

Partnership for Haddonfield, Inc.
Meeting Minutes – June 6, 2007

Meeting Attendees:

Board members: Rob Kugler, Neal Rochford, Deb Hansen, Beverly Lloyd-Aldeghi, Marlee Lick, Guy Elzey, JoAnn Verdi, Deena Gersh, Kerrie Bantivoglio

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absence: Susan Maslowski

Unexcused absence: Tony Scoleri

Minutes from the prior meeting were approved.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of May 31, 2007. We currently have a balance of \$68,444 in the Susquehanna Operating Account. Current assets are \$204,339 and current liabilities are \$47,098 with a total equity balance of \$157,241. These figures include \$125,000 from the Borough for the first two assessment payments in 2007. Vince stated that the Farmers' Market balance is \$19,647 with income of \$29,895 and \$32,250 budgeted for expenses.

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

Committee Reports

Professionals Committee (Kerrie Bantivoglio)

Kerrie Bantivoglio announced a new direction for promoting the Professional Directory and the Shoppers Guide. They will be displayed as companion pieces in prominent locations, including professionals' offices. Kerrie contacted Prudential Realty about the possibility of including these packets with real estate settlement documents.

A Taste of Haddonfield event is being planned for the Fall time frame.

Marketing Committee (S. Maslowski/M. Lick)

Marlee Lick reported that the plans for the 15th Annual Crafts and Fine Arts Festival scheduled for July 14 and 15 are going smoothly. All major sponsors are in place, including The Bank, Holman Enterprises, and PATCO.

Marlee announced the launching of a major ad campaign featuring the new branding image - "Lizzie" - that was created by the WMSH Marketing Communications firm.

This campaign will be featured in both the *Courier Post* and the full run of the *Sun* Newspaper group.

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 May “Mom's the Word” event that was held on Saturday, May 12th was the most successful to date and drew a record number of people to town. By combining this shopping event with the Haddonfield Garden Club sale, the Lizzy Haddon Invitational Basketball Tournament, and the opening of the Farmers' Market, retailers experienced record high sales.

Cheryl Squadrito, Media Friendly Publications, reported that the “Mom's the Word” event was promoted as part of her press coverage of the “Blue Star Moms” event.

Business Support (J. Verdi)

Lisa Hurd stated that there are very few vacancies downtown. The property that was formerly occupied by *Couture* is in the final stages of being rented to a men's clothing store. The *Todaro* property remains available, since attempted deals have not worked out. JoAnn Verdi reported that the following (3) applications for grants under the new Retail Retention Program were approved: *Happy Hippo* and *SIX Clothing* were approved for \$500; *Georgie Girl* was approved for \$250. *Hugh's Clock Shop* application for funds under this program were denied since this business is not open 7 days a week.

An issue was raised concerning the criteria for this grant program, and whether exceptions could be made for particular cases or circumstances. The conclusion was that businesses had to meet all criteria specified by the program in order to be eligible to participate. This is to be discussed further in the Administration Committee meeting, JoAnn commented that the “Coffee and Conversation” gathering that was held on Thursday, May 17th at *Cabinetree* was attended by 30 people. The topics discussed were focused on cross-selling and clean streets.

The next Coffee and Conversation meeting is planned for Thursday, June 21st, 9 am – 10 a.m., hosted by *Stephen J. Wiseley Jewelers*.

JoAnn reported on the Farmers' Market and reviewed the problem pertaining to hours of operation from 11 a.m. until 3 p.m. because of the summer heat. A motion to have PfH support new hours of operation from 9 a.m. until 1 p.m. was passed.

Streetscapes (B. Lloyd-Aldeghi)

Beverly Lloyd-Aldeghi reported that PfH and the Borough have prioritized the need for improving the appearance of the 9 parking lots within the Borough of Haddonfield. Phil Shapiro is preparing a Request for Quote to send to landscape contractors to obtain estimates for this work.

Beverly stated that the gazebo in Kings Court needs to be re-painted, and PfH funds will be used to complete this work.

The new trash cans have been installed in strategic locations, and the older trash cans have been relocated throughout the downtown area.

Distribution of a letter to the Landlords and Merchants that asked for their help and cooperation in maintaining the appearance of the sidewalks and tree wells in the Haddonfield business district has been completed.

Neal Rochford requested that PfH send a thank you letter to the Garden Club for their efforts to beautify downtown.

Regulations (R. Kugler)

Rosalie Shapiro commented that many changes were proposed to the sign ordinance and were approved by the PfH board in June of 2006. However, these changes were put on hold, pending receipt of the Brown, Keener + Bressi (BKB) report on the vision for downtown. Given the extensiveness of the BKB recommendations, the Regulations Committee decided to recommend implementation of the changes to the sign ordinance in two phases. Phase I will be make the initial changes to the ordinance now, and Phase II will be to further study the additional changes proposed by BKB. Lisa Hurd presented the proposed changes to the sign ordinance.

A motion was passed to implement these changes as presented.

Nominating Committee (J. Verdi)

Rob Kugler proposed the following action steps in order to fill the one remaining vacancy remaining on the Board at this time:

- 1) move JoAnn Verdi from Resident to Commercial Property owner;
- 2) move Beverly Lloyd-Aldeghi from Alternate I to Resident category;
- 3) move Lisa Blabler from Alternate II to Alternate I; and
- 4) nominate Gary Reses for the position of Alternate II.

The above motion was passed. These nominations will be forwarded to the Commissioners for their consideration and approval.

Public Portion

Tim Murtha informed PfH that he and several others hauled 16 bags of trash from the Mechanic Street lot because it was unsightly, and opined that there has been a shift of public responsibility for handling trash from the Borough to the PfH. He emphasized the need for the PfH to write a letter to the Borough asking for a service level agreement in cleaning up the areas behind Kings Highway.

Tim also commented that the Coffee and Conversation meetings are working out well, but, improved communications need to take place in order to inform the retail community about PfH activities.

Kirk Peterson suggested that Haddonfield sponsor a Book Festival.

Board of Trustees Comments

A motion was made to write a letter to the Borough requesting that trash pick-up include a sweep up truck to clean up Mechanic Street as well as other streets in town.

This motion was passed.

Deb Hansen mentioned that the *Sun* needs to cover all of Cherry Hill, and not just some sections.

Rob Kugler reminded the board of the Retirement Party at Tavistock Country Club on Sunday, July 1 in honor of Richard B. Schwab and to celebrate his more than 25 years of outstanding leadership.

Next Meeting: Wed, 07/11/07 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

06.06.07 pfh minutes