

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

Meeting Attendees:

Board members: Mark Ruggerio, Neal Rochford, Tony Scoleri, Melanie Fendt, Rob Kugler, Joann Verdi, Guy Elzey, Jack Leonard

Alternates: Kerrie Bantivoglio, Beverly Lloyd-Aldeghi

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absence: Debbie Hansen

Unexcused absence: Susan Maslowski

Minutes from the prior meeting were approved.

**Chairperson's Comments**

Rob Kugler began this meeting with the announcement that Jack Leonard was stepping down from the Chair position of the following (3) committees: Budget, Business Support, and the Nominating Committee. Rob mentioned that if anyone was interested in chairing any of these 3 committees to see either him or Jack Leonard.

**Treasurer's Report**

Vince Russo reviewed the final Balance Sheet as of December 31, 2005. There were a few minor differences from the previous version, taking into account that the \$2,000 anticipated revenue from the Directory has not been received; 2005 surplus figure is \$71,290; available surplus is \$87,188. Based on these figures, 85% of the available surplus to be appropriated for the 2006 budget is \$74,000. Review of the 2005 Income and Expenses showed that all committee were under budget, the largest figure was from tenant fit-out in the amount of \$70,000.

Gift Certificate sales are ahead of 2005, including a large purchase in the amount of \$3,000 from the Haddonfield Fire Company.

Vince reported that he filed the Federal Government 990 form and the CR300 NJ State form for PfH 2005 calendar year.

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

Regarding the 2006 budget, a question was raised as to how to account for the \$2,000 that was expected from the Directory and will not be realized as revenue for 2006.

A motion authorizing the Administration Committee to make this adjustment was passed.

**Economic Development**

Lou Bezich announced that the Borough of Haddonfield received a grant from the Delaware River Port Authority.

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.

## **Economic Development (continued)**

Lou also informed us that the Parking & Access Committee met with the Visioning Task force on February 8<sup>th</sup>.

The U.S. Small Business Seminar is being held this evening, and 16 people are registered. 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.

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

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

Melanie Fendt reported that A Request for Proposal for both Advertising and Public Relations services has been finalized and the document will be posted on the Haddonfieldnj.org website. A one page notice regarding the RFP was sent to individuals who specialize in this area. To date, 2 firms have indicated that they plan to bid. The deadline for responding to the RFP is March 15<sup>th</sup>, and a recommendation is planned for April.

Upcoming advertising activities include an ad in the *South Jersey Quick* guide, Patco excursions brochure, and *South Jersey Magazine* is writing an article on visiting and shopping in Haddonfield.

Updates on the upcoming Craft Fair included: application close-out deadline is April 15<sup>th</sup> and jurying is slated to begin in May. One of the previous corporate sponsors, Subaru, will not be a sponsor for this year. An alternate sponsor is being sought.

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

Lisa Hurd reviewed additional changes to both the Fine Dining Incentive Program and the Retail Incentive Program that were reviewed at last month's board meeting.

The highlights of the revised incentive programs are:

*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 fit-out grant must be matched dollar-for-dollar by the landlord. 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 be offered to selected, eligible retailers. The program will match up to two months' free rent offered by the landlord, with a cap of \$8,000.

Maximum cost to PfH for a tenant would be \$33,000.

A motion to accept the revised incentive programs was passed.

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

Jack Leonard asked the board to consider the idea of changing the current method of rolling over unused tenant improvement funds for future budgets. He suggested that these specific funds be allocated, in total, to the line item for tenant improvement in the next year. This is an open item for further discussion.

**Visual Improvements Committee** \* Debbie Hansen

N/A

**Administration Committee** \* Rob Kugler

Rosalie Shapiro mentioned the following meeting dates:

March 8 – combined Budget/Administration policy meeting

March 14<sup>th</sup> – Commissioners Meeting to introduce PfH 2006 budget

March 22<sup>nd</sup> – Midge McCauley, Downtown Works

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

Mark Ruggerio advised Amy Kinzel resigned from this Committee, and made a motion that Thomas Braun, D.C. Sonshine Chiropractice Wellness Center be added to this Committee . The motion was passed.

He announced that the next event will be held on May 9, 7:30 – 9 a.m., Rosa’s Café for a breakfast networking meeting.

Dinner meetings are planned for March 15<sup>th</sup> and March 16<sup>th</sup> at Christina’s.

**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. More updates are expected at the March 8<sup>th</sup> meeting.

**Other Reports**

Lisa Hurd reported that there are now 4 stores in the wings, indicating interest in the retail incentive program funding.

Lisa also mentioned attending the Cherry Hill Business Association meeting on February 14<sup>th</sup>. The key agenda was a briefing by the Garden State developers that listed the tenants that have been signed up for space in the new retail center. Most of these tenants are national, Big Box retailers.

Richard Schwab noted the drainage patterns on Kings Court have changed because of the construction in that area and there are related cost issues.

**New Business** – N/A

**Old Business** – N/A

**Comments from the Board** – N/A

**Public Portion of the Meeting** – N/A

**Next Meeting: Wed, 4/5/06 8:30 am – 9:30 am, Borough Hall, Lg. Auditorium**

Respectfully submitted, Rosalie Shapiro

03-01-06 pfh minutes