

**Partnership for Haddonfield, Inc.
Meeting Minutes – August 3, 2005**

Meeting Attendees:

Board members: Debbie Hansen, Mark Ruggerio, Guy Elzey, Jack Leonard, Neal Rochford, Tony Scoleri, Melanie Fendt

Alternates: Kerrie Bantivoglio

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro, Arlene Fiorilli

Board members' excused absences: Robert Kugler, Joann Verdi

Board members' unexcused absences: Robert Jordan

Minutes from the prior meeting were approved.

Chairperson's Comments

Jack Leonard, Vice Chair, commented that PffH's efforts were gaining momentum but we need to continue to be creative in order to succeed. He stated that today we would be discussing new incentives to recruit businesses to Haddonfield. Jack also reiterated that restaurants are key to our success.

Treasurer's Report

Vince Russo presented the Treasurer's Report as of August 2, 2005. He stated that the current assets are \$54,538 and current liabilities are \$31,868, with a total equity balance of \$22,770. PffH has received a total of \$107,500 assessment funds from the Borough, which includes (2) payments of \$31,250 each and the advance of \$45,000 on the next assessments that are due from the Borough. Compensation for the Retail Coordinator is now being shown with an additional line item of Wages to reflect weekly compensation as a PffH employee instead of a Borough employee. Other highlights were: (1) \$17K for gift certificate sales is ahead of last years sales figure; (2) most of the financial activity is in the Advertising category; and (3) \$51.6K reflects the encumbrance for BTC.

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

Economic Redevelopment

Lou Bezich informed us that the Long Range Planning Subcommittee is working on a Request for Proposal (RFP) to hire a facilitator to guide the visioning process.

Highlights of the Committee Reports are: (* denotes chair)

Business Support Committee: *Jack Leonard

Jack Leonard presented the *Retail Incentive Program* document dated July, 2005 to PffH.

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| <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 purpose of this program is to attract distinctive retailers in targeted categories, as defined in the document. This program would subsidize interest on bank loans made in support of specific tenant fit-out activities, and excludes capital improvements. The maximum loan amount under this program would be \$150,000 with a maximum interest rate of 10%. Eligibility requirements were also defined, including the requirement that an applicant had to be recommended for the program by the Retail Coordinator. Jack advised the Board to read the document in preparation for a vote in a subsequent meeting.

Jack Leonard also presented a revision to the November, 2004 *Proposal To Establish a Restaurant Incentive Program*. The July, 2005 updated document is entitled *Proposal To Establish A Fine Dining Incentive Program*.

The purpose of this program is to attract restaurants that are classified as fine dining establishments. The key difference between the earlier proposal and this current initiative is the concept that *rent grants instead of rent loans* would be offered to restaurateurs who lease space to open a new fine dining restaurant in Haddonfield. Under the revision, payments made by PfH to offset first year rent would not have to be repaid to the PfH. The budget impact of repayment of the rent loan vs. no repayment of the rent grant was also illustrated using 2 different scenarios. Jack advised the Board to read the document in preparation for a vote in a subsequent meeting.

The Business Support Committee recommended that Todaro's Fresh Market be approved for an interest grant in the amount of \$875 per month, or \$7,875 for the period April through December, 2005. PfH's obligation under this incentive program will not exceed \$10,500 per year and will be paid on a reimbursement basis. The maximum loan amount would be \$150,000, with a maximum timeframe of 5 years.

The board passed a motion to approve this interest grant.

The Contracts Task force will prepare the necessary contracts and have them reviewed by legal counselor Mario Iavicoli.

Lisa Hurd stated that Animo Juice, an upscale juice bar, will be applying for an interest grant and she recommended that the PfH board approve this grant. Lisa noted that the negotiations with them began prior to approval of the latest funding program, and asked that they be grandfathered under the previously approved funding program. The board will be asked to vote for approval in the next board meeting.

Marketing Committee: *Melanie Fendt

Melanie Fendt reported that the Craft Fair attracted 120,000 attendees this year, and the quality of the artists at this event was improved from last year.

Two (2) new publications were distributed to the PfH. The Shoppers Guide 2005 is a glossy brochure listing Retail and Service businesses, accompanied by a map illustrating their location in town. 2005 Events as well as Directions are also in this brochure.

The other publication, a summer shopping brochure, showcases and advertises 15 specific retailers.

100,000 copies of these brochures are being printed and will be distributed in strategic locations such as area hotels, and PATCO high speedline stations.

