

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – April 2, 2008**

Meeting Attendees:

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

Excused absences: Guy Elzey

Minutes from the prior meeting were approved.

**Treasurer's Report**

Vince Russo reviewed the Treasurer's Report as of March 31, 2008. This report is a 2008 budget report, based upon the temporary budget. We currently have a balance of \$75,045 in the Susquehanna Operating Account. Current assets are \$181,299 and current liabilities are \$53,785, with a total equity balance of \$127,514. This current asset figure includes \$6,137 at The Bank for the Farmers' Market. To date, we have received \$62,500 from the Borough, representing the first quarterly assessment payment in 2008.

Vince reviewed the March transactions from the checking account.

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

Committee Reports

**Professionals Committee** (Kerrie Bantivoglio)

Kerrie Bantivoglio distributed copies of the newly designed Professional Directory.

Kerrie announced “Spring Fling”, a breakfast event that is scheduled for Tuesday, May 6th from 7:30 a.m. to 9 a.m. at Tivoli Kaffe.

She also stated that this Committee is meeting with WMSH to get new ideas for promoting the Professionals in 2008.

**Business Support** (Joann Verdi)

Lisa Hurd reported that the Melange lease has been signed, and a tentative opening date of April 21<sup>st</sup> has been set. The property formerly occupied by Mars Red has been leased to Justyna Interiors. Joann Verdi mentioned that the March Coffee and Conversation event that was held at In the Kitchen Cooking School featured Mindie Barnett. Mindie briefed attendees about the upcoming Public Relations plans for Haddonfield.

There are no plans for an April Coffee and Conversation, because the Business Support Committee will be sponsoring a Retailers Roundtable on Wednesday, April 16<sup>th</sup> from 5:30 to 7 p.m. at Tivoli Kaffe. They are also sponsoring a clothing fashion modeling event at Javier Restaurant on Friday, April 18th.

**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.**

**Marketing Committee (M. Lick/G. Reses)**

Gary Reses reported that plans for advertising and publicizing the *Mom's the Word* shopping event on Saturday, May 10<sup>th</sup> are finalized. Many special promotional activities, such as entertainment, in-store promotions and discounts, food, as well as extended hours, are planned as part of the shopping experience for that weekend. In addition, The Haddonfield Garden Clubs' annual Herb and Perennial Sale, the Lizzie Haddon basketball tournament, and the Farmers' Market are all occurring that weekend, as well. Gary stated that Mindie Barnett is actively reaching out to local publications, and several articles are in the works that will feature Haddonfield.

Gary noted that the Marketing Committee will not be sponsoring a Directory in 2008. Janet Hutchinson may choose to develop this product on her own initiative; however, it is not a PfH supported activity.

**Streetscapes (B. Lloyd-Aldeghi)**

Beverly Aldeghi reported general Spring clean-up activities are underway.

**Administration (R. Kugler)**

Rosalie Shapiro stated that the Commissioners held a Public Hearing on the 2008 PfH budget at their March 11<sup>th</sup> meeting and subsequently adopted the budget. The Operating Budget for 2008 is \$326,270, of which \$250,000 will be raised from assessment on commercial properties in the Business District. Rosalie reported that the draft of the Melange contract has been completed, and is being reviewed by Mario Iavicoli. A signed copy of the lease is need to complete the documentation.

The next Administration Committee meeting will be held at 9 a.m. on April 9th, preceded by a joint Regulations and Streetscapes meeting at 8 a.m. on April 9th.

**Borough News (Sharon McCullough)**

Sharon McCullough commented that the Public Works Department is cleaning the parking lots and tree wells.

Sharon announced that the Commissioners will introduce an ordinance to renew the Partnership for Haddonfield at their Tuesday, April 8<sup>th</sup> meeting. A Public Hearing on the proposed ordinance will be held on Tuesday, April 22nd, 7:30 p.m., Borough Hall. A few changes are being made to the ordinance that created the PfH in 2004, including, rewording the clause in Section 5 (Assessment) to specifically state that the Borough will pay for those costs of improvement and maintenance that have been budgeted for by the Borough; deleting the original dates for Board term expirations; establishing December 15 as the due date for a detailed annual budget; and eliminating the sunset clause.

Neal Rochford thanked the members of the Board for their contributions and recognized the PfH for their contributions to the improvements in the business community.

**Board of Trustees Comments**

Several Board members brought up the topic of broken lights on Kings Highway, trash issues, and the need to recycle. Trash and recycling issues will be discussed further at the next Regulations meeting.

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

**Next Meeting: Wed, 05/07/08 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

04.02.08 pfh minutes