

Partnership for Haddonfield, Inc.
Meeting Minutes – May 6, 2009

Meeting Attendees:

Board members: Rob Kugler, Neal Rochford, Deb Hansen, Joann Verdi, Rosanne Tizzano, Ann Lawson, Justine Callahan, Marlee Lick, Gary Reses, Susan Maslowski , Deena Gersh
Support Staff: Lisa Hurd, Rosalie Shapiro, Vince Parker

Excused Absenses: Lisa Blaber; Unexcused Absence: Guy Elzey

Minutes from the prior meeting were approved.

Chairperson's Comments

Rob Kugler began the meeting by thanking the staff who prepared the information for the public in response to requests pertaining to the restaurant retention program.

Treasurer's Report

Vince Parker reviewed the Treasurer's Report as of April 30, 2009. We have a balance of \$85,341 in the Susquehanna Operating Account. Current assets are \$141,402 and current liabilities are \$34,881, with a total equity balance of \$106,521. Net income is \$9,400. This report includes the receipt of the first assessment of the Fiscal Year from the Borough in the amount of \$62,500.

The escrow account balance at The Bank is \$36,121 and is being used to pay obligations contractually committed to for existing recruitment grants.

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

Retail Coordinator's Report

Lisa Hurd reported that **Javier Restaurant** had closed. Significant internal setbacks during the restaurant's opening months, coupled with the prolonged economic downturn, led to the closing. Approximately \$56K in the form of a combination rent subsidy and fit-out grant had been paid up to the time of closing and will not be recouped because the restaurant was open for longer than one year. Lisa stated that the space formerly occupied by **Aunt Aggie's Cookies** has been rented to **Frosted Custom Cakes**, and the **English Gardener** is moving to the Plus Lady space on Kings Highway. Lisa attended a national Retail Recruiters' meeting in Austin, TX as well as the Mainstreet NJ Downtown revitalization meeting. Topics considered at these meetings included leasing strategies, demographic and national trends, and comparison of incentive programs. Haddonfield's vacancy rate, at 5%, compared favorably to overall averages in NJ that range from 7.5 – 15%. Haddonfield was featured on the cover of the May issue of *South Jersey Magazine* as the top town in southern New Jersey.

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.

Retail Retention and Recruitment Working Group

Rosalie Shapiro reported that so far 19 businesses have applied for the retail retention grant program that was announced in March, 2009. Details are shown in the attached spreadsheet.

Lisa Hurd reviewed the details of the requests, and the board voted to:

- 1) reject any requests for improvements that were initiated or completed prior to the March announcement of the program (Grind House, Accent Studio, Her Sport).
- 2) reject any request that did not meet the criteria (Apron – open 3 months; can re-apply in June).
- 3) approve all the other requests in amounts ranging from up to \$500-\$1,000 in accordance to the criteria.

Committee Reports

Administration Committee (R. Kugler)

Rosalie Shapiro presented 3 proposals for the board to vote on:

1) To establish the Retail Retention and Recruitment Working Group as a Committee to administer incentive programs. Charter is attached. The board unanimously passed this motion.

Deb Hansen was appointed Committee chair by the board.

2). To appoint the firm of Neal Curry as the auditor for 2009. The fee in the amount of \$2,800 is unchanged from last year. The board unanimously passed this motion.

3). To approve expenditures of up to \$2K per month for MB and Associates, on an interim basis, with the understanding that competitive bids will be obtained within the next few months and prior to reaching \$21K total figure this year. This type of engagement was initiated because the contract for Public Relations expired December 31, 2008, and contracts that exceed \$21K in a given year need to be advertised and competitively bid. The bidding process for a new contract has not begun and will take a few months to complete. The board approved the motion with the understanding that reports of services rendered will be provided.

Neal Rochford expressed concern about accountability and getting good value for services rendered, and rendered the lone negative vote.

Professionals Committee (R. Tizzano)

Rosanne Tizzano reported that the May 4th “Spring Fling” networking event at Mélange went well and was attended by approximately 50 people.

Rosie mentioned that the September 29 “A Taste of Haddonfield” evening event will be held at TD Bank in Haddonfield.

Rosie stated that the first quarter budget for her Committee is on target.

Marketing Committee (G. Reses)

Gary Reses reported that the *First Friday* event that was held on April 3rd had lighter attendance than expected due to the rain, and artists were cancelled.

Gary stated that a one week long *Mom's the Word* event is underway, and the 10% discounted townwide gift certificates are being offered during this timeframe.

Business Support (J.Verdi)

Joann commented that the Coffee and Conversation held at **Head Trip** on April 16th was very well attended and resulted in a lively discussion on customer service. The next Coffee and Conversation will be held at **Georgie Girl** on Thursday, from 9 a.m. - 10 a.m., May 21st.

Upcoming *Dish and Dazzle* events have been expanded to 3 restaurants over a 4 week period. The next event will be held at **Little Tuna**.

Joann reported that the Tanner Street sign will be ready to be installed next week.

Streetscapes Committee (J. Callahan)

Justine reported that she is in the process of organizing this committee, identifying issues and understanding the priorities.

Borough News (Sharon McCullough)

Sharon McCullough stated that the Borough will be receiving grant stimulus funding. However, the start date of the Tanner Street infrastructure project has not been set yet since bids need to be obtained for the work.

Board of Trustees Comments – N/A

Public Portion of the Meeting

Kirk Peterson distributed his proposal for improving Kaufmann Court.

Next Meeting: Wed, 06/03/09 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

05.06.09 pfh minutes