

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – April 4, 2007**

Meeting Attendees:

Board members: Rob Kugler, Neal Rochford, Deb Hansen, Beverly Lloyd-Aldeghi, Marlee Lick, Guy Elzey, Susan Maslowski, Joann Verdi, Deena Gersh, Kerrie Bantivoglio

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absences: Tony Scoleri

Minutes from the prior meeting were approved.

**Chairperson's Comments**

Rob Kugler mentioned that the Commissioners have asked us to participate in clean-up weekend on April 28th. Rob asked that we think about choosing or adopting a spot for this activity.

**Treasurer's Report**

Vince Russo reviewed the Treasurer's Report as of March 31, 2007. We currently have a balance of \$155,687 in Checking/Savings accounts.

Vince stated that there was not much activity for the past month. He reviewed the checkbook activity for the month of March, showing Gift Certificate redemptions and operating account details.

Polished Plate has joined the shophaddonfieldnj.org website.

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

**BOE Communications Committee**

Mike Mercanti-Anthony attended today's meeting as part of the Board of Education's outreach program to visit various organizations in the Borough to establish dialogue. Mike received several responses to his question pertaining to what our concerns were. The three key concerns that were discussed were: (1) educational programs in the schools on littering and recycling, (2) teens congregating downtown, and (3) acts of vandalism in the downtown.

To address the first point, Mike informed us that the 7<sup>th</sup> grade curriculum included the concept of recycling trash, and dumpsters have been set up to handle recycling in the schools.

**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.**

On the second point, he noted that the Commissioners have implemented a curfew, but students coming home from school events are exempt. Mike also mentioned that the Commissioners are trying to find a reasonable way for bikes and skateboards to be a “scoot through town as a mode of transportation”.

He also informed us that a new activity in the school is “open gym night”, which is a Friday night activity that is supervised.

Mike commented that the School Board is not involved in dealing with the vandalism issues.

## Committee Reports

### **Professionals Committee** (Kerrie Bantivoglio)

Rob Kugler reported that Mark Ruggerio has resigned from the PfH and that Kerrie Bantivoglio would be the chairperson of the Professionals Committee.

Kerrie Bantivoglio reported that 2,500 invitations for the May Day networking breakfast were being printed and hand delivered. This event will be held at Cristina's on May 1st, from 7:30 a.m. - 9:00 a.m.

### **Marketing Committee** (S. Maslowski/M. Lick)

Lisa Hurd stated that an ad campaign to publicize the upcoming Mother's Day event on Saturday, May 12<sup>th</sup> is underway.

Cheryl Squadrito, from Media Friendly Publications, reported that she is working on a press release that focuses on new businesses coming to town. Cheryl also commented that *Lucky Magazine* is planning a visit to interview and publicize two new businesses, specifically J. McLaughlin and Ellie.

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

Joann Verdi reviewed (4) applications for grants under the new Retail Retention Program.

The Candy Buffet has applied for a \$500 grant, Jay West has also applied for a \$500 grant, Simple Things is relocating and applied for a \$500 grant, and Velvet Paws applied for \$300 for interior painting.

Joann also stated that the Business Support Committee wanted to modify the approval process so that the Committee was authorized to approve grant requests, and Board approval would not be required.

A motion to approve these 4 grants, and to authorize Committee approval for subsequent grants under this program was passed.

Lisa Hurd commented that the “Coffee and Conversation” gathering that was held on Thursday, March 15<sup>th</sup> at the Little Shop was attended by 15-20 people. Refreshments were supplied by Key Largo. The focus was on security issues and how to communicate the problem. Another issue that surfaced was the need for qualified, part-time help so that the retailers can remain open 7 days a week. The Information Center will house a form that people can fill out if they are looking for part-time work.

Plans to have the *Haddonfield Sun* publish a free article on the need for qualified, part-time employees are in work. The next Coffee and Conversation meeting is planned for Thursday, April 19th, 9 am – 10 a.m., hosted by I Wood. Pretty Sweet will provide refreshments.

Lisa Hurd noted that her latest recruitment activity is working with a restaurant, and another retailer is in the wings.

