

Partnership for Haddonfield, Inc.
Meeting Minutes – July 11, 2007

Meeting Attendees:

Board members: Rob Kugler, Neal Rochford, Deb Hansen, Beverly Lloyd-Aldeghi, Marlee Lick, Guy Elzey, Joann Verdi, Deena Gersh, Lisa Blaber

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absence: Susan Maslowski, Kerrie Bantivoglio

Unexcused absence: Tony Scoleri

Minutes from the prior meeting were approved.

Chairperson's Comments

Rob Kugler reported that a letter was written to the Commissioner's to raise their consciousness of the trash situation Downtown, particularly with regard to the areas behind the businesses on Kings Highway. Plans call for a “trash summit” meeting within the next few weeks to address and solve the problems of trash pick-up and location of trash receptacles.

Rob welcomed Lisa Blaber to the board.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of July 11, 2007. We currently have a balance of \$43,327 in the Susquehanna Operating Account. Current assets are \$178,366 and current liabilities are \$36,620 with a total equity balance of \$141,745. This current asset figure includes \$15,000 at The Bank for the Farmers' Market. To date, we have received \$125K from the Borough for the first two assessment payments, and expect an additional \$125K in the second half of 2007.

Vince stated that the Farmers' Market balance is \$15,009 with income of \$31,215 and \$32,250 budgeted for expenses.

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

Committee Reports

Professionals Committee (Kerrie Bantivoglio)

Ann Lawson reported that display holders for the Professional Directory and Shoppers Guide are being ordered. They will be displayed as companion pieces in prominent

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.

locations, including professionals' offices, and will be delivered to all locations in Haddonfield.

A Taste of Haddonfield event is planned for September 25th, with The Bank as the host. Restaurants in town are being solicited for this event, and invitations will be sent out.

Business Support

Lisa Hurd stated that there are a couple of vacancies in Kings Court and one in the building that was formerly occupied by Key Largo. Key Largo has relocated to Kings Court. A new business, Evert Gallery, is opening on Friday, July 13th in the location vacated by Thought Full Gifts.

Joann Verdi reported that ten (10) grants have been approved to date under the Retail Retention Program and two (2) retailers have received grant payments for the maximum amount of \$500.

Joann commented that the “Coffee and Conversation” gathering that was held on Thursday, June 21st at Stephen J. Wiseley Jewellers was very successful and attended by 45 people. An excellent presentation was given on Customer Service, accompanied by handouts.

The next Coffee and Conversation meeting is planned for Thursday, July 19th, 9 am – 10 a.m., hosted by Ellie.

Joann reported that changing the Farmers’ Market hours to 9 a.m. until 1 p.m. has been a major improvement. Joann commented that the Market needs more customers, and she encouraged the Board to go to the Market, as well as to serve as “champions” for it. New vendors at the Market include Severino's and Philly Soft Pretzels.

Streetscapes (B. Lloyd-Aldeghi)

Beverly Lloyd-Aldeghi stated that the “trash summit” meeting will be scheduled after July 23rd when the new public works superintendent is on board.

Beverly commented that a Request for Quote was sent to landscape contractors in order to obtain estimates for improving the appearance of 9 parking lots; a selection will be made in the next week.

Several other activities have been completed by this Committee, including having the gazebo in Kings Court re-painted, cleaning up both Lantern Lane and the tree wells on Kings Highway.

A motion was passed to add Arlene Fiorilli to this Committee.

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 complete, and 130,000 people are expected to attend. Additional crafters, music, food, children's activities and relaxation areas are also part of the plan.

Marlee stated that the new “*Lizzie Says*” campaign is on target, and customers are taking notice.

Cards promoting the August Sidewalk Sale Days in Haddonfield were handed out.

A new monthly newsletter was created by Arlene Fiorilli and Lisa Hurd to highlight the accomplishments of PfH, and the first issue will appear in the July 11 thru 17 issue of the *Haddonfield Sun* newspaper. If you have items to add, contact Arlene and Lisa. Michael Willmann, from WMSH Marketing Communications, presented "A Proposal for the Creation of a Living Gallery in Downtown Haddonfield". The concept of this proposal calls for the Markheim Art Center to take the lead in implementing a quarterly rotation of artists and art in merchant and other commercial establishments in Haddonfield. The Partnership's role would be to encourage members (such as retailers, restaurants, etc.) to display works of art. This would provide artists with a new "home" for the display of their work. A motion was passed to support the "Living Gallery" proposal. (attached).

Administration (R. Kugler)

Rosalie Shapiro announced that PfH has received copies of the audit for 2007 carried out by the firm of Neal Curry, as required by state law. The auditors have reported that the PfH's financial operations and records are in good order. No recommendations for improvement were made. Copies of the Audit report are available at Borough Hall. Rosalie mentioned that the contract with WMSH Marketing Communications was being renewed for a year at the current per hour rate, and a Request for Quote was out for bids inviting Public Relations firms to quote their services on an hourly basis. The addendum to the Directory contract with Janet Hutchinson is in process.

Board of Trustee Comments

Lisa Hurd informed the Board that the Parking and Access Committee met with officials in Chestnut Hill regarding shared parking arrangements for public parking in privately owned parking lots. Findings indicate that this arrangement is not applicable to Haddonfield. Instead, an incremental approach to create as much public parking space as possible by looking at permit spaces in prime retail oriented lots will be pursued. This means that permits spaces currently in existence could shift to other parking lots. A sub-committee to look at the permit spaces and make recommendations for changes has been formed.

