

Partnership for Haddonfield, Inc.
Meeting Minutes – September 6, 2006

Meeting Attendees:

Board members: Rob Kugler, Mark Ruggerio, Jack Leonard, Neal Rochford, Melanie Fendt, Joann Verdi, Susan Maslowski, Guy Elzey, Deena Gersh, Deb Hansen
Alternates: Kerrie Bantivoglio , Beverly Lloyd-Aldeghi

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Unexcused absence: Tony Scoleri

Minutes from the prior meeting were approved.

Chairperson's Comments

Rob Kugler began the meeting by stating the Partnership for Haddonfield's mission statement: "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." Preliminary discussion indicated that the mission statement may require fine tuning and was referred to the Administration Committee as a follow-up item.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of August 31, 2006. We currently have a balance of \$231,927 in Checking/Savings account. The Profit & Loss statement shows a current net income figure of \$116,413. Directory receivables in the amount of \$2,000 has been received and is reflected in these figures. Vince is looking for a bank that will provide a better rate of return on our cash account.

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

Committee Reports

Professionals Committee (M. Ruggerio/Kerrie Bantivoglio)

Mark Ruggerio stated 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 responding that they will participate. Invitations are being sent out. The next event of this type will be scheduled for next year.

Kerrie Bantivoglio advised that the updated Professional Directory is being printed, is available on-line, and will be distributed in the next few weeks.

<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 stated that the Yo Dude event , the 30th Annual Antique Auto Show, and the Library Book Sale will be held on Saturday, September 16th. Several special activities including entertainment, food purveyors, and “Dude” promotions are planned. Kings Highway from Haddon Avenue to PATCO will be closed from 8:00 a.m. through 5 p.m. on this date.

Fall Festival will be held on Saturday, October 14th, and plans are underway for Candlelight Shopping.

Business Support (J. Verdi)

Joann Verdi reported that the retail design consultant bid received from Kiku Obata will not be pursued. As an alternative, further information regarding the possibility of including this work in the current contract with Brown Keener Bressi on the visioning project is forthcoming.

Lisa Hurd reported that Ellie, a women’s apparel company, is planning to open in January, 2007. This company is an experienced retailer, with stores in Wayne, Pa., Annapolis, Md., and Greenville, Delaware. Ellie is a candidate for the retail recruitment incentive program.

Lisa presented the highlights of the request for funding for Couture. Couture is an upscale women's apparel boutique featuring contemporary designers. The total outlay that was requested is \$5,031, consisting of both a rent subsidy and a fit-out grant. The rent subsidy of \$3,700 represents two months free rent, which is being matched, dollar-for-dollar, by the property owner, Guy Elzey. The fit-out grant in the amount of \$1,331 is for 25% of the total outlay of \$5,325 for construction costs. The amount would be payable quarterly over the next 12 months, beginning October 1, 2006.

A motion to approve this funding was passed with Mr. Elzey abstaining.

A motion to amend the retail incentive program such that “if fit-out funds are less than or equal to \$3K, the payout period should be reduced from 8 quarter to 4 quarters.” This motion was passed.

Streetscapes (B. Lloyd-Aldeghi)

Beverly Lloyd-Aldeghi reported that the Streetscapes Committee has met with Public Works, and a better understanding of budget numbers has been reached. Beverly is contacting several contractors for bids to clean the sidewalks, clean up parking lots and tree wells, install mulch, and maintain the above mentioned areas.

Beverly initiated a discussion of the role the businesses play in keeping their storefront sidewalk areas clean. The opinion was that a letter from PfH was needed to remind the businesses in the downtown area that they are responsible for keeping their section of the sidewalk clean.

Administration Committee (R. Kugler)

Rosalie Shapiro reported that (2) of the (3) contracts for Public Relations and Marketing have been signed, and we are waiting for signature on the contract from WMSH Marketing Communications. The contract for Renaissance Craftables has been signed for the 2007 Haddonfield Crafts and Fine Art Festival.

Rob Kugler advised that the IRS has approved our application for tax-exempt status, and determined that we are exempt from Federal income tax under section 501 (c) (6) of the Internal Revenue Code.

Rosalie stated that the Administration Committee completed a Quarterly Budget review, including looking at 2006 year-to-date figures and projected budget requirements through yearend 2008 to meet anticipated fiscal needs. The intent is to structure the budget over the next 2 years so that our future outlays can accommodate retail recruitment initiatives, as well as other priority activities without budget overruns or tax increases. A tentative proposal is in work.

Borough News (R. Schwab)

Richard Schwab advised that the Borough Commissioners introduced an ordinance to increase the short-term parking meeting rates from 25 cents per hour to 25 cents per half-hour. A public hearing is scheduled for September 12th at 7:30 p.m. on this resolution. Since this is an important issue for PfH, board members are encouraged to attend this meeting.

Neal Rochford commented that rates have not been increased since 1995, and there was an economic need to raise the rates.

If adopted, the new meter rates would go into effect January 1, 2007. Parking for December holiday parking would be free.

Long-term meter rates and the meter permit program are also being reviewed, with the potential of increasing these costs as well.

Next Meeting: Wed, 10/04/06 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

09-06-06 pfh minutes