

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – April 1, 2009**

Meeting Attendees:

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

Excused Absenses: Lisa Blaber, Deena Gersh

Support Staff: Lisa Hurd, Rosalie Shapiro, Vince Russo

Minutes from the prior meeting were approved.

**Chairperson's Comments**

Rob Kugler began the meeting with suggesting that we thank the people in Haddonfield for shopping downtown. Neal Rochford mentioned that he will continue to be a positive advocate for the business district and expressed appreciation for the many hours of service being rendered by volunteers.

**Treasurer's Report**

Vince Russo reviewed the Treasurer's Report as of March 31, 2009. We have a balance of \$103,134 in the Susquehanna Operating Account. Current assets are \$161,699 and current liabilities are \$37,139 with a total equity balance of \$124,559. Net income is \$27,438. This report includes the receipt of the first assessment from the Borough in the amount of \$62,500.

The escrow account balance at The Bank is \$36,072 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 several new businesses are opening this month, including Bain's Deli, Country Way Bridal, and Cafe Loco. Aunt Aggies Cookies and Namaste Home closed.

Lisa summarized the meeting with owners of businesses that are located on 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. A third follow-up meeting is planned for later this month.

Lisa noted that several applications for retail retention grants have been received, and they will be submitted for board approval in May.

*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

### **Administration Committee** (R. Kugler)

Rosalie Shapiro stated that the 2009 PfH budget was adopted by the Commissioners at their March 10<sup>th</sup> meeting. A copy of the budget document is available on the Haddonfield website.

Rosalie distributed an updated Board of Trustees Handbook that contains the rules that board members should be familiar with and follow as a part of their duties of serving on the board. This handbook is current except for the List of Committees information. Committee charters and listings of committee members are being updated in the Administration Committee meetings.

A motion was passed unanimously by the board to appoint Justine Callahan as chair of the Streetscapes Committee.

### **Professionals Committee** (R. Tizzano)

Rosanne Tizzano reported that the next two networking events are: (1) May 4 - an evening Spring Fling at Javier; (2) September 29 - "A Taste of Haddonfield" evening event.

Rosie mentioned that informal networking events are planned as a fairly regular occurrence, with light refreshments being provided.

A detailed breakdown of the Professionals Committee budget was distributed.

### **Marketing Committee** (G. Reses)

Gary Reses reported that the next *First Friday* event is scheduled for April 3rd, and has a contingency plan to move artists indoors in the event of rain.

Gary stated that May 1<sup>st</sup> kickoff of the one week long Mom's the Word event is in the planning stages, and discounted townwide gift certificates will be offered during this timeframe.

FYI Channel 6 news featured Haddonfield as part of their neighborhood series 2 weeks ago.

### **Business Support** (J. Verdi)

Joann Verdi reported that the newly designed directional sign for Tanner Street had been approved by the HPC and will be ordered.

Joann commented that the Coffee and Conversation held at Switchfoot on March 19<sup>th</sup> was very well attended and resulted in a lively discussion on cross-selling and marketing ideas. The next Coffee and Conversation will be held at Head Trip on Thursday, April 16<sup>th</sup> from 9 a.m. - 10 a.m. Refreshments will be provided by BreadBoard Plus.

Upcoming *Dish and Dazzle* events have been expanded to 3 restaurants over a 4 week period. Ads for this event were created pro bono by Justine Callahan's son.

Joann noted that there will be a link to the Haddonfield website for the April 25<sup>th</sup> NJ Rowing Championship and the Masters Rowing event on June 5th. The cost for advertising was minimal.

### **Borough News** (Sharon McCullough)

Sharon McCullough stated that the start date of the Tanner Street infrastructure project has not been set yet, pending results of the no-interest, 20-year infrastructure loan that the Borough applied for.

### **Board of Trustees Comments - N/A**

### **Public Portion of the Meeting - N/A**

**Next Meeting: Wed, 05/06/09 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

04.01.09 pfh minutes