

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – May 2, 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

Unexcused absence: Tony Scoleri

Minutes from the prior meeting were approved.

**Chairperson's Comments**

Rob Kugler mentioned that the Planning Board adopted a revised Master Plan and ordinances now need to be written to implement it. A decision is pending as to who will be responsible for writing the required ordinances. Rob commented that some business property owners thought that they did not receive adequate notice about the visioning process. Neal Rochford replied that various efforts were made by the Borough to get the word out, including surveys, neighborhood meetings, newspaper articles, so that there was ample opportunity for stakeholders to provide input.

**Treasurer's Report**

Vince Russo reviewed the Treasurer's Report as of April 30, 2007. We currently have a balance of \$159,495 in Checking/Savings accounts.

Vince reviewed the Balance Sheet for the Haddonfield Farmers' Market account, which is a separate set of books, but included on the balance sheet of PfH. The Farmers' Market currently has a balance of \$22,424.

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

**Committee Reports**

**Professionals Committee (Kerrie Bantivoglio)**

Kerrie Bantivoglio stated that there were 75 attendees at the May Day Networking Breakfast on May 1<sup>st</sup> at Cristina's restaurant. Three (3) new people attended the Professionals Committee meeting held on May 2nd.

**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** (S. Maslowski/M. Lick)

Susan Maslowski commented that marketing plans for the May 12 Mom's the Word shopping event were complete. Many special promotional activities, such as entertainment, in-store promotions and discounts, food on the street, and flowers, are scheduled as part of the shopping experience for that weekend. In addition, the Haddonfield Garden Club herb sale, the Lizzy Haddon Invitational Basketball Tournament, and the Farmers' Markets are all occurring that weekend, as well. This year marked the largest participation from retailers in the Mom's the Word event.

Susan noted that group cooperative ads will be appearing in the *Courier Post* on May 6<sup>th</sup> and the *Sun* newspaper group on May 9<sup>th</sup>.

Susan circulated a copy of the new image ad logo featuring *Lizzy*, that was developed by WMSH Marketing Communications. The *Lizzy* image will be consistently used in future advertising campaigns to create brand recognition.

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

JoAnn Verdi stated that the "Coffee and Conversation" gathering that was held on Thursday, April 19<sup>th</sup> at I. Wood was attended by 45 people. Refreshments were supplied by Pretty Sweet. The focus was on issues of street cleanliness, and many retailers thought that Kings Court and Haddon Avenue were locations where trash removal was inadequate. Ed Borden offered to organize a meeting between retailers, the PfH and the Borough to address these concerns and resolve the issues. The PfH position is that trash pickup is a Borough responsibility.

A prototype of the new Lizzy image ad logo was circulated, and was well received.

The next Coffee and Conversation meeting is planned for Thursday, May 17, 9 am – 10 a.m., hosted by Cabinetree.

Lisa Hurd stated that there are two (2) retail vacancies to fill (Couture, Thoughtful Gifts), and 20 prospective tenants have been contacted. The vacancy on Mechanic Street is expected to be filled soon. Fuji restaurant is opening for lunch this week.

Lisa also mentioned that Collingswood was hand delivering invitations to our retailers as a recruitment effort. The invitations were to attend a presentation by Mayor Maley and the Borough of Collingswood on May 3<sup>rd</sup> at the New Lumberyard Condominium. The announced topic was "Doing Business in Collingswood: Past and Present."

JoAnn reported that the Farmers' Market opening date is Saturday, May 12<sup>th</sup> with 15 vendors and some specialty produce.

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

Beverly Lloyd-Aldeghi reported that she was trying to organize a meeting with the Borough to review the dollars that are budgeted for downtown clean up, landscaping, parking lot landscape maintenance and trash collection in order to determine how best to use the PfH budgeted dollars for Streetscapes to meet the cleanliness needs of the downtown users.

To date, Lantern Lane is being cleaned, and the Garden Club is attending to Kings Court. Two (2) cleanings are scheduled by the Borough in order to be ready for May 12<sup>th</sup> events. Beverly stated that trash cans are being redistributed, and the new ones are to be installed.

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

Rosalie Shapiro stated that the employment contract to hire a Market Manager for the Farmers' Market has been completed, and Joseph Brandolo has been hired for this position.

Rosalie advised that the Administration Committee was planning to retain the firm of Neal Curry to complete a 2006 audit for the fee of \$2,700. We are required by state law to file an auditor's report by June 30, 2007.

Rob Kugler announced that there will be no board meeting scheduled for August.

### **Nominating Committee (J. Verdi)**

Joann Verdi proposed the following action steps in order to fill the board vacancy due to Mark Ruggerio's resignation:

- 1) move Kerrie Bantivoglio from Alternate I to the Professionals, Service Providers, and Non-Retail business category.
- 2) move Beverly Lloyd-Aldeghi from Alternate II to Alternate I category
- 3) nominate Lisa Blaber for the position of Alternate II

The above motion was passed. These nominations will be forwarded to the Commissioners for their consideration and approval.

### **Board of Trustees**

Lisa Hurd reviewed a proposal from the Parking and Access Committee to eliminate the 28 permit spaces from the Clement Street parking lot and convert those spaces to metered spaces with the intention of informing current users of permit spaces of alternate parking spaces. After a discussion of this proposal, a motion was carried to support it, with Rob Kugler abstaining.

Deb Hansen mentioned that the *Sun* newspaper was not being delivered to the Downtown businesses, and that this was a concern to be addressed.

### **Public Portion**

Kirk Peterson re-iterated the need for the Borough to keep Kings Highway clean.

Kirk also reviewed a proposal to improve the parking lot behind the Shops at 116 and the Presbyterian Church parking lot.

**Next Meeting: Wed, 06/06/07 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

05—02-07 minutes