

Partnership for Haddonfield, Inc.
Meeting Minutes – February 6, 2008

Meeting Attendees:

Board members: Rob Kugler, Deb Hansen, Gary Reses, Neal Rochford, Deena Gersh, Joann Verdi, Guy Elzey, Susan Maslowski, Beverly Aldeghi, Marlee Llick

Support Staff: Lisa Joann Hurd, Rosalie Shapiro, Vince Russo

Excused absences: Lisa Blaber, Kerrie Bantivoglio, Ann Lawson

Minutes from the prior meeting were approved.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of December 31, 2007. This report is a preliminary year-end statement, since there is more activity to book for 2007, and there are several bills in process to be paid. The 2007 books are expected to close out this week and a tax return will be prepared. We currently have a balance of \$42,466 in the Susquehanna Operating Account. Total current assets are \$183,485 and current liabilities are \$28,756 with a total equity balance of \$154,729. This current equity balance includes \$6,137 at The Bank for the Farmers' Market, and excludes the balance owed in the amount of \$89,000 for tenant fit out contracts payable in 2008 and 2009.

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

Committee Reports

Professionals Committee (Kerrie Bantivoglio)

In Kerrie Bantivoglio's absence, Rosalie Shapiro reported that invitations are being printed for the "Taxes and Tidbits" event. This session is being hosted by Susquehanna Bank and is scheduled for 5-6:30 p.m. on Tuesday, February 26th. The primary audience is non-retailers and the focus will be on finances. There will be a panel of four (4) financial professionals at this event.

A Spring networking event is in the planning stages.

WMSH Marketing Communications has been asked to generate an idea publicizing the Haddonfield professional community in local publications.

Business Support (Joann Verdi)

Joann Verdi reported that the January "Coffee and Conversation" event was held on Thursday, January 17th at Tivoli Kaffe. The conversation centered on favoring free parking meters during the holiday season.

The next "Coffee and Conversation" event will tentatively be hosted by Javier Restaurant.

Joann mentioned that a retail retention grant in the amount of \$500 was awarded to Tivoli Kaffe. Joann noted that this program needs to be re-visited to explore opportunities for improving it.

Lisa Hurd stated that a restaurant is planning to move into an existing restaurant property and wants to open in mid-March. Business Support plans to meet next week to consider a tenant fit out grant.

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 (S. Maslowski/M. Lick)

Gary Reses announced that MB and Associates was the Marketing Committee's choice as a Public Relations consultant for PfH. There were three (3) responses to the RFP that were received and evaluated: WMSH Marketing Communications, MB and Associates, and Winning Strategies. Gary stated that based on Mindie Barnett's experience, presentation, track record, and quality of the PR placement, this firm was selected. The contract is being capped at \$30,000 so there will be no cost variance between the firms.

After a discussion revolving around the process and selection criteria to ensure fairness, a motion was passed to award this contract to MB and Associates to handle public relations. WMSH Marketing Communications will continue to market and promote Haddonfield.

Gary mentioned that the Marketing plan for Valentine's Day is in place, and will include a series of print ads, a contest for the Best Decorated store, and an on-line gift guide.

Streetscapes (B. Lloyd-Aldeghi)

Beverly Aldeghi reported that a Spring clean-up for the parking lots is in the works.

Administration (R. Kugler)

Rosalie Shapiro commented that the contract for MB and Associates is being drafted and reviewed. Rosalie stated that the 2008 PfH budget will be introduced at the February 12th Commissioners meeting. A public hearing with anticipated adoption is scheduled for March 11th.

Borough News (Sharon McCullough)

Sharon McCullough mentioned that Brown + Keener Bressi will present proposed changes to the Borough zoning ordinances at a zoning board meeting on Tuesday, February 19 at 7:30 p.m. Lisa Hurd expressed her concern related to the change in parking requirements for restaurants. Sharon noted that existing restaurants did not need to comply to this change. She encouraged everyone to attend on Feb. 19.

Board of Trustees Comments

Susan Maslowski pointed out the need for the Javier Restaurant to enhance their appearance from the street so that they looked like they were open for business. The board agreed that improved lighting would be helpful.

Parking and Access updates

Lisa Hurd reported that the Borough installed signs in permit lots stating the availability of free parking nights and weekends. There is a possibility of 9-11 additional spaces on Friends St. and 3 spaces on Dewees lot. Lisa stated an issue that store owners and employees were using holiday free parking spaces in December instead of the Patco lot. A proposed solution was to start free meters at 11 a.m. The board commented that customers are pleased with free parking.

Public Portion of the Meeting

Tim Murtha posed the challenge as to whether restaurants were delivering the results we wanted in terms of generating more foot traffic.

Kirk Petersen suggested that smart meters be installed, and submitted a proposal for "A First Friday Event" entitled "Art's on the Highway".

Next Meeting: Wed, 03/05/08 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

02.06.08 pfh minutes