

Partnership for Haddonfield, Inc.
Meeting Minutes – March 5, 2008

Meeting Attendees:

Board members: Rob Kugler, Deb Hansen, Gary Reses, Neal Rochford, Deena Gersh, Joann Verdi, Guy Elzey, Beverly Aldeghi, Marlee Lick, Lisa Blaber, Kerrie Bantivoglio, Ann Lawson
Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absences: Susan Maslowski

Minutes from the prior meeting were approved.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of February 29, 2008. This report is a 2008 budget report, based upon the temporary budget. We currently have a balance of \$92,442 in the Susquehanna Operating Account. Current assets are \$201,115 and current liabilities are \$60,347, with a total equity balance of \$140,768. This current asset figures includes \$6,137 at The Bank for the Farmers' Market. To date, we have received \$62,500 from the Borough, representing the first assessment payment in 2008.

Vince stated that prior obligations contractually committed to, for funding existing recruitment grants, will be made from the escrow account at The Bank. To date, \$18,000 has been paid from this escrow account.

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

Committee Reports

Professionals Committee (Kerrie Bantivoglio)

Kerrie Bantivoglio reported that the "Taxes and Tidbits" event was attended by approximately 30 people. This session was hosted by Rosanne Tizzano, Manager, Susquehanna Bank. A Spring networking event is planned for May 6th as a breakfast meeting at Tivoli Kaffe.

Business Support (Joann Verdi)

Lisa Hurd presented an Executive Overview of the funding request for a new restaurant at the location formerly occupied by Cristina's Restaurant. The restaurateur, Joe Brown, is chef and owner of Melange Cafe in Cherry Hill. The restaurant's cuisine will be New Orleans creole menu items. Mr. Brown will continue to operate the Cherry Hill site for the remaining two years of its lease and may consolidate operations in Haddonfield at that time. Funds requested include a rent subsidy of \$18,900, representing three months free rent at \$6,300 per month and \$25,525 for fit-out expenses, for a total outlay of \$44,425. The \$25,525 in fit-out expenses is payable quarterly over two (2) years. This funding request is contingent on satisfactory review of the lease and an agreement to repay in part if the tenant closes the restaurant within the first three years. A motion was passed unanimously to fund Mr. Brown for the amount of \$44,425.

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.

Joann Verdi reported that the February “Coffee and Conversation” event was held on Thursday, February 21st at Javier. This event was well attended, and conversation included possible new events such as movie night, valet parking for restaurants, a dog fashion show, and a clothing fashion modeling event.

Lisa Hurd commented that the lease for Mars Red has expired, and she is recruiting for that vacancy as well as for the Pierre de Beaumont property. She is facing increasingly difficult challenges due to the competitive environment.

Marketing Committee (M. Lick/G. Reses)

Gary Reses announced that the MB and Associates contract was signed and is effective March 1, 2008. Gary mentioned that *Mom's the Word* is the next shopping event and the advertising plan has been completed.

Regulations (R. Kugler)

Rosalie Shapiro reported the completion of a pamphlet “Opening a Business in Haddonfield, NJ”. This was a joint effort between PfH and the Borough. This pamphlet identifies the appropriate office and staff to contact when someone is opening a business in town. Copies were distributed to the board. This pamphlet will be made available at Borough Hall, the Information Center, to retailers, and to landlords.

Streetscapes (B. Lloyd-Aldeghi)

Beverly Aldeghi reported that the Scouts troops are cleaning up Lantern Lane once a week. Beverly noted that the Garden Club has new members, so more planting will be taking place downtown. She also commented that the Earth Day sale is occurring on the same day at Mom's the Word. Beverly pointed out that more trash is collecting in the parking lots and will need to be addressed. A joint meeting will be set up with the Regulations Committee to review how trash and recycling are handled in the district.

Administration (R. Kugler)

Rosalie Shapiro stated that the 2008 PfH budget was introduced at the February 12th Commissioners meeting and a public hearing, with anticipated adoption, is scheduled for March 11th.

Rosalie announced that the Commissioners are planning to address BID renewal at the end of March. The Administration Committee reviewed the existing ordinance and had minimal changes to it.

Lisa Hurd's supporting documentation for BID renewal, highlighting major accomplishments by the PfH over the last four years, was distributed by e-mail.

Borough News (Sharon McCullough) - N/A

Board of Trustees Comments

Several board members brought up the topic of the high incidence of vandalism, particularly related to the planters on Mechanic Street, loitering, congregation of bikes and skateboards around the Information Center area, and other similar types of teenage incidents. Enforcement remains an issue.

Public Portion of the Meeting

Kirk Petersen suggested Restaurant Week – A Taste of Haddonfield, gift certificates for food, and issues on emptying municipal trash cans.

Next Meeting: Wed, 04/02/08 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

03.05.08 pfh minutes