

Partnership for Haddonfield, Inc.
Meeting Minutes – May 5, 2010

Meeting Attendees:

Board members: Susan Hodges, Jeff Kasko, Joann Verdi, Marlee Lick, Deena Gersh, Rosanne Tizzano, Gary Reses, Ann Lawson, Andrew Bertorelli, Sean Leonard

Excused Absence: Deb Hansen

Unexcused Absence: Susan Maslowski

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

Minutes from the prior meeting were approved.

Chairperson's Comments (S. Hodges)

Susan Hodges introduced a new board member, Sean Leonard. Sean is Executive Vice President at Interstate Commercial Real Estate and specializes in retail development and tenant representation.

Treasurer's Report (Parker & Russo)

Vince Parker reviewed the 2010 Treasurer's Report as of April 30, 2010. We have a balance of \$101,072 in the Susquehanna Operating Account. Current assets are \$154,491 and current liabilities are \$27,546 with a total equity balance of \$126,944. Net income is \$4,721. This report includes the receipt of the first assessment of the Fiscal Year from the Borough in the amount of \$62,500.

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

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

Borough News (Sharon McCullough)

Sharon McCullough stated that the Borough is weighing the pros and cons of delaying construction on Tanner Street. Bids could go out after the next Commissioners meeting, with work starting in the mid-summer (late July) timeframe. It is a 5-6 month project which will limit traffic during construction. Sharon noted that the entire street will not be torn up at once in order to allow for some traffic flow. Sharon reviewed the Skateboard Demonstration, Music Festival, and Action Sports Expo event proposed by Shelter and asked for feedback from PfH.

This would be a public event held on Saturday, August 21 from 12 pm – 7 pm at the Parking Lot behind Shelter, next to the PATCO station.

After some discussion, it was agreed that the Commissioners would check with businesses near that Parking lot to determine what their thoughts are on this event, a representative from PfH would meet with

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.

the Commissioners and the SHELTER group to get further details, and the Administration Committee would take the time to analyze the impact to downtown in order to provide meaningful feedback to the Borough.

Professionals Committee (R. Tizzano)

Rosie Tizzano reported that the Spring Fling event held on April 20th, 5:30 – 7:30 p.m. at Archer & Greiner was a success. Tres Famiglia provided the refreshments. The Taste of Haddonfield event is scheduled for September 28th. The location of this event is to be determined.

The next coffee networking event will be held at *Jersey Java* on Friday, May 7th.

This Committee is working with Suasion Communications to disseminate news related to the Professionals. An electronic form that professionals could use to submit their news is being considered. Rosie reported that work with Raphael Webscapes on the professionals website is ongoing. The Professionals brochure is being updated.

Administration Committee (S. Hodges)

Rosalie Shapiro reviewed the amendments to the PfH budget that the Commissioners recommended on April 26th. She stated that the revised budget is now scheduled for a Public Hearing and final adoption on Tuesday, May 11th. The primary change was an increase of \$8K for the Information Center, resulting in a new allocation of \$18K for that line item. The \$8K was obtained by freezing salaries and cutting the retention grant line item for the Professionals Committee.

Rosalie advised that Sean Leonard was appointed in the landlord category and Justine Callahan officially resigned. This leaves a vacancy in the Alternate category, and a vacancy for the Visual Enhancements chair.

A motion was passed to appoint the firm of Neal Curry as auditor for 2009 in the amount of \$2,900.

A motion was passed to approve a contract in the amount of \$4,250 plus optional fees in the amount of \$950 for Raphael Webscapes to develop a bridal planning website. The contract is being written and requires approval from the Borough solicitor and the PfH chair, Susan Hodges.

Arlene Fiorilli announced that *Philadelphia Magazine* will be the premiere media sponsor of the Arts and Craft Fair. The free publicity resulting from this sponsorship is approximately \$100K and is a significant

potential source of obtaining additional sponsors. Arlene advised that Renaissance Craftables, in partnership with Denenberg Communications, has responsibility for all publicity related to the Craft Fair.

Retail Retention and Recruitment Committee (D. Hansen)

Lisa Hurd reported that ribbon cuttings are planned for *The Bistro*, *Veronicas*, *Doggie and Kitty Style*, and *Cross Culture*. A ribbon cutting for *A Taste of Olive* will occur in June.

A new dance studio, *Diamond Angels Dance Studio* is opening in May.

Lisa stated that *Justyna Interiors* closed their business at their current location, and *Judd Moon* is moving his business into that space. A restaurant is moving into the *Judd Moon* space.

The current vacancy rate is less than 5 per cent.

Lisa reported that she will be attending a Retail coordinators meeting in Nashville, Tennessee and will

be networking with colleagues from various locations throughout the US.

Marketing Committee (G. Reses)

Gary Reses reported that the two Dish and Dazzle events were well attended.

The next First Friday event will be this weekend and all plans for Moms the Word are finalized.

Gary noted that Tuesday, May 18th members of the Philadelphia Concierge Association will be touring Haddonfield and a panel of speakers has been assembled to talk about downtown. *Little Tuna* will host a luncheon for the concierges.

Suasion Communications distributed the Flash report to the board and presented the highlights of their April activities. Some key activities reported was that the Comcast segment featuring Susan Hodges ran 124 times, a meeting was scheduled with the *Philadelphia Inquirer*, a Comcast segment in June featuring Lisa Hurd is in work, and the ad value for April was \$147K.

Suasion suggested that a publicity campaign be developed around the Tanner Street construction, using signage and PR messages to keep businesses, residents, and customers informed about the project.

A strategy and more information will be needed and can be obtained from Sharon McCullough.

Business Support Committee (J. Verdi)

Joann Verdi reported that the May Coffee and Conversation will be held at Cross Culture restaurant on Thursday, May 20th and will be themed 'Ask the Experts'. This will provide attendees with the opportunity to ask Pff and the Borough questions, and have a dialogue about the Partnership.

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

Board of Trustees Comments - N/A

Public Portion of the Meeting

Kirk Petersen commented that the trash cans were overflowing when the Lizzy Haddon Invitational Tournament was held. Susan Hodges stated that she will follow-up with the Borough on this item.

Kirk also suggested that Haddonfield host a Restaurant week in the summer.

Next Meeting: Wed, 06/02/10, 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

05.05.10 pfh minutes