Melanie advised the board that the contract with the marketing firm of Boyd Tamney Cross was near the end of term and recommended non-renewal of this contract.

A motion to give BTC 90-days notice of termination was passed by the board.

Melanie Fendt will write the letter to BTC.

In the future, Request for Proposals will be issued for both Marketing services and Public Relations services, as two separate requests. In the interim, the Marketing Committee will engage individuals and or firms for specific projects on an as needed basis.

Regulations Committee: *R. Kugler, chair *pro tem*

Lou Bezich presented a Pilot Parking Proposal that was developed by the Parking and Access Task Force, and endorsed by the Regulations Committee. The goal of the program is to retain the maximum amount of preferred parking space for retail and restaurant patrons by providing employees with an incentive to park in alternative areas. Under the program, the Borough would sell a limited number (25) of new Employee Parking passes for \$25 per month for a six-month trial period. This pass could be used to park in any available metered spaces at the borough's lots, with the exception of the North Haddon Avenue lot.

After some discussion of the pros and cons of this proposal, as well as criteria for measuring success, the board passed a motion to submit a formal recommendation to the Commissioners to approve the pilot program.

Rosalie Shapiro provided updates to the process for updating the current sign ordinance. A task force has been assembled to work on this project and consists of the following members: Joe Haro and Jeff Moon (HPC representatives), Lisa Hurd and Debbie Hansen (PffH representatives), Lou Bezich and Paul Tyschenko (Borough representatives). Guy Elzey volunteered to represent the landlords, and Kerrie Bantivoglio to represent the non-retail/professionals.

The task force identified at least eleven (11) issues that they will be addressing over the next few months and distributed this information to PffH. Rosalie stated that input on these issues is invited, and to contact Joe Haro at josephharo@hotmail.com with any feedback.

Administration Committee: *R. Kugler

Rosalie reviewed the highlights of the 2004 Auditors Report, as well as distributed the documents for the board to review in detail. She stated that overall the report was satisfactory, but there were (2) key findings that required corrective action and some minor findings as well. The first item of note was the need to file a form 501C4 so that PffH is exempt from income taxes. Given the complexity of completing this process, the firm of Archer Greiner has been retained to prepare the documents. The second item of note is that there is a material weakness in our cash disbursements process. This means that there is a lack of segregation of duties in that no individual other than the check preparer sees the prepared checks or performs any review to determine that only authorized checks are issued. To address this weakness, our bill paying process has been changed so that the Administrator will review the monthly bank statements and cancelled checks to determine that only authorized checks were issued. A revised process write-up was distributed to document these changes.

The board passed a motion to make this change to the bill paying process.
Two (2) contracts are currently in work: The 2006 Craft Fair contract, and a contract for Todaro's Fresh Market.

Rosalie mentioned that vacancies exist on the PfH Board of Trustees. One vacancy is in the category of retail business owner (due to the resignation of Mary Helen Ranieri), and the other is an Alternate Board Member (due to the relocation of Elise Vider).

A notice will be placed in the *Haddonfield Sun* and *What's On Haddonfield*.

Professionals Committee:*Kerrie Bantivoglio & Mark Ruggerio

Mark Ruggerio reported that the Plays & Players special performance of the show tentatively scheduled for July 29th, "How to Succeed in Business Without Really Trying" was cancelled due to insufficient ticket sales.

The September 27th Business event sponsored by Susquehanna Patriot Bank is being organized.

Visual Improvements Committee:*Debbie Hansen

No updates at this time.

Other Reports

Lisa Hurd informed us that she is actively working with a restaurant candidate, a regional shoe retailer, and finding larger space for a current retailer.

New Business

Mention was made that there was not enough attention being given to the reconstruction and growth that was occurring downtown and there is an opportunity to positively publicize and promote this in the media.

Comments from the Board

Guy Elzey stated that more parking is needed downtown, particularly if we add more restaurants, and that PfH should continue to champion this cause.

Lou Bezich was going to write a letter, on behalf of PfH, to the Commissioners regarding the need for additional parking.

Public Portion of the Meeting

Kirk Petersen submitted a letter to PfH with suggestions to Visual Improvements in the Central Business District. This letter is being forwarded to Debbie Hansen, Chair of that committee.

**Next Meeting: Wednesday, September 7, 8:30 am – 9:30 am,
Borough Hall, Lg. Auditorium**

Respectfully submitted, Rosalie Shapiro

08-03-05pfhminutes