

Partnership for Haddonfield, Inc.
Meeting Minutes – May 7, 2008

Meeting Attendees:

Board members: Deb Hansen, Gary Reses, Neal Rochford, Deena Gersh, Joann Verdi, Beverly Aldeghi, Marlee Lick, Kerrie Bantivoglio, Ann Lawson, Guy Elzey
Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absences: Rob Kugler

Unexcused absences: Susan Maslowski, Lisa Blaber

Minutes from the prior meeting were approved.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of April 30, 2008. We have a balance of \$62,258 in the Susquehanna Operating Account. Current assets are \$152,310 and current liabilities are \$44,117 with a total equity balance of \$108,193. This current asset figure includes \$10,479 at The Bank for the Farmers' Market. Future Treasurer Reports will exclude the Farmers' Market account, since they will be a separate entity. The escrow account balance at The Bank is \$63,396 and is being used to pay prior obligations contractually committed to for existing recruitment grants. To date, we have received \$62,500 from the Borough, representing the first quarterly assessment payment in 2008.

Vince reviewed the April transactions from the checking account.

Vince mentioned that he completed both the federal and state tax returns for the PffH.

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

Committee Reports

Professionals Committee (Kerrie Bantivoglio)

Kerrie Bantivoglio reported that the “Spring Fling” breakfast event that was held on Tuesday, May 6th at Tivoli Kaffe was successful and drew a number of new participants.

Kerrie noted that this Committee is working with Raphael Webscapes to develop web pages designed to market and promote the professionals and non-retail community.

Business Support (Joann Verdi)

Joann Verdi stated that the Retailers Roundtable held on Wednesday, April 16th at Tivoli Kaffe was well attended and well received. The focus was on advertising and marketing, and ideas for generating excitement downtown. Panelists included several retailers that have successful businesses and were eager to share their ideas with attendees.

“Dish and Dazzle”, a clothing fashion modeling event, is being held weekly at Javier Restaurant over a six week period. The series will run from Friday, April 18th through Friday, May 23th, and provides an

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.

opportunity for clothing stores to present a summer fashion preview for their customers.

Lisa Hurd reported that she is continuing recruiting efforts to fill the few vacancies downtown, including the space formerly occupied by Pierre de Beaumont, and the properties on Kings Court. The Powder Room has recently become available, since that business consolidated with Threads and Sleds. Lisa attended the 2 day IDA Conference in St. Louis geared towards retail recruiters and BIDs throughout the U.S. She noted that the PfH compares very favorably to other BIDs.

Marketing Committee (M. Lick/G. Reses)

Gary Reses reported that all advertising and promotional materials are ready for *Mom's the Word* shopping event on Saturday, May 10th. The Haddonfield Garden Club's annual Herb and Perennial Sale, the Lizzie Haddon basketball tournament, and the Farmers' Market are all occurring that weekend as well.

Gary mentioned that the Shop Haddonfield brochure, which is replacing the Directory, is being printed and 5,000 copies will be available next week.

He commented that our public relations efforts are going well, and several businesses were featured in the *Courier Post* as a result of Mindie Barnett's efforts.

Regulations Committee (R. Kugler)

Rosalie Shapiro stated that the Committee is proposing that an existing ordinance be amended such that trash in bags are to be placed in trash containers. Currently, stores can use trash containers or bags, but restaurants are required to have both. The ordinance change would require all businesses to place bags into trash containers. After a discussion of the trash issues, the motion was not passed. Several board members commented that enforcement by Public Works, rather than an ordinance change was needed. Rosalie added that the Committee is proposing that guidelines for planters and placement of planters be developed by the Streetscapes Committee. This motion was passed unanimously.

Streetscapes (B. Lloyd-Aldeghi)

Beverly Aldeghi reported that a letter was sent out to merchants and landlords to ask their help and cooperation to maintain the appearance of sidewalks and tree wells.

Beverly recommended that two new trash cans for recycling bottles be purchased to assist with the overall recycling effort.

Planters on Kings Highway are being attended to, and Lantern Lane is being cleaned up.

Administration (R. Kugler)

Rosalie Shapiro mentioned that the contract between PfH and M \acute{e} lange has not been signed by M \acute{e} lange at this time. She also noted that the contract with WMSH is due for renewal at the end of July.

Rosalie stated that we have received a quote of \$2,800 from Neal Curry to perform the 2007 audit.

In Rob's absence, she obtained permission from the board to authorize the agreement.

Rosalie informed the board that the Commissioners approved the ordinance to renew the Partnership for Haddonfield for an indefinite term at their April 22nd meeting.

Borough News (Sharon McCullough)

Sharon McCullough presented the design concept for landscaping Kings Court. Work is scheduled to being in the late July- early August timeframe, contingent upon approvals from the Planning Board and the HPC. The design will include trees, plantings, brick crosswalks, watering system, drainage, and many other enhancements to that area.

Board of Trustees Comments – N/A

Public Portion of the Meeting - N/A

Kirk Peterson suggested that planters be regulated through ordinance in lieu of developing guidelines for planters.

Kirk also suggested that an “Arts on the Highway” event be organized.

His additional idea was to feature a statue of a bulldog in the Center of Kings Court.

Next Meeting: Wed, 06/04/08 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

05.07.08 pfh minutes