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

Rob Kugler stated that because Mark Ruggerio has resigned from the PfH Board of Trustees, there are now 2 board vacancies. The first vacancy, The Commercial Property Owner category, has been open since January. The second vacancy is in the Professionals, Service Providers, and Non-Retail Business category. Kerrie Bantivoglio, who has been serving as an Alternate I could move into the latter mentioned position, and Beverly Lloyd-Aldeghi could become Alternate I from Alternate II. That would leave the Alternate II position as an opening.

Rosalie Shapiro announced that the Farmers Market Committee still needed a “home”, primarily for insurance reasons and presented a proposal for making them part of the PfH without the need to change the PfH by-laws.

The Board passed a motion to accept the Farmers Market Committee as a subcommittee of the Business Support Committee, chaired by Joann Verdi, with the proviso that they agree to the criteria proposed by the Administration Committee. [See attached criteria] Guy Elzey proposed that PfH make a one-time grant to the Farmers Market to help defray PfH administrative costs. The Board passed a motion for a one-time grant of \$1,000 to the Farmers Market.

Rosalie proposed that Lisa Hurd's 2007-budgeted salary of \$41,215 be increased to \$41,515 for both equity and merit reasons, resulting in a 3.75% raise instead of a 3% increase. The Board passed a motion to approve the additional \$300 increase.

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

Beverly Lloyd-Aldeghi reported that new trash receptacles have been received and need to be distributed in strategic locations downtown. All existing trashcans have been power washed, and four (4) areas of the sidewalk along Kings Highway have been power washed as well.

Lisa Hurd asked this Committee to consider hiring a part-time person for regular sidewalk clean up. Discussion on this topic brought out the fact that the Borough blows leaves once a week, but the results are short-lived. The cleanliness issue with CVS sidewalks was mentioned again, and remains an ongoing problem.

Beverly noted that the Garden Club will be putting in new plants before major activities.

#### **Public Portion**

Kirk Peterson thanked Beverly for buying trashcans, but commented that shop owners need to be more diligent about picking up trash. He also recommended that a new clock be installed on North Haddon Avenue at a cost of about \$25K.

**Next Meeting: Wed, 05/02/07 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

04—04-07 pfh minutes

**Attachment Partnership for Haddonfield Meeting Minutes – April 4, 2007**  
**Farmers Market Proposal on integrating the Farmers Market into the PfH.**  
**4/3/2007**

The Farmers Market Committee needs to operate under an entity that will provide them with insurance. This Committee is considering operating under the Haddonfield Foundation, or the PfH. In order to obtain insurance coverage under PfH, they would need to comply with all of the laws and regulations that PfH operates under. PfH would need to have this activity reported to the Joint Insurance Fund (JIF) in order for them to assess the risk and determine whether there would be additional fees.

After some discussion of managerial, administrative, legal, and financial considerations, PfH Administration has proposed the following solution as an option for the Farmers Market to consider:

1. The Farmers Market Committee would become a subcommittee of the PfH Business Support Committee, chaired by Joann Verdi.
2. The PfH trustee, Joann Verdi, would serve as a member of the Farmers Market subcommittee.
3. The Farmers Market would primarily be self-directed and self-managed, and co-chaired by Susan Baltake and Jim Pecka. They would have hire/fire/supervisory responsibility for the Market Manager, for decision-making on activities related to this Market, for conflict resolution, and other managerial responsibilities.
4. The Farmers Market, as part of the PfH umbrella, would comply with the administrative, legal, and financial practices of PfH to ensure that the laws and regulations that PfH operates under are adhered to for protection of the BID. (NJSA 40:56-83 and 40:56-84).
5. The Farmers Market budget would be kept separate from the PfH budget; separate checking account, separate set of books, separate audit. However, Vince would report on their budget at the PfH board meeting.
6. The Treasurer, Vince Russo, and Secretary-Administrator, Rosalie Shapiro, would provide financial and administrative assistance for a nominal fee that is paid by the Farmers Market budget.
7. The Farmers Markets subcommittee would provide Joann Verdi and Rosalie Shapiro a short, one paragraph summary reporting their key activities on a monthly basis. This subcommittee would not be required to attend PfH board meetings. The summary report would suffice.
8. The Farmers Market 2007 activities would be included in the PfH audit, but, as a separate report.