

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – July 7, 2010**

Meeting Attendees:

Board members: Susan Hodges, Gary Reses, Rosanne Tizzano, Sean Leonard, Deb Hansen, Ann Lawson, Susan Maslowski, Andrew Bertorelli, Marlee Lick

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

Excused Absence: Jeff Kasko, Joann Verdi

Unexcused Absence: Deena Gersh

Minutes from the prior meeting were approved.

**Treasurer's Report (Parker & Russo)**

Vince Parker reviewed the 2010 Treasurer's Report as of June 30, 2010. We have a balance of \$115,982 in the Susquehanna Operating Account. Current assets are \$172,818 and current liabilities are \$30,146 with a total equity balance of \$142,672. Net income is \$20,448. This report includes the receipt of the first assessment of the Fiscal Year from the Borough in the amount of \$62,500 and the second assessment in the amount of 58,500. The second assessment, in the amount of \$58,500, reflects a reduction of \$4,000 for the second quarter payment to the Borough for Information Center services. Vince reviewed the Profit and Loss Report, and highlighted the expenditures that occurred during the month of June. Most categories, except for Administration, are under their budget allocations year to date.

Vince reviewed the Gift Certificate redemptions from January 1, 2009 thru January 31, 2010. The total dollars redeemed was \$81,374. The report detailed dollar amounts by business. Vince stated that CVS will no longer accept Haddonfield gift certificates.

A question arose regarding the New Jersey laws on unredeemed gift cards after a 2 year period. Susan Hodges will follow-up on obtaining a legal opinion as to whether this will impact PfH.

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

**Professionals Committee (R. Tizzano)**

Rosie Tizzano reported that the Committee is continuing to work on disseminating news related to the Professionals. The professional website has been updated and is more colorful. The Professionals brochure is being updated and will be reprinted in the fourth quarter.

Rosie noted increased attendance at the monthly Jersey Java breakfast events. Ten percent (10%) discounted gift certificates are offered at this event.

The Taste Of Haddonfield event is planned for September 28<sup>th</sup>, tentatively to be held at the Markheim Art Center.

Rosie advised that the charter for the Professionals Committee is being re-written to expand the scope of attendance to include Southern New Jersey professionals at promotional/networking events.

*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.*

### **Administration Committee (S. Hodges)**

Rosalie Shapiro reported that PfH has received copies of the 2010 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 on the Haddonfield website.

Rosalie stated that Sean Leonard volunteered to serve as chair of the Visual Enhancements Committee. A motion was unanimously passed to appoint Sean as chair of this committee.

The contract with Raphael Webscapes to develop a bridal planning website has been signed by both parties so that we have an executed agreement.

Rosalie reviewed the revised Public Relations plan that has been updated to include the requirements of the Professionals Committee.

Arlene Fiorelli reported that revenues from the Craft Fair are expected to meet the \$32K target for this year, and some additional revenues are anticipated as well. All advertisements, including a full page ad in *Philadelphia Magazine*, have been placed.

### **Retail Retention and Recruitment Committee (D. Hansen)**

Lisa Hurd reported that she is continuing to recruit a Home Furnishings business from Northern New Jersey to occupy one half the space in the Oriental rug store location. The challenge of accommodating deliveries in a large truck has surfaced, and could thwart the recruitment efforts.

Lisa Hurd reported that the Life Is Good store is closing, and a new Fish and Chips restaurant will be opening in the location formerly occupied by the 146 Restaurant.

Displaying artwork in empty storefronts needs to be worked on.

### **Marketing Committee (G. Reses)**

Gary Reses reported that the June First Friday event was very well attended and blended well with the Rotary concert. The next First Friday will be held on July 2<sup>nd</sup>.

The bridal planning website is in work, and may be completed by the next board meeting.

Suasion Communications presented the highlights of their June activities. Some key activities reported were: coordinating the next Comcast Local Edition to interview Lisa Hurd, updating the PfH Public Relations plan to include the Professionals Committee, coordinating with the Philadelphia Concierge Association to have Lisa meet with them on July 20<sup>th</sup>, drafting a media advisory about the Haddonfield Wedding Walk, and drafting several news releases. The ad value for June was \$60K.

### **Business Support Committee (J. Verdi)**

In Joann Verdi's absence, Lisa Hurd reported that A Retailer Seminar was held at Little Tuna restaurant on Thursday, June 24 featuring Joan Nowak as a guest speaker. Joan Nowak, a business coach, consultant, and trainer, helps small business owners and professionals create the changes needed in their business to achieve the lifestyle and income they want. Joan offered advice on "Simple, Practical Ways to Attract Customers and Build Profit." A drawing for 3 free consultations was held.

### **Visual Enhancements Committee – N/A**

### **Parking and Access Committee Report**

Deb Hansen reported on 3 key topics that were covered in the last Parking and Access Committee meeting:

- free parking for the holidays – recommended that the Commissions continue this practice
- Allen Avenue as a possible new library location – not recommended unless 35 parking spaces that could be lost to the businesses are replaced. Sharon McCullough interjected that research is still be done on this idea and it is premature to reach any conclusions on this point at this time.
- Truck delivery access for possible new tenant – options included bagging 2-4 meters between 7a.m. and 9 a.m., establishing a loading zone, using a smaller truck. No solutions were reached at this time.

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

Sharon McCullough stated that the Borough introduced their budget, which was \$80K higher than the 2009 budget. Administrative and police staff were cut, trash collection was outsourced, and providing the same levels of service will be challenging in the future years.

Sharon said that the bids received for the Tanner Street project were too high, and will be re-bid based on minor adjustments to the requirements. If the new pricing is acceptable, work will begin in September. The Mechanic Street project is on hold.

Work for Potter and Ellis Street is going out to bid this week, with a possible October start date.

### **Board of Trustees Comments**

The board noted that the 65 Club, at the July 4<sup>th</sup> parade, recognized Haddonfield long time businesses. PfH to send them a thank you letter.

### **Public Portion of the Meeting**

Kirk Petersen commented that the Kings Court sign only had space for 9 businesses and should be made larger as well as moved closer to *Shimmer*.

**Next Meeting: Wed, 09/01/10, 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

07.07.10 pfh minutes