

Partnership for Haddonfield, Inc.
Meeting Minutes – April 7, 2010

Meeting Attendees:

Board members: Susan Hodges, Jeff Kasko, Joann Verdi, Marlee Lick, Deena Gersh, Rosie Tizzano, Susan Maslowski, Joann Verdi, Gary Reses, Ann Lawson, Deb Hansen, Andrew Bertorelli

Support Staff: Lisa Hurd, Rosalie Shapiro, Parker & Russo Associates

Minutes from the prior meeting were approved.

Chairperson's Comments (S. Hodges)

Susan opened the meeting with a welcome back from Spring Break.

Treasurer's Report (Parker & Russo)

Vince Parker reviewed the 2010 Treasurer's Report as of March 31, 2010. We have a balance of \$119,648 in the Susquehanna Operating Account. Current assets are \$175,953 and current liabilities are \$30,942 with a total equity balance of \$145,011. Net income is \$22,787. This report includes the receipt of the first assessment of the Fiscal Year from the Borough in the amount of \$62,500. All prior encumbrances have been removed from the report.

Vince reviewed the Profit and Loss Report, and highlighted the expenditures that occurred during the month of March. These figures are based upon the 2010 temporary budget.

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

Committee Reports

Professionals Committee (R. Tizzano)

Rosie Tizzano reported that the Spring Fling event is scheduled for April 20th, 5:30 – 7:30 p.m. at Archer & Greiner. Invitations are being sent out. The Taste of Haddonfield event is scheduled for September 28th.

The April coffee networking event held at *Jersey Java* on Friday, April 2nd was well attended. The next monthly meeting will be held on May 7th.

This Committee is reviewing the overall PfH Public Relations plan and determining how the plan can accommodate the Professionals.

Administration Committee (S. Hodges)

Susan Hodges reported that the development of the Mechanic-Clement Street parking area that was contingent on the sale of the Leeds Technology building is off the table for now, since there is no closing

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.

date in sight.

Rosalie Shapiro stated that the 2010 PfH budget was introduced and approved on first reading at the Monday, March 23rd, Board of Commissioners meeting. The PfH budget is scheduled for a Public Hearing and final adoption on Tuesday, April 27th, 7:30 p.m., Room 102. However, Jeff Kasko advised that there may be some tweaks to the budget prior to the April 27th meeting. As an interim measure, a motion was passed to extend the temporary budget through the month of April.

Rosalie announced the appointment of D. Andrew Bertorelli to fill the Alternate II vacancy. Rosalie stated that Guy Elzey resigned, so that there is a vacancy in the landlord category.

Justine Callahan has also submitted her resignation, but may consider a leave of absence. More specifics regarding a leave of absence need to be obtained.

Retail Retention and Recruitment Committee (D. Hansen)

Lisa Hurd reported that a pet boutique franchise called **Doggy and Kitty Style** is opening next door to **Richard Bennett**, a store from Collingswood **Needful Things** is opening in the space formerly occupied by **Luigi Tailors**, and a new restaurant with European/Mediterranean cuisine is opening in the former **Via Julia** restaurant location. A signed lease is pending for the space formerly occupied by **Au Courant**.

Deb Hansen commented on customer complaints regarding some businesses being closed on Monday. A motion was passed to grant retention funds in the amount of \$1,000 to **Animo Juice** for painting, countertops, new front window displays, and customer seating.

Marketing Committee (G. Reses)

Gary Reses reported that the April First Friday event was a strong night for merchants and was well attended. There was media coverage, and Suasion Communications successfully got the word out.

Gary noted that the Mom's The Word event is planned for early May.

A major bridal event is in the works, including development of a bridal planning website and brochures.

Suasion Communications distributed the Flash report to the board and presented the highlights of their March activities. Some key activities included Public Relations Meetings, Haddonfield Bridal Event Meetings, *Courier Post* Editorial Meeting, South Jersey Tourism Corporation meeting, coordinating Susan Hodges Comcast's interview, sending pitches to several local publications on Haddonfield low vacancy rate, and drafting copy for PfH Newsletters.

Business Support Committee (J. Verdi)

Joann Verdi reported that the March Coffee and Conversation was a seminar featuring Horward Yermish from Online Strategy and Marketing. Mr. Yermish spoke about the importance of internet marketing for retail businesses. Refreshments were provided by Jersey Java & Tea.

Joann announced that the next Dish & Dazzle event will be held at Little Tuna on April 23rd at noon, and on April 30th at Melange at noon.

Visual Enhancements Committee (J. Callahan) - N/A

Borough News (Sharon McCullough)

Sharon McCullough stated that the Borough is focusing on the budget and there are many challenges facing the Borough budget this year. The loss of \$250K in state aid cannot be passed onto the taxpayers, which could impact services and result in budget cuts.

Board of Trustees Comments - N/A

Public Portion of the Meeting - N/A

Next Meeting: Wed, 05/05/10, 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

04.07.10 pfh minutes