

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – September 2, 2009**

Meeting Attendees:

Board members: Jeff Kasko, Deb Hansen, Joann Verdi, Rosanne Tizzano, Ann Lawson, Justine Callahan, Marlee Lick, Gary Reses, Susan Maslowski, Deena Gersh

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

Excused Absence: Rob Kugler

Unexcused Absence: Guy Elzey, Lisa Blaber

Minutes from the prior meeting were approved.

**Chairperson's Comments (R. Kugler)**

Jeff Kasko chaired this meeting in Rob Kugler's absence.

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

Vince Parker reviewed the Treasurer's Report as of August 31, 2009. We have a balance of \$180,037 in the Susquehanna Operating Account. Current assets are \$231,677 and current liabilities are \$33,862, with a total equity balance of \$197,815. Net income is \$100,694. This report includes the receipt of the first three assessments of the Fiscal Year from the Borough in the aggregate amount of \$187,500. The fourth assessment is expected in the October-November timeframe. Figures include the receipt of \$44,332 from the Crafts & Fine Arts Festival.

Vince also reviewed the Profit and Loss Report, and stated that all categories are within budget.

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

Committee Reports

**Professionals Committee (R. Tizzano)**

Rosie Tizzano reported that the website for the Professionals is being actively promoted.

Rosie confirmed that the September 29 "A Taste of Haddonfield" evening event will be held at TD Bank in Haddonfield from 5:30 to 7:30 p.m. Participating restaurants will receive a \$100 stipend from PfH.

The next Breakfast networking event will be held on October 30<sup>th</sup> from 7:30 a.m. - 9:30 a.m. at the Grind House. The location for the November 27<sup>th</sup> breakfast meeting is to be determined.

The Professionals' brochure is being updated and two thousand copies are being printed.

This committee is seeking new members who will be proactive and assist with planning for 2010.

*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.*

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

Deb Hansen reviewed updates to the retention funding program that spelled out what the grant money could be used for, what was excluded, and conditions under which businesses could apply for additional grants. The updated document is attached. A motion was passed unanimously to accept the changes to this program.

Deb reviewed proposed changes to the current recruitment incentive program. The key change proposed is to provide funding for business ventures being launched by current Haddonfield business owners.

The board recommended that the committee consider granting current business owners that are launching new businesses the same funding that is granted to new, incoming businesses.

Lisa Hurd reported that *A Taste of Philly*, *Au Courant*, and *Houshiarnejad* are closing. Lisa is actively recruiting for these spaces. A new restaurant, *Cross Culture* is scheduled to open in September, and *Crepe & Ribbon* has a new owner.

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

Gary stated that Haddonfield won *Philadelphia Magazine's* "Best of Philly" award for Main Street Shopping and the new ads will incorporate the Best of Philly logo. A cake to celebrate this recognition will be served on September 4<sup>th</sup> in Kings Court, the same date as the September First Friday event.

Gary stated that PfH was contacted by the *John Lennon Art group* to exhibit in Haddonfield the weekend of the October First Friday event. The production group will organize, publicize, and coordinate the entire event. The board wholeheartedly supported bringing this event to town.

Gary mentioned that Fall Festival (a Borough event) is scheduled for October 17<sup>th</sup>, and will be a full scale event this year, with continuous entertainment from 1 – 5 p.m and closing Kings Highway.

### **Administration Committee (R. Kugler)**

Rosalie Shapiro reported that the 2009 revenue from the Craft Fair is \$44,332 which is modestly higher than last year. The renewal contract for Renaissance Craftables has been approved by Mario Iavicoli and is recommended by Arlene Fiorilli that we award it. The board unanimously approved renewal.

Rosalie stated that legal review of the RFP for a Public Relations/Communications consultant has been completed, and this RFP will be advertised, mailed and posted on the website September 4<sup>th</sup>. A public reading of the names and prices is scheduled for September 30<sup>th</sup> at 3 p.m. in Borough Hall.

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

Joann Verdi commented that the Coffee and Conversation event held at *Shimmer* was well attended and resulted in a lively discussion on several topics, including free parking during the holiday season. The August event will be held at *The English Gardener*.

The Summer Sunday music events in August were well received but lightly attended.

Joann announced that a Dish and Dazzle event will be held on September 18<sup>th</sup> at *Little Tuna* and September 26<sup>th</sup> at *Melange*.

### **Visual Enhancements Committee (J. Callahan)**

Justine Callahan reported that Joe Haro and Kim Custer completed a site survey and comprehensive plan to place new planters and benches on the corridor streets. The "side street" subcommittee will

meet on September 15<sup>th</sup> at 8:30 a.m. to review this plan and recommend next steps to defining a phased approach.

**Borough News (Sharon McCullough)**

Sharon McCullough reported that the Tanner Street project is on hold until next year and that Ellis Street work may go out to bid this year.

Sharon raised the question of allowing a professional demo of skate boards downtown and whether it will be an issue with other businesses if this is permitted. The board agreed that the skate board demo be allowed and a decision could be made on a case by case basis.

Sharon commented that there were opposing viewpoints as to whether there should be free parking in December for the holiday shopping season. The board unanimously approved a motion for free parking. This will be communicated to the Parking and Access Committee.

**Board of Trustees Comments – N/A**

Marlee Lick noted that there is an excess amount of solicitation for donations throughout the downtown business district.

Rosie Tizzano mentioned the the town clock needed to be fixed so that it shows the correct time.

**Public Portion of the Meeting**

Kirk Peterson recommended several ideas for the Marketing Committee to consider, including a Taste of Haddonfield restaurant event, coordinating with National Library week, and providing entertainment in Kings Court.

**Next Meeting: Wed, 10/07/09 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

09.02.09 pfh minutesr2