

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – May 3, 2006**

Meeting Attendees:

Board members: Neal Rochford, Tony Scoleri, Melanie Fendt, Rob Kugler, Joann Verdi, Debbie Hansen, Susan Maslowski, Jack Leonard

Alternates: Beverly Lloyd-Aldeghi

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absence: Mark Ruggerio, Kerrie Bantivoglio

Unexcused absence: Guy Elzey

Minutes from the prior meeting were approved.

**Chairperson's Comments**

Rob Kugler began this meeting with a note of appreciation to Rosalie Shapiro for conducting the Strategic Planning Session that was held on April 26<sup>th</sup> at Archer & Greiner.

**Treasurer's Report**

Vince Russo reviewed the 2006 Balance Sheet as of April 30, 2006. We currently have a balance of \$117,000 in Checking/Savings account. The \$2,000 for the Directory and \$900 for Yampell remain due and are shown as outstanding items in Accounts Receivable. Vince reviewed the checkbook activity at Commerce Bank for the gift certificate redemptions, as well as checkbook activity for the Operating Account at Susquehanna Bank. The majority of the expenses were for Advertising and encumbrances for Todaros. The total net income as of end of April is \$9,513.

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

Committee Reports

**Business Support (J. Leonard)**

Lisa Hurd presented the highlights of the request for funding for Cottage Home. Cottage Home is a retail store that specializes in upscale home accessories and plans on opening in mid-June. The total outlay that was requested is \$7,791, consisting of both a rent subsidy and a fit-out grant. The rent subsidy of \$3,000 represents two months free rent, which is being matched, dollar-for-dollar by the property owner, Tim Murtha. The fit-out grant in the amount of \$4,791 is for 25% of the total outlay of \$19,184 for construction costs. This amount would be payable quarterly over two years, beginning July 1, 2006. A motion to approve this funding was passed.

<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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Lisa Hurd reported that she anticipates a lease being signed at the Shops at 116 by the end of the month, and 3 off highway spaces to be rented shortly. There are currently 3 target tenants who are waiting for available properties on Kings Highway, but there are currently no vacancies.

#### **Marketing Committee (M. Fendt)**

Melanie Fendt reported that responses to the RFPs for a marketing firm are being evaluated and a final recommendation may be forthcoming in the June meeting.

To date, 500 applications have been received for the annual Craft Fair, as compared to 300 last year. Jurying is expected to begin next week. Booth fees were increased this year, which is expected to increase the net income from this activity.

Mom's the Word event is planned for Saturday, May 13, and is being coordinated with the Lizzy Haddon event. There is an increase in the number of stores participating and a record number of people are expected to be in town.

Melanie noted advertisements in several publications, including an article on dining in Haddonfield in this month's issue of *SJ Magazine*, a 2 page ad in the *Camden County Guide* that contains links to shophaddonfield.com from the *Courier Post*, as well as upcoming ads in *Philly Magazine* and *Philly Style*.

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

Rob Kugler announced that the 2006 PfH budget was approved by the Commissioners in the April 11<sup>th</sup> meeting.

Rosalie Shapiro reviewed the highlights of the strategic planning session. The re-examination of major goals and priorities led to the conclusion that there were three major areas to focus on in the longer term: (1) the right business mix (2) cleanliness and re-energizing the appearance of downtown and (3) promoting Haddonfield to targeted markets utilizing advertising, marketing, public relations, and events.

It was noted that follow-up work needed to be done, including minor reorganization of some committees, rewriting charter statements, and identifying potential changes to the current PfH budget so that funds are aligned with priorities.

Rob mentioned that the budget function will become part of the Administration Committee responsibilities, but will continue to be developed with the Committee chairs.

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

Rosalie Shapiro reported that the final recommendations for changes to the sign ordinance are being worked on by the sign committee, and these will be reviewed in the June board meeting.

#### **Professionals Committee (M. Ruggerio)**

Mark Ruggerio mentioned that the results of the Focus group sessions that were facilitated by M. Wilman will be presented at the May 9<sup>th</sup>, 7:30 a.m. breakfast meeting being held at Rosa's Café. This committee plans to host more networking events in the next few months.

**Visual Improvements Committee (D. Hansen)**

Debbie Hansen stated that flowers have been planted on Kings Highway and she is working with the Garden Club to add additional flowers.

Debbie identified the need to find a second location for an additional banner. After some discussion, the conclusion was to just have the one banner location where it currently is. There was some discussion of maintaining some of the parking lots, and whether mulch could be added more often. This was left as an open item.

Joann Verdi mentioned that cleanliness of the streets, including problems with gum, was becoming a major concern. Follow-up work remains to be done to determine the cost of addressing this problem.

**Borough News (R. Schwab)**

Richard Schwab announced that May 4<sup>th</sup> the Borough Budget will be discussed, and the school board budget was being reviewed. Richard also mentioned that the Commissioners adopted Bancroft as a redevelopment zone.

**Public Portion of the Meeting**

Tim Murtha stated that the Mechanic Street parking lot needed to be “spruced up”, and asked questions regarding replacement of 3 trees that were taken down along Kings Highway.

Beverly Aldeghi responded that trees will be planted in the Spring and stumps were scheduled to be reground this summer.