Public Portion

Tim Murtha encouraged everyone to participate in understanding the parking permit situation since it will require a shift in thinking about use of parking spaces vs. permit spaces, particularly by retailers and restaurant owners.

Tim questioned whether the budget could support hiring someone on a part-time basis to do a weekly clean-up of downtown. This was followed by a discussion of whether it was a Borough responsibility or a PfH responsibility to clean the streets. It remains an open issue.

Kirk Petersen commented that Collingswood sponsored "Restaurant Week" and questioned whether Haddonfield could do something similar.

Kirk also presented a design concept for enhancing the gazebo area.

Next Meeting: Wed, 09/05/07 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

07.11.07 pfh minutes

Proposal for the Creation of a “Living Gallery” in Downtown Haddonfield

Haddonfield has an opportunity to add a new and potentially extremely attractive dimension to life in its Downtown.

The Borough enjoys an enviable and hard won reputation as one of the region’s finest residential communities...served by an attractive Downtown featuring an eclectic and upscale retail mix.

Among the very few missing ingredients in this quality of life/retail mix is a significant visual arts component.

The Downtown has not traditionally enjoyed a major gallery presence. And, while this missing ingredient has hardly been pivotal, it does suggest an opportunity to add still another attractive layer to the many complementary strata that constitute Haddonfield as residents, retailers, and visitors all now know it.

Imagine a Downtown in which the work of accomplished and recognized regional artists is displayed “everywhere.”

Imagine a “living gallery” of fine art everywhere you turn...a gallery whose works change regularly, with new art and artists being included every quarter.

Imagine:

- Visitors strolling our commercial streets and being exposed to scores, maybe even hundreds, of works of fine art,
- Artists enjoying a new and dynamic “home” for the display of their work,
- Merchants and other commercial establishment such as restaurants, volunteering to provide homes for one or more works, earning a commission if and when a work is sold, and benefiting generally from the increased foot traffic generated by both residents and visitors.

Now, also imagine a local art center with only a partially-realized educational mission in the role of coordinating this “living gallery.”

The center could become a focal and perhaps even a literal gathering point for esteemed artists who wish to participate in the Borough’s “living gallery” program. And, in return for coordinating their participation in the program, the art center might ask for their support in offering “master classes” to the arts center’s members.

The art center would become an acknowledged community resource...with tangible links to artists, residents, and merchants. It would enhance its visibility, its relevance, its value to its host community, and its ability to successfully pursue its mission.

Where might this all take place? Venues for display might include:

- Public buildings such as Borough Hall, the Library, schools, the PATCO station, the Fire House, Mabel Kay House, and the Visitor Center,
- Quasi-public spaces such as places of worship and banks,
- “Public” meeting places such as Starbucks and The Crepe and Ribbon,
- Retail locations throughout the Downtown—both in window and wall displays,

- Offices of professional and service enterprises, such as law, financial services, accounting, real estate, publishing and marketing firms, and, finally,
- Dedicated arts enclaves such as new or existing galleries and the Markheim Art Center.

How would the “Haddonfield Living Gallery” program work?

As currently envisioned, the concept calls for the Markheim Art Center to take the lead in bringing the concept to life.

Working with the support of the Borough Administration, the Board of Education, and the Partnership for Haddonfield, the board and staff of the Markheim would:

- Organize an Advisory Committee of distinguished artists and art instructors to establish guidelines for participation by artists and maintenance of a high level of artistic integrity,
- Solicit venues,
- Establish a quarterly rotation of artists and art,
- Insure the exhibitions,
- Curate the exhibitions, and
- Market the exhibitions

The Markheim could also call upon its new working relationship with the University of the Arts and its proposed relationship with (name of artists organization) to further support its role as program administrator.

The Markheim could conceivably underwrite its costs or even benefit financially by earning a small commission on the sale of any work that takes place through the program.

The Center could also enter into a relationship with the Partnership to help underwrite what are anticipated to be modest marketing expenses.

With respect to any other formal role for the Partnership, as presently envisioned it would be limited to:

- Soliciting Partnership members (e. g., retailers, restaurants, salons, etc.) as potential display venues for works of art, and, of course,
- Helping promote the program.

The program could be unveiled in conjunction with the celebration of this year’s 10th First Night Haddonfield program—in anticipation of a formal debut in January of 2008.

The announcement of the creation of the “Living Gallery” program by the Mayor during the First Night festivities would expose the concept to an audience of thousands and reinforce the role First Night has played in bringing art and artists to the Borough for the past decade.

In addition, it might be helpful to designate one month during the year (probably a “slow” winter month) as “Gallery Month” in Haddonfield. This month could be populated with various “special” events that might range from social gatherings such as wine tastings and other traditional parties to “Meet the Artist” events, lectures and workshops. Maybe even a gala benefiting Markheim.

The ultimate beauty of this concept is that it requires very little financial support—although it might be perceived as a very valuable sponsorship opportunity by an organization such as a bank.

In addition, the concept does not actually require the participation of any of its potential “partners” to be implemented.

It could be achieved without the formal endorsement of the Partnership...without the administrative coordination by Markheim...or without the participation of any individual artist or merchant.

Happily, there is sufficient benefit inherent in the concept to be attractive—at least preliminarily—to all.

It’s one of those rare ideas that is a potential win for everyone involved...with virtually no downside for anyone, if it should fail to meet expectations.

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Michael Willmann
WMSH Marketing Communications
7-1-07
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