

**Partnership for Haddonfield, Inc.
Meeting Minutes – April 5, 2006**

Meeting Attendees:

Board members: Mark Ruggerio, Neal Rochford, Tony Scoleri, Melanie Fendt, Rob Kugler, Joann Verdi, Guy Elzey, Debbie Hansen, Susan Maslowski
Alternates: Kerrie Bantivoglio, Beverly Lloyd-Aldeghi
Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absence: Jack Leonard

Minutes from the prior meeting were approved.

Chairperson's Comments

Rob Kugler began this meeting with the following general announcements: 1) PfH will conduct its first Strategic Planning Session on April 26th at Archer & Greiner 2) the first public meeting for the visioning project will be on April 26th at 7:00 p.m., in the Middle School, and 3) a public hearing on the PfH budget is scheduled for April 11th at 6 p.m.

Treasurer's Report

Vince Russo reviewed the 2006 Balance Sheet as of April 5, 2006. We currently have a balance of \$134,000 in Checking/Saving, which includes the first installment assessment amount of \$62,500 from the Borough. There are currently 12 merchants subscribing to Shophaddonfieldnj.com. Accounts Receivables still show \$2,000 for the Directory and \$900 Yampell. Rob Kugler will write a follow-up letter to Yampell to determine when this amount owed (\$900) will be paid to PfH. The encumbrance of \$7700 for Advertising has been paid. Gift certificate payables as of the end of March is \$5,910. Key items from the Profit and Loss statement are \$13,746 encumbered to cover Todaro's and Benjamin Lovell tenant improvement funding, \$10,825 for advertising expenses, \$1,119 for the Professionals Committee. The total net income as of end of March is \$15,988. A motion was passed to accept the Treasurer's Report.

Nominating Committee

Joann Verdi, representing the Nominating Committee in Jack Leonard's absence, nominated Deena Gersh, owner of the By Hand Fine Art Gallery, for the open retailer position on the board. A motion was passed to forward this nomination to the Commissioners for their approval.

Retail Recruitment

Lisa Hurd reported that she is working with the owner of Kings Court to fill 3 off highway vacancies. There are currently 4 target tenants who are waiting for available

<p>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.</p>
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properties on Kings Highway, but there are currently no vacancies. Cottage Home from Narberth, Pa. has applied for incentive funds in the amount of \$12K.

Application materials are being reviewed by the Business Support Committee. Lisa commented on our surrounding competitive areas, and stated that the Garden State Marketplace is focusing on national chains, and the Cherry Hill mall is adding a high fashion retailer in the property recently vacated by Strawbridge's.

Marketing Committee (M. Fendt)

Melanie Fendt reported that letters were sent to 35 companies to solicit responses to PfH's Request for Proposal for Advertising and Public Relations Services. To date, 3 qualified responses have been received and are being evaluated.

Current marketing campaigns include a flyer offering 20% discounts off of retail, services, and restaurants that was mailed to Haddonfield residents. Neal Rochford reinforced the concept of focusing on marketing to our residents as per the recent Brown & Keener Bressi visioning study.

The April issue of *SJ magazine* included a Shop Haddonfield and visiting Haddonfield piece with several color photos and a write-up.

Mom's the Word is planned for Mother's Day week, which will coincide with the *Touch A Truck* and the *Lizzie Haddon Girls Basketball Tournament*.

The Craft Festival is moving along, with the cut off date of April 15th for receiving applications. Judging will begin in May, and the appropriate advertising mediums for this event are being looked at.

Professionals Committee (M. Ruggerio)

Mark Ruggerio distributed the newest Business & Professional Directory, and advised that it will be published in the *Haddonfield Sun*. It is continually being updated to reflect changes.

Mark also mentioned that (2) separate Focus group sessions were facilitated by M. Wilman and results will be presented at the May 9th