

Partnership for Haddonfield, Inc.
Meeting Minutes – June 2, 2010

Meeting Attendees:

Board members: Susan Hodges, Jeff Kasko, Joann Verdi, Gary Reses, Deena Gersh, Rosanne Tizzano, Sean Leonard, Deb Hansen

Excused Absence: Marlee Lick, Ann Lawson, Susan Maslowski

Unexcused Absence: Andrew Bertorelli

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

Minutes from the prior meeting were approved.

Chairperson's Comments (S. Hodges)

Susan Hodges stated that there is an open board position in the Alternate category, as well as an opening for a board member to volunteer as chair of the Visual Enhancements Committee.

Treasurer's Report (Parker & Russo)

Vince Parker reviewed the 2010 Treasurer's Report as of May 28, 2010. We have a balance of \$137,913 in the Susquehanna Operating Account. Current assets are \$190,703 and current liabilities are \$26,258 with a total equity balance of \$164,446. Net income is \$42,222. This report includes the receipt of the first assessment of the Fiscal Year from the Borough in the amount of \$62,500 and the second assessment in the amount of 58,500. The second assessment, in the amount of \$58,500, reflects a reduction of \$4,000 for the second quarter payment to the Borough for Information Center services. Vince reviewed the Profit and Loss Report, and highlighted the expenditures that occurred during the month of May. These figures are based upon the 2010 temporary budget.

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

Professionals Committee (R. Tizzano)

Rosie Tizzano reported that the Committee is reviewing their budget and determining how to spend their budget dollars for the second half of the year.

This Committee is continuing work on disseminating news related to the Professionals. Plans are to keep the professional website updated, to advertise events, and distribute the Professionals brochure in local newspapers and magazines.

The next breakfast networking event will be held on Friday, June 4th, Jersey Java.

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.

Administration Committee (S. Hodges)

Rosalie Shapiro reported that the Commissioners adopted the PfH 2010 budget at their May 11th meeting.

Rosalie advised that the first draft of the contract with Raphael Webscapes to develop a bridal planning website has been written and reviewed by legal counsel. Revisions to the contract and Raphael proposal are required. Both documents are being worked on.

The Committee completed a more in depth review of the Shelter proposal to hold a Skateboard Demonstration, Music Festival, and Action Sports Expo on Saturday August 21st at the Parking Lot next to the PATCO station. The recommendation to the Commissioners is that PfH is in favor of this event. The Commissioners will make the final determination of whether this is approved or not.

Retail Retention and Recruitment Committee (D. Hansen)

Deb Hansen reviewed two requests pertaining to the retention grant program: \$500 maximum grant to both Haddonfield Floral and Z's Treasures. A motion was passed to approve these two requests.

Lisa Hurd reported that Invites and Delights is closing, and the following locations remain vacant: Haddonfield Floral, Pierre DeBeaumont, and a property in Kings Court. Lisa noted that Gary Coleman has acquired the property formerly occupied by the 146 Restaurant and will be opening a Fish and Chips restaurant in that location.

A tentative prospect has been identified in the Home Furnishings business and is being recruited.

Lisa reported that she attended a Retail coordinators meeting in Nashville, Tennessee and exchanged ideas on incentive programs and other related topics. One suggestion was to display artwork in empty storefronts. That is a follow-up item.

Marketing Committee (G. Reses)

Gary Reses reported that the May First Friday event, in conjunction with Mothers Day weekend, was well attended. The next First Friday will be held on June 4th. He mentioned that the Fathers Day promotion will be dropped this year.

Gary noted that on Tuesday, May 18th seven members of the Philadelphia Concierge Association toured

Haddonfield and were very enthusiastic about Downtown. Major hotels have our brochures and are considering having their next meeting in Haddonfield. *Little Tuna* hosted a luncheon for the concierges. Suasion Communications presented the highlights of their May activities. Some key activities reported were: drafting an overview press release for the Professionals Committee, drafting a news release about the accolades Haddonfield received in the Courier Post "Best of" listing, coordinating the Philadelphia Concierge Association tour, providing media communications guidelines, and working on an August/September segment with Comcast.

Business Support Committee (J. Verdi)

Joann Verdi reported that A Retailer Seminar will be held at Little Tuna restaurant on Thursday, June 24 featuring Joan Nowak as a guest speaker. Joan Nowak, a business coach, consultant, and trainer, helps small business owners and professionals create the changes needed in their business to achieve the lifestyle and income they want. Joan will offer advice on "Simple, Practical Ways to Attract Customers and Build Profit."

Visual Enhancements Committee (vacant) – N/A

Borough News (Sharon McCullough)

Sharon stated that the latest news on Tanner Street was reported at the May Coffee and Conversation meeting.

Board of Trustees Comments

Deena Gersh stated that she has received complaints from customers that many stores are not open for business on Sunday. At least 25 stores were closed either Sunday or Monday, and several stores do not post their hours. This has been an ongoing issue and is a challenge as to how to change this situation.

Public Portion of the Meeting

Kathy Gold, from *In the Kitchen Cooking School*, reported that she was selected as one of the chefs invited to the kickoff for Michele Obama's "Chef's Move to School Program". She will be paired with a local school to help improve the nutritional value of the lunch program.

Suzanne Sheehan, from *SIX clothing*, questioned the value of the gift certificate program and was assured that the merchants throughout town were benefiting from the program. Vince Parker to provide a tracking report at the July board meeting. Suzanne also raised the issue of a sign on Mechanic Street and stated the need for a bigger and better sign.

Kirk Petersen commented that Fall Festival could be improved by providing entertainment and closing Kings Highway. Kirk also suggested replacing some walkways with bricks, which Jeff Kasko pointed out would be costly and did not have funding to pay for this.

Next Meeting: Wed, 07/07/10, 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

06.02.10 pfh minutes