

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – June 4, 2008**

Meeting Attendees:

Board members: Rob Kugler, Deb Hansen, Gary Reses, Deena Gersh, Joann Verdi, Beverly Aldeghi, Marlee Lick, Kerrie Bantivoglio, Guy Elzey, Susan Maslowski  
Support Staff: Lisa Hurd, Rosalie Shapiro

Excused absences: Ann Lawson, Lisa Blaber, Neal Rochford, Vince Russo

Minutes from the prior meeting were approved.

**Chairperson's Comments**

Rob Kugler commented that the Commissioners think that the Partnership mission statement should be expanded to including parking and streetscapes. A Strategic Planning session will be scheduled in the Fall to review the PfH's strategic direction and mission. The Commissioners will be invited to attend. Rob noted that the reality of this situation is that the PfH is a creation of the Commissioners.

**Treasurer's Report**

In Vince Russo's absence, Rosalie Shapiro reviewed the Treasurer's Report as of May 31, 2008. We have a balance of \$99,849 in the Susquehanna Operating Account. Current assets are \$190,178 and current liabilities are \$44,959 with a total equity balance of \$145,219. 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 \$125,000 from the Borough, representing the first and second quarterly assessment payments in 2008.

Some questions arose concerning the Treasurer's Report that require follow-up with Vince.

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

**Committee Reports**

**Professionals Committee** (Kerrie Bantivoglio)

Kerrie Bantivoglio noted that this Committee is continuing to work 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 the Coffee and Conversation held on Thursday, May 15<sup>th</sup> at Maxwell James was well attended. She commended Maxwell James for their excellent customer service and exceptional business acumen. The next Coffee and Conversation will be hosted by Au Courant on Thursday, June 19<sup>th</sup>.

“Dish and Dazzle”, a clothing fashion modeling event, was held weekly at Javier Restaurant over a

**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.**

six week period. A similar series will be sponsored in the Fall for the M $\acute{e}$ lange restaurant. Joann recommended that a Business Excellence Award be established to recognize outstanding businesses in town. This will be followed up in the next Administration Committee meeting. Lisa Hurd reported that she is recruiting to fill the few vacancies downtown, including the spaces formerly occupied by Ellie and The Powder Room. There is some interest in these vacancies, but, tight economic conditions are presenting challenges. Following a discussion of ideas on how to deal with a tight economy, a decision was made to have the Marketing Committee work on a Publicity campaign that focuses on “Shop Local, Buy Green”.

#### **Marketing Committee (M. Lick/G. Reses)**

Gary Reses reported that the *Mom's the Word* shopping event held on Saturday, May 10 was very successful. He stated that future promotional campaigns for this event should begin a week earlier, and be spread out over a longer time period.

Arlene Fiorilli reported that the plans for the 16<sup>th</sup> annual Craft Fair are well underway. Renaissance Craftables has reevaluated all aspects of this event in order to identify and make improvements from prior years. There will be 265 craft vendors, entertainment and food throughout town, balloons on side streets, and expected attendance of about 100,000 people. Budget figures indicate that the expected revenue of \$32,000 will be met or possibly exceeded. This event is scheduled for Saturday, July 12 from 11 a.m. – 8 p.m. and Sunday, July 13<sup>th</sup> from 12 noon to 5 p.m. An advertising campaign is in the works.

Gary announced a new event in the planning stage. This event would be held on the First Friday evening of the month on a recurring basis for shopping and dining. Merchants will be encouraged to have their businesses open during this event.

Gary nominated the following two individuals to be added to the Marketing Committee: Elizabeth Magyar from Jay McLaughlin and Deb Gallagher from Her Sport. This motion was passed.

#### **Streetscapes (B. Lloyd-Aldeghi)**

Beverly Aldeghi reported that trash cans were overflowing at the Mom's the Word event, and recommended that extra trash pick-up be scheduled for this event for next year.

#### **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. Gary Reses recommended renewal of this Marketing contract for another year.

#### **Borough News (Sharon McCullough)**

Sharon McCullough reviewed the key activities being worked on by the Borough over the next several months. These range from utility improvements, reconstruction of streets, redesign of some intersections, and finalizing plans for Kings Court. Kings Courts will be impacted by utility work, landscaping, and hardscape improvements. Work is being phased over the Summer, and the Borough is coordinating with the businesses on Kings Court to provide access during construction.

#### **Parking and Access News**

Lisa Hurd announced that the Parking and Access Committee is acquiring the Stiles Avenue Parking lot and are looking to the PfH to fund between \$17K to \$30K per year over the next 5 years for capital improvements to this lot.

**Board of Trustees Comments – N/A**

Deb Hansen proposed that an e-mail notification, on an as-needed basis, be sent to all businesses to notify them of utility work, reconstruction, streets closing, etc. so that they are aware of what is happening Downtown on any given day. The logistics and details of implementing this idea will be followed up in the next Administration Committee meeting.

Lisa Hurd stated that the businesses which were open during the Memorial Day weekend did exceptionally well, and she received positive feedback from these businesses about their success. However, many stores were closed at that time. Lisa thinks that we should campaign to have the stores remain open for these types of weekends.

**Public Portion of the Meeting - N/A**

**Next Meeting: Wed, 07/02/08 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

06.04.08 pfh minutes