

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – July 2, 2008**

Meeting Attendees:

Board members: Rob Kugler, Neal Rochford, Deb Hansen, Gary Reses, Deena Gersh, Joann Verdi, Beverly Aldeghi, Marlee Lick, Kerrie Bantivoglio, Guy Elzey, Susan Maslowski, Ann Lawson

Support Staff: Lisa Hurd, Rosalie Shapiro, Vince Russo

Unexcused absences: Lisa Blaber

Minutes from the prior meeting were approved without change.

**Chairperson's Comments**

Rob Kugler commented that a letter was sent to Haddonfield Retailers, encouraging them to be open consistent hours (10am – 6pm on weekdays and Saturdays).

**Treasurer's Report**

Vince Russo reviewed the Treasurer's Report as of June 30, 2008. We have a balance of \$82,474 in the Susquehanna Operating Account. Current assets are \$170,939 and current liabilities are \$41,229, with a total equity balance of \$129,709. Net income is \$48,114.

The escrow account balance at The Bank is \$63,514 and is being used to pay prior obligations contractually committed to for existing recruitment grants. Included in this account are funds for Ellie in the amount of \$4,054. Because that business has closed, a motion was passed to transfer \$4,054 from the escrow account to the operating account.

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

Committee Reports

**Professionals Committee** (Kerrie Bantivoglio)

Kerrie Bantivoglio reported that a Taste of Haddonfield event will be hosted by Susquehanna Bank on September 23 from 5:30pm to 7 pm. An additional event is being discussed for the November timeframe.

**Business Support** (Joann Verdi)

Joann Verdi stated the Coffee and Conversation held on Thursday, June 19<sup>th</sup> at Au Courant was well attended. Commissioner Borden announced there that the Borough was purchasing a property located at 60 Stiles Avenue. This property will be used for public parking. At the event, Sharon McCullough reviewed the new regulations for Downtown trash pick-up, and Arlene Fiorilli commented on the Craft Fair.

Lisa Hurd reported that Gerhard's Cafe, Brigade, and Ellie have closed. The property which had been occupied by Brigade has been rented to Invites and Delites, an invitation and party goods store. The

*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.*

Ellie property is available for purchase or rent. The property formerly occupied by The Powder Room is in lease negotiations. There are several vacancies in Kings Court, but no movement is expected until construction in this area is completed.

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

Gary Reses distributed a new brochure that includes an expanded list of businesses by category and a Walking Map of Haddonfield. This brochure replaces the Directory.

Gary commented that the new monthly event, First Friday, is going to be kicked-off in September.

There are enough restaurants and retailers lined up to go forward with these plans.

The Shop Local, Go Green advertising campaign is underway.

Arlene Fiorilli reported that the plans for the 16<sup>th</sup> annual Craft Fair are finalized. 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.

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

Beverly Aldeghi announced that she is relocating and that a new chair person will be needed.

**Administration** (R. Kugler)

Rosalie Shapiro stated that PfH has received copies of the 2008 Audit Report from the firm of Neal Curry. Financial operations and records are in good order and no recommendations for improvement were made. Copies are available at Borough Hall.

Rosalie announced that a Strategic Planning session is scheduled for Wednesday, September 10, 8:30 am – 11:30 a.m. at Archer & Greiner. The focus will be on revisiting the PfH mission statement, and fine tuning a competitive strategy for the business district. Materials will be e-mailed in mid-August for review prior to this session.

**Borough News** (Sharon McCullough)

Sharon McCullough reported that a contract for utility work in Kings Court was awarded. Work will begin after the Craft Festival. Bids for hardscape work in Kings Court are being solicited.

Sharon noted that the Borough adopted a new zoning ordinance for Downtown, and a brochure that explains the changes is needed. Steve Walko plans to attend the September PfH board meeting to briefly review the highlights of this new ordinance with the Board.

**Parking and Access News**

Lisa Hurd commented that the Stiles Avenue property that was purchased by the Borough will provide 16 parking spaces, and has the potential for 30-40 spaces in the future.

**Board of Trustees Comments – N/A**

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

Kirk Petersen thanked the Marketing Committee for instituting First Friday and suggested that an Arts on the Highway event be incorporated into First Friday. Kirk recommended that the Presbyterian Church parking lot be included into an overall parking plan because it could provide approximately 50-70 spaces.

He also recommended that the Haddonfield retail directory be updated.

**Next Meeting: Wed, 09/03/08 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

07.02.08 pfh minutes