

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – September 3, 2008**

Meeting Attendees:

Board members: Rob Kugler, Neal Rochford, Deb Hansen, Gary Reses, Joann Verdi, Beverly Aldeghi, Marlee Lick, Kerrie Bantivoglio, Guy Elzey, Susan Maslowski, Ann Lawson, Lisa Blaber

Support Staff: Lisa Hurd, Rosalie Shapiro, Vince Russo

Excused absences: Deena Gersh

Minutes from the prior meeting were approved.

**Chairperson's Comments**

Rob Kugler thanked Joann Verdi for her efforts to make the Farmers Market a success, and thanked Gary Reses for his efforts in launching the First Friday event.

**Treasurer's Report**

Vince Russo reviewed the Treasurer's Report as of August 31, 2008. We have a balance of \$156,233 in the Susquehanna Operating Account. Current assets are \$243,446 and current liabilities are \$35,136, with a total equity balance of \$208,310. Net income is \$126,715. This report includes the revenue generated from the Crafts & Fine Arts Festival in the amount of \$44,346, as well as receipt of the third assessment for the year from the Borough in the amount of \$62,500.

The escrow account balance at The Bank is \$63,736 and is being used to pay prior obligations contractually committed to for existing recruitment grants.

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

Neal Rochford thanked Arlene Fiorilli and Renaissance Craftables for all of their efforts in making this year's Crafts & Fine Arts Festival a success.

**Guest Speakers**

Susan Briant, Director of the Haddonfield Public Library, and Jo-Ann Pure presented an overview of the many services that are available from the library. In addition to offering books, DVDs and videos, the library provides electronic resources, adult and teen programs, reference and information services, online data bases, and resources for small businesses. The presentation included a demonstraton of RefUSA, a business database, and also mentioned the Teen job bank, which is coordinated through the library. Prospective employers are able to contact the library if they have opportunities to employ teens.

Steve Walko presented an overview of the new Master Plan for Downtown Haddonfield and the design guidelines that are included in the new zoning ordinance. The design guidelines cover topics such as

*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.*

scale and rhythm, height and setback, fronts and sides, materials, storefronts, and windows. Steve distributed brochures that include more details pertaining to the design guidelines. He commented that Haddonfield is a leader in going through this major effort to revamp our zoning ordinances and provide a guide for development and redevelopment in Haddonfield's historic downtown. Questions can be answered in and further information can be obtained from the zoning office.

#### Committee Reports

##### **Professionals Committee** (Kerrie Bantivoglio)

Kerrie Bantivoglio confirmed that a *Taste of Haddonfield* event will be hosted by Susquehanna Bank on September 23 from 5:30pm to 7 pm. A breakfast event is being planned for the end of October.

##### **Marketing Committee** (M. Lick/G. Reses)

Gary Reses reported that the new monthly event, First Friday, is going to be kicked-off on Friday, September 5. There are restaurants and retailers lined up to go forward with these plans, as well as artists, musicians, and store specials. 10,000 posts cards have been printed and distributed, accompanied by e-mail blasts to advertise this event. Although this is an event not contemplated by the current Partnership budget, funds for First Friday will be managed within the current Marketing budget, with the result that some ads that were planned for September and November will be cut.

##### **Business Support** (Joann Verdi)

Joann Verdi stated the *Coffee and Conversation* event held at Pip Squeak and Justyna were well attended. Attendees expressed enthusiasm and support for the upcoming First Friday event. Lisa Hurd reported that most store vacancies are filled, with the exception of the property formerly occupied by Gerhards, and 2 spaces in Kings Court. New businesses coming to town include Bain's Deli (late October), and Life is Good (early September). A lease has been signed for the vacancy at I. Wood, and the former manager of the Powder Room will be opening a business at the Threds and Sleds location.

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

Rosalie Shapiro reiterated that our Strategic Planning session is scheduled for Wednesday, September 10, 8:30 am – 11:30 am at Archer & Greiner. The focus will be on fine tuning a competitive strategy for the business district. Materials for this meeting were distributed by e-mail.

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

Beverly Aldeghi reported that Lantern Lane has been cleaned, trash receptacles were steam cleaned, recycle cans are being purchased, and the parking lots are being maintained and cleaned. Beverly nominated Doug Rauschenberger as a candidate to replace her on the board, and to be chair of the Streetscapes Committee. This motion was passed unanimously. The board's recommendation and nomination will be forwarded to the Commissioners for their consideration and final approval. Neal Rochford thanked Beverly Aldeghi for her service on the board.

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

Sharon McCullough reported that the utility work in Kings Court is being completed. The last phase of improvements for Kings Court for hardscape construction and other upgrades to beautify this area are scheduled for completion by Christmas.

**Board of Trustees Comments – N/A**

**Public Portion of the Meeting - N/A**

Kirk Petersen stated that he believes that more work can be done to make the parkings lots more attractive. He distributed a proposal for a “Taste of Haddonfield” event that could be held by our local restaurants.

**Next Meeting: Wed, 10/01/08 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

09.03.08 pfh minutes