

**Partnership for Haddonfield, Inc.
Meeting Minutes – July 5, 2006**

Meeting Attendees:

Board members: Neal Rochford, Melanie Fendt, Rob Kugler, Joann Verdi, Susan Maslowski, Mark Ruggerio, Guy Elzey, Deena Gersh

Alternates: Kerrie Bantivoglio, Beverly Lloyd-Aldeghi

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absence: Jack Leonard

Unexcused absence: Tony Scoleri, Deb Hansen

Minutes from the prior meeting were approved.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of June 30, 2006. We currently have a balance of \$151,835 in Checking/Savings account. This reflects the two (2) assessment payments that have been received from the Borough to date, in the aggregate amount of \$125,000. The Profit & Loss statement shows a current net income figure of \$42,235.

Accounts receivables for Yampell in the amount of \$900 and the Directory in the amount of \$2,000 are still open and subject to collection.

Vince stated that the Audit Report recommended that the gift certificate escrow account in the amount of \$3,000 that was originally set aside to cover liability for gift certificates be closed and the funds be moved to the operating account. Vince is planning to take this action to move these funds.

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

Joann Verdi to follow-up with Yampell Jewelers regarding the \$900 receivable.

Committee Reports

Professionals Committee (M. Ruggerio/Kerrie Bantivoglio)

Mark Ruggerio stated that the Business & Professional Directory was distributed in the *The Haddonfield Sun* and will also be distributed to the Haddon Township edition of *What's On*. A "Taste of Haddonfield" event is being planned for the late September/early October timeframe.

Marketing Committee (M. Fendt)

Melanie Fendt reported that new events are planned for the Craft and Fine Art Festival that is being held on July 8th & 9th. These events will include craft demos in the gazebo area, puppet shows, and face painting. This event is being advertised in local newspapers,

<p>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.</p>
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The Courier Post, KYW Radio, Comcast cable, and a full page advertisement in the *Philadelphia Inquirer*. The fair will be open until 8 p.m. on Saturday, and from 12 noon until 5 p.m. on Sunday.

The annual Townwide Sidewalk Sale is planned for August 3,4 and 5th.

Melanie Fendt reported that, based on evaluation of responses to the Marketing and Public Relations RFP, a selection has been made and contracts need to be written.

Administration Committee (R. Kugler)

Rosalie Shapiro reported that PfH has received copies of the audit for 2005, carried out by the firm of Neal Curry, as required by state law. The auditor has reported that PfH's financial operations and records are in good order. PfH completed action on all recommendations in the report for 2004, resulting in improvements in controls & operating procedures.

New charters for both the Business Support Committee and Streetscapes have been written up and distributed in the updated List of Committees document. Business Support has been expanded to include capital initiatives and façade improvements. Streetscapes has been redefined to focus on streetscape cleanliness, sidewalks, and streets.

Rosalie advised that an RFP was prepared for the Business Support Committee to get proposals and costs for a retail design consultant to develop storefront guidelines for the retail district.

Business Support (J. Verdi)

Joann Verdi reported that the retail design consultant RFP was sent to (2) firms to solicit bids: Kiku Obata and James Parisi. Responses are due back July 19th.

Lisa Hurd reported that she is in negotiations with 2 good prospective tenants in targeted categories. Retail incentives are being factored into these deals, and Lisa will provide more information on the details at the next meeting.

Streetscapes (B. Lloyd-Aldeghi)

Beverly reported that the Streetscapes Committee is in discussion with Public Works, Borough Administrators, and a landscape contractor. The goal is to develop a plan where PfH efforts and Borough efforts are shared, rather than duplicated, for upkeep and maintenance of the streetscape from the PATCO Speedline to Borough Hall, including all parking lots serving that area. This committee has offered to manage the day to day upkeep and maintenance by managing both the PfH and Borough budget for Streetscape. This plan has been favorably received and work has begun on the details.

A contractor's quote for a one time cleanup, replanting and mulching, as well as a quote for weekly maintenance has been received. In the short term, plans for doing a one time clean up using a part-time person to do small streetscapes chores is being considered.

Beverly is reviewing the Borough Public Works budget.

Regulations Committee (R. Kugler)

In the June meeting, the following (2) suggestions were made:

1) PfH to provide standard hours of operation signs for purchase so that they will be the same in every store. This sign could include web addresses. 2) design guidelines are needed for outdoor furniture for restaurants

As a follow-up to these suggestions, Rosalie Shapiro stated that the Regulations Committee is photographing both the hours of operations signs used by businesses downtown as well as the outdoor furniture that is currently being used by various restaurants. The Committee will make a determination on next steps.

Borough News (R. Schwab)

Richard Schwab reported that the Borough is doing major reconstruction work on underground utilities, curbs and sidewalks from Park Place to Center Street. This work is being performed from 7 a.m. – 4 p.m, Monday through Friday. There are detours and some street closings in these areas due to this construction work.

New residents will be locating at Kings Court, and 30 parking spaces are reserved for these residents. There has been some interest in renting the retail space.

The Information Center is moving to Kings Court in July.

Board Comments

Guy Elzey commented on the Visioning Project, particularly on items related to BKB's recommendations related to traffic circulation. A summary of findings will be posted on the Borough website. Neal Rochford stated that many issues were identified, and are complex in nature. The next step is a September presentation to the Planning Board.

Joann Verdi thanked Melanie Fendt for her volunteerism and contributions as Chair of the Marketing Committee.

Public Portion of the Meeting - No comments.

Next Meeting: Wed, 8/2/06 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

07-05-06 pfh minutes