

**Partnership for Haddonfield, Inc.  
Meeting Minutes – August 2, 2006**

Meeting Attendees:

Board members: Neal Rochford, Melanie Fendt, Joann Verdi, Susan Maslowski, Guy Elzey, Deena Gersh, Tony Scoleri, Deb Hansen

Alternates: Kerrie Bantivoglio , Beverly Lloyd-Aldeghi

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absence: Rob Kugler, Mark Ruggerio, Jack Leonard

Unexcused absence: Susan Maslowski

Minutes from the prior meeting were approved.

**Treasurer's Report**

Vince Russo reviewed the Treasurer's Report as of July 31, 2006. We currently have a balance of \$178,187 in Checking/Savings account. The Profit & Loss statement shows a current net income figure of \$70,113. Accounts receivables for Yampell in the amount of \$900 has been collected and is reflected in these figures. Directory receivables in the amount of \$2,000 is still open and is expected to be collected in August. The \$3,000 in the escrow account to cover liability for gift certificates has been moved into the operating account. Revenue from the Craft Fair was \$5,278 more than prior years, for a total income of \$37,278. The shophaddonfield venture requires 46 additional subscribers in order to break even.

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

**Committee Reports**

**Professionals Committee (M. Ruggerio/Kerrie Bantivoglio)**

Kerrie Bantivoglio announced that the next "Taste of Haddonfield" event is scheduled for Tuesday, September 26, from 5:30 – 7:30 p.m. at Commerce Bank. Restaurants have been contacted, inviting them to participate. Invitations will be sent out to PfH in the near term. Neal Rochford encouraged everyone to attend, and to invite a friend.

Kerrie advised that revisions to the Professional Directory are in work.

<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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**Marketing Committee (M. Fendt)**

Melanie Fendt reported that the Craft Fair revenue in the amount of \$37,278 is an increase of 16.5% from prior years. She commented that this was primarily due to additional food vendors, since all in-town restaurants could participate at no charge. Melanie recommended that PfH renew the contract with Renaissance Craftables for 2007. After a discussion of both the positives and negatives associated with this year's Craft Fair, a motion was passed to renew the contract.

Melanie recommended that (3) separate contracts be awarded to handle PfH's marketing and public relations requirements. She recommended that the contract for public relations be awarded to Media Friendly Public Relations of Haddonfield, in the amount of \$1,735 per month with a termination date of July, 2007. The contract provides for a 30 day early termination with written notice. The other recommendation was to award the contracts for marketing and advertising to WMSH Marketing Communications of Haddonfield and to Blue Wire Media of Washington Township, NJ. Both of these contracts are hourly agreements at the rate of \$89 per hour, billable on a task by task/as needed basis.

A motion was passed to approve these 3 contracts.

Reminders of the August Sidewalk sale event scheduled for August 3,4, and 5, as well as the Yo Dude event on Saturday, September 16<sup>th</sup> were stated.

The Shoppers Guide is being updated, and 20,000 copies are planned for distribution.

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

Joann Verdi reported that the retail design consultant RFP that was sent to (2) firms to solicit bids received a bid back from Kiku Obata. This activity is on hold, pending further information regarding the possibility of including this work in the current contract with Brown Keener Bressi on the visioning project.

Lisa Hurd reported that Eleanor Togneri was closing *Here's My Heart and Home* store in September, and the building was purchased by Ellie, a women's apparel company. This company is an experienced retailer, with stores in Wayne, Pa., Annapolis, Md., and Greenville, Delaware.

Lisa has another apparel boutique lined up with a lease in the signature process.

At the next board meeting, Lisa will be requesting tenant fit out funds for new businesses.

A casual dining restaurant, *Key Largo*, opened recently, located near the Acme.

Lisa is planning to attend a seminar in Dallas, Texas entitled "Leasing for Non-Leasing Professionals".

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

Beverly reported that the Streetscapes Committee is waiting for budget numbers from Public Works, due to vacations. Richard Schwab commented that funds from the Public Works budget could be used by PfH to clean up the parking lots. Beverly will move forward with parking lot clean-up activities.

Neal Rochford introduced the topic of increasing parking meter fees in order to increase revenue. His observation was that Haddonfield, as compared to other towns in the surrounding area, was undercharging for the meters and that the \$.25/hour for the 2 hour parking meters could be doubled.

After much discussion, there was almost unanimous consensus among the board that the meter rates should not be increased. A motion was passed to recommend to the Commissioners that the meter rates would remain unchanged until further financial

analysis could be done and presented to the board. All board members present voted to approve this motion except for an opposing vote from Neal Rochford. Lisa Hurd to set -up a meeting with the Parking & Access Committee to review this issue as well.

**Administration Committee (R. Kugler)**

Rosalie Shapiro reported that the (3) contracts for Public Relations and Marketing have been drafted and are in the review process. The amount of \$20,820 will be encumbered for the Media Friendly Public Relations firm. The contract for Renaissance Craftables will be updated and distributed for signature. Rosalie stated that the next Administration Committee is scheduled for August 9<sup>th</sup> and will be a Quarterly Budget review.

**Regulations Committee (R. Kugler)**

Rosalie Shapiro circulated photographs of the outdoor furniture that is currently being used by various restaurants to illustrate the point that various styles and materials are in use. Rosalie reported that the Committee met with Joseph Waters from Zoning Enforcement to review the current approval process for outdoor furniture. The application is reviewed by both the Zoning Inspector and the Historic Preservation Commission. However, there are no documented criteria with regards to style and materials. The conclusion was that there are practical considerations to be taken into account before defining design criteria and this activity will be tabled until next year. Rosalie stated that photographs of hours of operations signs were also available, and illustrated many inconsistencies in hours, signage size and lettering styles, and general presentation. Since there are no standards for these types of signs, it was concluded that the sign ordinance should include size, placement, color, and letter style in the revised ordinance.

**Public Portion of the Meeting**

Kirk Peterson commented on the need to monitor parking lots if meters are removed to track who is parking there and for how long, to make sure that both the zoning officer and HPC reviewed as well as approved signs applications, and that a discount for military personnel with identification cards related to September 11<sup>th</sup> be given.

**Next Meeting: Wed, 9/6/06 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

08-02-06 pfh minutes