail Retention and Recruitment Committee (D. Hansen)

Lisa Hurd reported that three (3) businesses have expressed interest in the space vacated by *au Courant* and incentives are being offered by the landlord to encourage rental of this property.

Lisa reviewed the highlights of recommended modifications to the Retail/Retail Restaurant Incentive Programs. Key changes include a rent cap of 2 months free rent, maximum fit-out grant of 25% of fit-out costs or \$20,000, elimination of fit-out grants for restaurants, interest reimbursement subsidies for retailers and restaurants, tightening eligibility requirements, including business being open 7 days/week and expanding the targeted categories. See attached for details of this program. A motion was passed to approve the program revisions.

Deb Hansen reviewed two requests pertaining to the retention grant program: \$1K maximum grant to *Beaute Ange* and an extension until April 1 for *Haddonfield Wellness* to submit their invoice. A motion was passed to approve both of these requests.

Marketing Committee (G. Reses)

Suasion Communications presented their 2010 Public Relations Plan, highlighting the Objectives and Tactical Plan. Susan Schmidt handed out copies of press releases that were completed in the month of January and these will be posted on PfH's website. Plans include developing a base-line press kit, a Quarterly Newsletter in the late February/March timeframe, promoting a new bridal event, and regularly scheduled news releases.

Lisa Hurd stated that ads, banners, e-mails blasts and flyers have been completed to promote the *Love Is in the Air* Marketing campaign.

Business Support Committee (J. Verdi)

Joann Verdi reported that the next Coffee and Conversation will be held at *Courtyard Luxury Interiors* on February 18 and catered by *Bread Board Plus*.

Joann nominated Daniel McGuire and Caitlin Myers as Committee members. A motion to add these individuals to the Business Support Committee was passed.

Visual Enhancements Committee (J. Callahan)

Justine Callahan reported that the new directional signs have been delivered, and need to be installed by the Borough.

Borough News (Sharon McCullough)

Sharon McCullough reiterated 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. Parking revenues are down and consideration is being given to installing a kiosk

system in the parking lots that make it easier to collect revenue and maintain the meters. In addition, the Borough is considering eliminating free parking on the weekends. Sharon mentioned that the Potter & Ellis Street project is planned for the April timeframe, and the Mechanic/Clement Street project may also start in April.

Board of Trustees Comments - N/A

Public Portion of the Meeting

Kirk Peterson noted that the new signs were nice, and suggested that more new banners be added. Sharon McCullough responded that the Commissioners did not support any more additional banners.

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

Respectfully submitted, Rosalie Shapiro

02.03.10 pfh minutes