

Partnership for Haddonfield, Inc.
Meeting Minutes – July 1, 2009

Meeting Attendees:

Board members: Rob Kugler, Jeff Kasko, Deb Hansen, Joann Verdi, Rosanne Tizzano, Ann Lawson, Justine Callahan, Marlee Lick, Gary Reses, Susan Maslowski, Deena Gersh, Lisa Blaber

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

Absent: Guy Elzey (unexcused)

Minutes from the prior meeting were approved.

Chairperson's Comments (R. Kugler)

Rob Kugler commented on the significant amount of work and benefit related to the Craft Fair, and thanked Arlene Fiorilli for her efforts.

Treasurer's Report (Parker & Russo)

Vince Parker reviewed the Treasurer's Report as of June 30, 2009. We have a balance of \$49,307 in the Susquehanna Operating Account. Current assets are \$103,761 and current liabilities are \$35,034, with a total equity balance of \$68,726. Net income is \$(28,394). This report includes the receipt of the first assessment of the Fiscal Year from the Borough in the amount of \$62,500. Receipt of the second assessment from the Borough in the amount of \$62,500 will reverse the net income figure to a positive amount. Vince noted that the encumbrance figure of \$12,500 that was established for the Javier restaurant will not be paid out.

Vince also reviewed the Profit and Loss through June 30th, and stated that all categories are within budget.

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

Committee Reports

Professionals Committee (R. Tizzano)

Rosie Tizzano reported that the website for the Professionals has been completed and is being actively promoted.

Rosie stated that the September 29 "A Taste of Haddonfield" evening event will be held at TD Bank in Haddonfield. This event will be funded by the Partnership instead of requiring restaurants to pay for it. The Professionals' brochure is being reprinted with updated information and will be distributed in the *Sun* newspaper as well as in *What's On*.

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 Committee (D. Hansen)

Deb Hansen reported that two (2) more businesses have applied for the retail retention grant program that was announced in March, 2009: *Bread Board Plus* and *Grind House*.

Deb reviewed the details of the requests, and some points of clarification were raised prior to the Board's voting to approve \$610 for *Bread Board Plus* and \$500 for *Grind House*.

The Committee will revise and clarify the language of eligibility for funding under the retention program.

Lisa Hurd reported that the potential prospect for the space vacated by Javier Restaurant is no longer viable. Guy Elzey is recruiting restaurants independently of PfH efforts.

Lisa stated that she is talking to a potential retailer for the space vacated by *Siren's Song*.

Lisa distributed copies of the latest edition *Haddonfield Downtown News* that was published in the *Sun* newspaper. There is an ongoing need to communicate PfH news to the public.

Administration Committee (R. Kugler)

Rosalie Shapiro reported that PfH has received copies of the 2009 audit report from the firm of Neal Curry. Financial operations are in good order and no recommendations for improvement were made. Copies of the report are available at Borough Hall and will be posted on the Haddonfieldnj.org website. Rosalie reviewed updated charters for the Marketing Committee and the Professionals Committee. Those revised charters are attached. The Board unanimously approved a motion to accept these charters.

Rosalie commented that the RfP for a Public Relations consultant that is being issued in September will focus on meeting the Public Relations needs of the entire PfH.

Marketing Committee (G. Reses)

Gary Reses reported that the next First Friday event is set for July 3rd, and will coincide with the fireworks display later that evening. Several businesses are planning on staying open on July 4th. The August First Friday will be concurrent with the SideWalk Sale event.

Arlene Fiorilli reported that the Craft Fair is progressing very well and more crafters than last year are participating. Major sponsors include: Susquehanna Bank, KYW- News, the *New York Times*, and PATCO.

A Bridal Events subcommittee has been formed and is working on a townwide event slated for April, 2010.

Several Haddonfield retailers are being featured in the media, including Fox News, and the *Courier Post*.

Amy Kinzel from *Be Well Massage* was nominated to the Marketing Committee and approved unanimously by the Board.

Business Support (J. Verdi)

Joann Verdi commented that the Coffee and Conversation event held at *Her Sport* was well attended and resulted in a lively discussion on the subject of being open 7 days a week. Amy Kinzel is leading the effort on increasing participation in being open 7 days a week. Refreshments were provided by *Cafe Loka*. The next event, Wine and Conversation, will be held at *Shimmer* on July 16th at 5:30 p.m. A Summer Sunday music event is planned for Sunday afternoons in August, and musicians are being auditioned.

Joann reported that the Haddon Avenue sign is on temporary hold.

Mary Helen Ranieri from *Shimmer* was nominated to the Business Support Committee and approved unanimously by the Board.

Visual Enhancements Committee (J. Callahan)

Justine Callahan reported that new directional signs to indicate MORE SHOPS on side street “corridors” are in the planning stages. These signs will use the same colors and look as the Tanner Street sign to create a cohesive look.

Justine mentioned that the Committee is reviewing costs for helium balloons for use on Tanner St. during special events.

Joe Haro and Kim Custer are planning the side street planters so that more flowers can be displayed. Marlee Lick ordered Fall Festival flags.

Marlee Lick from *Harrison's Gift Shop* and Kim Custer from the Garden Club were nominated to the Visual Enhancements Committee and approved unanimously by the Board.

Borough News (Sharon McCullough)

Sharon McCullough reported that funding approval was received for the Potter & Ellis Street project, and a bid packet is in the review process. The Tanner Street project remains on hold since none of the stimulus funds have been distributed at this time. Starbucks was given a waiver to open an hour earlier. Sharon commented that a time frame for the Grand Opening of Kings Court needs to be determined.

Board of Trustees Comments – N/A

Susan Maslowski distributed a newspaper article on benefits of a shop local marketing campaign.

Public Portion of the Meeting

Kirk Peterson recommended that a Book Festival be sponsored during National Library week. Kirk also suggested that we use banners that are similar to the ones being used in Collingswood. He handed out a proposal for streetscaping on Ellis Street.

Next Meeting: Wed, 09/02/09 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

07.01.09 pfh minutes