

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – September 5, 2007**

Meeting Attendees:

Board members: Rob Kugler, Deb Hansen, Marlee Lick, Guy Elzey, Joann Verdi, Lisa Blaber, Gary Reses, Kerrie Bantivoglio, Susan Maslowski

Support Staff: Lisa Hurd, Rosalie Shapiro

Excused absences: Deena Gersh, Beverly Lloyd-Aldeghi, Neal Rochford, Vince Russo

Minutes from the prior meeting were approved.

**Treasurer's Report**

In Vince's absence, Rosalie Shapiro reviewed the Treasurer's Report as of August 31, 2007. We currently have a balance of \$128,347 in the Susquehanna Operating Account. Current assets are \$255,711 and current liabilities are \$24,061 with a total equity balance of \$231,650. This current asset figure includes \$12,584 at The Bank for the Farmers' Market. To date, we have received \$187,500 from the Borough for the first three assessment payments, and expect an additional \$62,500 in November, 2007. We also received \$43,367 in revenue from the Craft Fair, which exceeded the budget amount of \$32,000. The shophaddonfield.org shopping web site project has recovered the initial investment amount of \$3,000 and will show all future transactions in this category as revenue.

The Farmers' Market Report Profit & Loss statement shows a net income figure of \$12,584.

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

**Committee Reports**

**Professionals Committee** (Kerrie Bantivoglio)

Kerrie Bantivoglio reported that invitations for the "Taste of Haddonfield" Networking Evening have been distributed. This event will be held on Tuesday, September 25, 2007 and is being hosted by Ann Lawson, manager, and by the staff of The Bank at 17 Kings Highway West from 5:30 pm to 7:30 pm. To date, 4 restaurants have committed to provide refreshments and additional restaurants are being contacted.

Display holders for the Professional Directory and Shoppers Guide have been ordered and should be available in the next couple of weeks.

**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.**

## **Business Support**

Lisa Hurd reported that she has been doing a considerable amount of traveling in order to identify prospective tenants for future openings Downtown.

Joann Verdi reported that no new requests for retail improvement grants have been received in this past month.

Joann commented that attendance at the “Coffee and Conversation” gathering held on Thursday, August 16th at Evearts was light due to summer vacations but the conversation was worthwhile.

The next Coffee and Conversation meeting is planned for Thursday, September 20<sup>th</sup> from 9 am – 10 a.m., to be hosted by Colette Oswald Photography.

Deb Hansen announced that her business, The Little Shop, was featured in a national publication called *Quilt Sampler*. The Little Shop is the first New Jersey quilting store to receive recognition as one of the top 10 quilting stores in the country.

Susan Baltake reported that the Farmers’ Market has been slow in the month of August, but expects it to pick up in September. Cooking demos are being considered as a September addition and consideration is being given to extending the Market past October.

Joann Verdi mentioned that WMSH Marketing Communications, the PfH, and Elauwit Newspapers are hosting a two hour marketing workshop for Haddonfield retailers on Thursday, September 27<sup>th</sup> from 8 am to 10 am at Cristina’s Restaurant. This workshop is free to participants, and three (3) prizes in the form of quarter-page ads in the *Haddonfield Sun* will be awarded.

## **Marketing Committee (S. Maslowski/M. Lick)**

Susan Maslowski commented that the Antique Car Show in Haddonfield is being held Saturday, September 8, 2007.

Susan stated that this Committee is gearing up for the Fall Festival and Craft Show planned for Saturday, October 13. Consideration is being given to making this a larger event than in the past, by adding more activities such as Haunted Haddonfield, a psychic, and blood drive.

Work has also begun on Candle Light shopping, with emphasis on getting stores to remain open from Thursday through Sunday during the Holiday season.

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

In Beverly Aldeghi's absence, Rosalie Shapiro reported that the Streetscapes Committee has reached an agreement with the Borough whereby the Borough has financed the cleaning, weeding and mulching of all nine (9) parking lots. The Streetscapes Committee will finance ongoing maintenance, such as cleaning and weeding during the rest of the year. The Borough will continue to be responsible for leaf collection, snow removal and weekly “blowing off” of sidewalks and street sweeping of streets and lots.

Progress has been made in trash storage and disposal, resulting in Borough officials warning and citing retail and residential offenders who do not follow Borough regulations for trash disposal.

Restaurant managers attended a brainstorming meeting to explore ways to improve weekend trash pick up for restaurants. Solutions remain to be worked out. Beverly reported that retailers' response to the Committee's letter asking them to clean and maintain the sidewalks in front of their businesses has been good.

**Administration** (R. Kugler)

Rosalie Shapiro reported that the contract for the 2008 Craft Fair has been signed by Renaissance Craftables, and the contract for Robert Sanabria has been prepared and is in the process of being signed.

Rosalie stated that two (2) responses to the Marketing Committee's RFQ for a Public Relations consultant have been received. Media Friendly and WMSH Communications both responded with hourly quotes as requested. Marlee Lick commented that WMSH will be the vendor of choice on an interim basis until yearend, at which time an RFQ will be sent out to additional vendors.

**Nominating Committee** (J. Vendi)

Joann Verdi nominated Ann Lawson to fill the board vacancy in the Professionals, service providers and non-retail business category. This motion was passed unanimously.

**Borough News** (S. McCullough)

Sharon McCullough informed the board that the first reading to amend the sign ordinance included most of the changes proposed by PfH, with the exception of the following:

1) the number of descriptors allowed will remain at 3, instead of the 5 proposed by PfH, and 2) business banners shall not be displayed for more than seven (7) days, instead of 14 as proposed by PfH. The second reading of the ordinance is scheduled for September 11, 2007.

Sharon also stated that the firm of Brown, Keener, Bressi (BKB) will be working on changing the zoning ordinance over the next few months. PfH will have an opportunity to review the proposed changes.

**Board of Trustee Comments**

Lisa Hurd informed the Board that the Parking and Access Committee identified potential permit spaces currently in existence that could shift to other parking lots. This shifting of permit spaces to other lots would create more convenient metered parking spaces for customers. In addition, this committee thinks that new spaces can be added to some of the existing parking lots.

**Next Meeting: Wed, 10/03/07 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

09.05.07 pfh minutes