

Partnership for Haddonfield, Inc.
Meeting Minutes – March 7, 2007

Meeting Attendees:

Board members: Rob Kugler, Neal Rochford, Deb Hansen, Tony Scoleri, Beverly Lloyd-Aldeghi, Marlee Lick, Guy Elzey

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absences: Mark Ruggerio, Susan Maslowski, Joann Verdi, Deena Gersh, Kerrie Bantivoglio

Minutes from the prior meeting were approved.

Chairperson's Comments

Rob Kugler commended the PfH staff for their work efforts and accomplishments. Rob mentioned that the PfH budget is scheduled for approval by the Commissioners on Tuesday, March 13, 2007.

Rob mentioned that M. Mercanti-Anthony from the BOE Communications Committee was invited to attend this morning's meeting.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of March 31, 2007. We currently have a balance of \$182,213 in Checking/Savings accounts. Vince reviewed the five (5) checking and savings accounts and the Clearing Account. The Clearing account was established as a replacement for the Miscellaneous item on the Profit & Loss statement to reflect the hundreds of transactions that flow through the Information Center.

The balance sheet includes all of the encumbrances and payables set-up for 2007. Vince reviewed the details for the encumbrances.

The Profit & Loss statement reflects the temporary budget for the first quarter, until the 2007 budget is adopted.

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

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.

Committee Reports

Professionals Committee (Mark Ruggerio/Kerrie Bantivoglio)

No report was given for this Committee.

Marketing Committee (S. Maslowski/M. Lick)

Marlee Lick reported that the Committee is meeting with WMSH next week to plan the 2007 advertising campaign and budget.

Plans for the May Mom's the Word event have been completed and everything is in place.

Marlee noted that there has been positive comments on the flags that are displayed along Kings Highway.

Business Support (J. Verdi)

Lisa Hurd commented that the first "Coffee and Conversation" gathering that was held on Thursday, February 15th at Benjamin Lovell Shoes was attended by 15 people. The focus was on hours of operation, including how to staff for 7 days a week, and being open both Thursday and Friday evenings. Refreshments were supplied by Crepes & Ribbon. The next meeting is planned for Thursday, March 15th, 9 am – 10 a.m., hosted by The Little Shop. Refreshments to be supplied by Key Largo.

Lisa Hurd reviewed the Fine Dining Incentive Program that was initially approved in 2005, but later replaced by a rent and tenant fit-out subsidy program for restaurants. Lisa proposed that this original program, which offers interest grants on loans to restaurants, be adopted in addition to the newer restaurant incentive program.

A motion was passed to have both programs available to restaurants.

Lisa presented an Executive Overview of the funding request for J. McLaughlin, a company offering casual sportswear for men and women. Funds requested included a rent subsidy of \$5,912 representing two months free rent and \$25,000 for fit-out expenses for a total outlay of \$30,912. The \$25,000 is payable quarterly over the two years.

Lisa mentioned that the contract will include a clause that requires reimbursement to PfH if J. McLaughlin permanently ceases to operate its store within a year of opening.

A motion was passed to fund J. McLaughlin for the amount of \$30,912.

Administration Committee (R. Kugler)

Rosalie Shapiro mentioned that the Farmers Market Committee has requested to be included as part of the PfH, and work is underway to find a way to integrate them into PfH.

Several meetings have taken place between PfH and the Farmers Market Committee, but, there are a few more details in terms of financial and legal aspects to complete before a solution can be proposed.

Streetscapes (B. Lloyd-Aldeghi)

Beverly Lloyd-Aldeghi commented that letters to the Landlords and Merchants that asked for their help and cooperation in maintaining the appearance of the sidewalks and tree wells in the Haddonfield business district are still being distributed.

Beverly stated that new trash cans are being delivered shortly. Older trash cans will be cleaned.

Due to the cold weather, other activities are in a holding pattern until the warmer weather arrives. A spring activity being planned is spot cleaning the sidewalks.

Lisa Hurd asked this Committee to consider hiring a part-time person for regular sidewalk clean-up.

Borough News (R. Schwab)

Richard Schwab advised that the Borough budget was adopted. The new assessment rate is 76.71 cents per \$100 assessed property value.

Neal Rochford commented that he is pleased that the PfH budget is offering expanded programs without any increase in assessments.

Board of Trustee Comments

Public Portion

Ann Lawson, from The Bank, and representing the Professionals Committee, informed the board that the next networking event for this Committee will be held on Tuesday, May 1st at Christina's Restaurant for breakfast. More information will follow.

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

Respectfully submitted, Rosalie Shapiro
minutes

03—07-07 pfh