

Partnership for Haddonfield, Inc.
Meeting Minutes – February 4, 2009

Meeting Attendees:

Board members: Rob Kugler, Neal Rochford, Deb Hansen, Joann Verdi, Rosanne Tizzano, Ann Lawson, Justine Callahan

Excused Absenses: Deena Gersh, Marlee Lick, Lisa Blaber

Unexcused Absences: Susan Maslowski, Guy Elzey, Gary Reses

Support Staff: Lisa Hurd, Rosalie Shapiro, Vince Russo

Minutes from the prior meeting were approved, with exception noted to correct the March 2nd date of the Networking Breakfast.

Chairperson's Comments

Rob Kugler welcomed Justine Callahan as a new board member. He also expressed thanks and appreciation for everyone's participation in the Retailers' Roundtable.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of December 31, 2008. This is the finalized report for 2008, reflecting the books closing as of January 30, 2009. We have a balance of \$71,439 in the Susquehanna Operating Account. Current assets are \$149,305 and current liabilities are \$30,187, with a total equity balance of \$119,117. Net income is \$77,738. Vince also reviewed the highlights of the checking account activity during the preceding month.

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.

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

Retail Coordinator's Report

Lisa Hurd reported that Velvet Paws is vacant, Aunt Aggie's Cookies, and Pendleton are closing as well. Lisa is recruiting businesses for these properties, and is working with the landlords on the rent. Two new restaurants are opening, Bain's Deli and a casual dining restaurant in the space formerly occupied by Duo.

A meeting was held with a group of 8 retailers to review hours of operation in an effort to have consistency downtown. Although only 30 per cent of all retailers are open 7 days a week, this group thought that the goal should be to have all retailers be open 7 days a week. An agreement was reached to publicize those businesses that are open 7 days a week by listing them in newspaper ads, brochures, and on the website. No consensus was obtained among this group on consistent hours of operation.

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.

Committee Reports

Professionals Committee (Rosanne Tizzano)

Rosanne Tizzano reviewed the three major networking events that are planned for 2009: (1) March 2 - networking breakfast at Ludovico's; (2) May 4 - an evening Spring Fling at Javier; (3) September 29 - "A Taste of Haddonfield" event. E-mail types of notices will be distributed to advertise these events.

Marketing Committee (G. Reses)

In Gary Rese's absence, Lisa Hurd reported that the *Love Is in the Air Event* is scheduled for Saturday, February 7th. Ads have been placed in the *Sun* newspaper group, stores are offering specials and promotions, restaurants are offering special menus, and 10% discounted town-wide gift certificates are being offered through Valentine's Day.

Business Support (Joann Verdi)

Joann Verdi reported progress on providing directional signs for Tanner Street. Joann handed out a design concept, and needs to work with Sharon McCullough on specific details for implementation. The design needs to be approved by the Historic Preservation Commission before going forward. There will be a delay in placing the signs on Tanner Street, due to the upcoming construction project. Joann announced that the next Coffee and Conversation will be held at LisaMichaels Salon on Thursday, February 19th from 9 a.m. - 10 a.m. Refreshments will be provided by Apron Catering.

Administration (R. Kugler)

Rosalie Shapiro introduced the 2009 budget. The revenue figure of \$353,681 was broken down into the following expenses: \$152,300 Marketing and Public Relations; \$117,568 Retail Recruitment and Retention; \$36,038 Administration; \$18,775 Professionals; \$10,000 Business Support; \$10,000 Information Center and \$9,000 Streetscapes. She also noted that an additional \$21,997 from an escrow account will be used to fund obligations which were made in prior years and which are payable during 2009.

Rosalie cautioned that the appropriated surplus figure of \$68,681 was a concern to the Commissioners since it included some one-time revenue items that will not be replenished at the end of 2009. The Board needed to consider either reducing the appropriated surplus figure for this year or possibly working within a lower total budget amount next year.

A motion was passed to approve the budget as presented and to forward it to the Commissioners. On February 10th, the Commissioners will introduce this budget for approval. See attached for budget details.

Rosalie also reviewed the following:

- MB and Associates contract in the amount of \$30K expired 12/30/08. Although a new rate of \$24K was verbally agreed upon for 2009, automatic renewal is questionable because of the dollar threshold. Rob Kugler will consult with the solicitor, Mario Iavicoli, to determine whether it needs to be bid, or if an RFP is required.
- The Retailer's Roundtable was well attended by 35+ retailers, and included some discussion items for follow-up. A key item of concern was the discounted gift certificates and the inconsistency in how retailers rendered change: some issued store credit and others gave cash. The Administration Committee will follow-up in considering recommended options, including the feasibility of replacing paper certificates with gift cards.

- There is a business need for a work group to act as a sounding board for recruitment and retention deals that Lisa Hurd is working on. A recruitment and retention advisory group to serve in that capacity is being formed.

Borough News (Sharon McCullough)

Sharon McCullough stated that the Tanner Street project as well as the Ellis Street project are proceeding as planned.

Board of Trustees Comments

There was some discussion of the status of building a new library on the Dewees parking lot. Sharon McCullough stated that a subcommittee is looking at several sites, including borough parking lots. On February 19th, consultants will be giving a report of recommendations for the library and the Commissioners are producing an RFP for architects to renovate the existing library. In the future, PfH will be represented if needed.

Public Portion of the Meeting

Kirk Petersen commented on his ideas for additional marketing events, including A Music Festival, Restaurant week, and a Book Festival.

Next Meeting: Wed, 03/04/09 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

02.04.09 pfh minutes