

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

Meeting Attendees:

Board members: Rob Kugler, Neal Rochford, Deb Hansen, Joann Verdi, Rosanne Tizzano, Ann Lawson, Justine Callahan, Deena Gersh, Marlee Lick, Guy Elzey, Gary Reses

Excused Absenses: Lisa Blaber

Unexcused Absences: Susan Maslowski

Support Staff: Lisa Hurd, Rosalie Shapiro, Vince Russo

Minutes from the prior meeting were approved.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of February 28, 2009. We have a balance of \$111,576 in the Susquehanna Operating Account. Current assets are \$173,031 and current liabilities are \$36,908 with a total equity balance of \$136,122. Net income is \$39,002. This report includes the receipt of the first assessment from the Borough in the amount of \$62,500. Vince also reviewed the highlights of the checking account activity during the preceding month.

The escrow account balance at The Bank is \$36,022 and is being used to pay 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 there are 7 vacancies, including Velvet Paws, Plus Lady, Accent Studio, Pierre de Beaumont, (2) in Kings Court, and Aunt Aggie's Cookies. Lisa is actively recruiting businesses for these properties.

Country Way Bridal will fill the Pendleton space and Pink Ribbon Cafe was sold and will re-open as a new cafe. Benjamin Lovell has renewed its 5 year lease, and Cold Stone Creamery has also renewed their lease.

Lisa reviewed modifications to the Retail Retention program, including increasing the maximum grant to \$1,000 for retailers or restaurants that are open 7 days a week, making provisions for service businesses open at least 5 days per week, and businesses which have been open for less than a year.

The amount of funding available depends, in part, on the hours of operation maintained by the applicant. The effective date will be March 15, 2009, and the amount of allocated funding being made available is \$12K.

A motion to adopt this modified program was passed unanimously by the Board.

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.

Lisa reported on consistent hours of operation. She stated that 7 days a week is favored by the group of retailers with whom she recently met, even though only 35% of the retailers are open on Sunday. Lisa plans on 3 action items :

- 1) updating the Haddonfield website with a listing of those businesses that are open 7 days a week;
- 2) running ads in local newspapers that includes this list of businesses; and
- 3) producing a card listing these businesses.

Lisa summarized the meeting with owners of businesses which are located in the side streets. They voiced their desire to have more attention paid to them as a part of the Business District, more street lighting, planters, and signage. She asked for volunteers to work as a "Side Street Task Force" in order to move things along. The next meeting of the group is scheduled for March 10th at 8:30 a.m..

Committee Reports

Professionals Committee (Rosanne Tizzano)

Rosanne Tizzano reported that the Professionals' networking breakfast at Ludovico's on March 2nd was lightly attended due to the bad weather. The next two events are: (1) May 4 - an evening Spring Fling at Javier; (2) September 29 - "A Taste of Haddonfield" event. E-mail types of notices will be distributed to advertise these events.

She mentioned that informal networking events are planned as a monthly occurrence, the first one scheduled for March 27th at The Grind House, featuring Tish Colombi as a speaker. Locations will vary.

Rosie distributed copies of the new 2009 Haddonfield Professional Directory.

Marketing Committee (G. Reses)

Gary Reses reported that the *Love Is in the Air* event was a week long event that went well, and the retailer, *Life is Good*, won Best Window decorations.

The next *First Friday* event is scheduled for April 3rd, and is in the planning stages.

Gary noted that *SJ Magazine* is sponsoring a talent competition and would like to showcase the winners in Haddonfield in combination with Fall Festival. A key benefit to Haddonfield will be a major advertising campaign. The Committee's recommendation to the Commissioners was to close Kings Highway for Fall Festival in order to accommodate this event. A motion was passed by the Board to endorse this action and to forward the recommendation to the Commissioners for their approval.

Business Support (Joann Verdi)

Joann Verdi reported that the newly designed directional sign for Tanner Street had been reviewed by the HPC, which required some changes.

Joann commented that the Coffee and Conversation held at LisaMichaels Salon was very well attended and resulted in a lively discussion on the need for more attention to the side streets. The next Coffee and Conversation will be held at SwitchFoot on Thursday, March 19th from 9 a.m. - 10 a.m.

Refreshments will be provided by Grind House.

Joann stated that Arlene Fiorilli researched the regattas held at the Cooper River, and there will be a link to the Haddonfield website for the April 25th NJ Rowing Championship and the Masters Rowing event on June 5th. An e-mail will be sent to retailers so that they are aware of this.

Upcoming *Dish and Dazzle* events are in the planning stages.

Administration (R. Kugler)

Rosalie Shapiro stated that the 2009 Pfh budget was introduced on February 10th and approved on first reading. A public hearing is scheduled for March 10th, at which time the Commissioners may adopt the budget.

Rosalie reported that Mario Iavicoli, based on the scope of work proposed for a Public Relations consultant, counseled that such work fits into the “non-professional” services category and that Pfh, therefore, needs to obtain 3-4 sealed competitive bids. Because the amount of the contract is greater than \$21K, Pfh is required to bid this contract annually.

She reviewed a proposal to adopt a uniform redemption policy for townwide gift certificates. A motion was passed to issue gift certificates in maximum denomination of \$20, effective immediately. The redemption policy will be to give cash back (versus a store credit) when the entire face value of a gift certificate is not used.

Borough News (Sharon McCullough)

Sharon McCullough stated that the Borough has applied to the State for a no-interest, 20-year infrastructure loan that will save hundreds of thousands of dollars if granted. This application will delay the start of the Tanner Street infrastructure project. The projected timeframe is July through December. Sharon mentioned that the Borough budget is tight and State aid figures have not been received yet.

Board of Trustees Comments

Guy Elzey commented on the need for an additional trash can on North Haddon Ave. In the absence of a Streetscapes Committee chair, it was referred to Administration for follow-up.

Guy raised the issue that the new zoning ordinances require property owners to provide parking for their tenants, creating a hardship to lease buildings because of inherent parking limitations and layers of approvals.

Guy Elzey and Lisa Hurd are to meet with Steve Walko, the Planning Board and Commissioner Borden to investigate options for making appropriate changes to the zoning ordinance.

Neal Rochford provided a library update, advising that more than 30 proposals have been received from architects to evaluate the possibility of expanding the current library. Any proposal to build a replacement library on a different lot is premature.

A suggestion was made to have a Grand Opening in May for Kings Court. This idea was favorably received by the Board.

Public Portion of the Meeting

Kirk Petersen recommended that the Haddonfield Directory should be Pfh publication, that a trash can is needed near KwikCopy on Haddon Avenue, and Kings Court needs to be kept clean.

Next Meeting: Wed, 04/01/09 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

03.04.09 pfh minutes