

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

Meeting Attendees:

Board members: Susan Hodges, Jeff Kasko, Joann Verdi, Marlee Lick, Deena Gersh, Rosie Tizzano, Susan Maslowski, Justine Callahan, Joann Verdi, Gary Reses

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

Excused Absence: Ann Lawson, Deb Hansen

Minutes from the prior meeting were approved.

Chairperson's Comments (S. Hodges)

Susan Hodges stated that she is open to phone calls if you need to contact her.

Treasurer's Report (Parker & Russo)

Vince Parker reviewed the 2010 Treasurer's Report as of February 28, 2010. We have a balance of \$142,728 in the Susquehanna Operating Account. Current assets are \$199,849 and current liabilities are \$36,053 with a total equity balance of \$163,796. Net income is \$41,572. The final Gift certificate sales figure for 2009 was \$83,664, an increase of \$28K from the prior year. This report includes the receipt of the first assessment of the Fiscal Year from the Borough in the amount of \$62,500. All prior encumbrances have been removed from the report.

Vince reviewed the Profit and Loss Report, and highlighted the expenditures that occurred during the month of February. These figures are based upon the 2010 temporary budget.

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, March 5th.

A meeting was held with Suasion Communications to explore ideas for obtaining more exposure for the professional businesses in town.

Rosie noted that details for the professionals retention program are being developed.

The website has been completed and is being promoted.

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 stated that the 2010 budget will be reviewed by the Commissioners at their Monday, March 15th work session, and introduced on March 23rd. It is scheduled for a Public Hearing and adoption the first week in April.

Commissioner Ed Borden, representing the Parking and Access Committee, presented four (4) conceptual layouts of parking configurations for the Mechanic-Clement Street parking area. These layouts are contingent upon the Borough purchasing the Leeds Technology building located at 21 Tanner Street, and leveling this building. The 4 scenarios provide increased access to the lots, but, vary in terms of amount of landscaping, number of additional public parking spaces, and reconfiguration of existing spaces/usage.

Ed stated that he will publicly advocate this concept, provided that PfH agrees to the idea. The ballpark estimate for acquiring, developing, and implementing the new parking configuration is in the million dollar range and would be a shared expense between the Borough and PfH. The financial impact to PfH would be approximately \$35K a year, assuming a 3.5% rate to borrow, over a 15-20 year period. The BID tax to all businesses would be increased by 3 to 7 tenths of a percent, depending on whether the business is a commercial (S1) or professional (S2) category.

The board approved a motion to support continued discussion as presented, and to support the Borough to continue negotiations and advocacy for this proposal. Susan Hodges will check the legal implications for PfH.

Retail Retention and Recruitment Committee (D. Hansen)

Lisa Hurd reported that a pet boutique franchise called **Doggy and Kitty Style** is opening next door to **Richard Bennett, Haddonfield Floral** is moving to the former site of **Taste of Philly**, and a store from Collingswood **Needful Things** is opening in the space formerly occupied by **Luigi Tailors**. There are 3 prospects expressing interest in the space formerly occupied by **Au Courant**. Our vacancy rate in town is less than 5%, which is lower than the national average.

Marketing Committee (G. Reses)

Gary Reses noted that plans are underway for the April First Friday event.

Gary stated that a meeting was held with an event planner to discuss a new Bridal Event, featuring Haddonfield as a one-stop shop for weddings. This event would have a separate web presence, and brochures.

A meeting was held with Raphael Webscapes to discuss revamping the Shophaddonfield website. This work could potentially require competitive bids.

Suasion Communications distributed the Flash report to the board and presented the highlights of their February activities. Some key activities included Public Relations Meetings, Haddonfield Bridal Event Meetings, setting up a Philadelphia Concierge Association Tour for May 18, *Courier Post* Editorial Meeting, Outreach to NJ Division of Tourism, drafting copy points for Susan Hodges interview on Comcast's local TV network, and pitches to several local publications.

Business Support Committee (J. Verdi)

Joann Verdi reported that the next Coffee and Conversation will be a seminar on Thursday evening, March 25th at Jersey Java and Tea, beginning at 5:30 p.m. Howard Yermish from Online Strategy and

Marketing will be speaking about the importance of internet marketing for retail businesses.
Refreshments will be provided by Jersey Java & Tea.

Visual Enhancements Committee (J. Callahan)

Justine Callahan reported that 6 wreaths were ordered, and 3 were free because of the special sale.

Borough News (Sharon McCullough) - N/A

Board of Trustees Comments - N/A

Public Portion of the Meeting - N/A

Next Meeting: Wed, 04/07/10, 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

03.03.10 pfh minutes