

Partnership for Haddonfield, Inc.
Meeting Minutes – September 7, 2005

Meeting Attendees:

Board members: Mark Ruggerio, Guy Elzey, Jack Leonard, Neal Rochford, Tony Scoleri, Melanie Fendt, Rob Kugler, Joann Verdi
Alternates: Kerrie Bantivoglio

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

Board members' excused absences: Debbie Hansen
Board members' unexcused absences: Robert Jordan

Minutes from the prior meeting were approved.

Chairperson's Comments

Rob Kugler stated that PfH board meetings will be held once-a-month, unless there was a specific need for additional meetings. He commented on the importance of meeting attendance and participation. In Rob Jordan's absence, Kerrie Bantivoglio can vote today. Rob mentioned his visit to Laguna Beach and the ideas he obtained from there that could be helpful to the Visual Improvements Committee as well as the Parking and Access Committee. Rob also commented that an informal poll of the retailers on Labor Day indicated that there was no rhyme or reason explaining which stores were open or closed at particular times. Having a (business) Community Association in place would offer a means of enforcing consistent hours of operations.

Treasurer's Report

Vince Russo presented the Treasurer's Report as of September 7, 2005. He stated that the current assets are \$87,070 and current liabilities are \$26,396, with a total equity balance of \$60,672. The current net income figure is \$26,927. PfH has received a total of \$156,250 in assessment funds from the Borough. We are expecting to receive an additional assessment amount of \$93,250 from the Borough in November. Compensation for the Retail Coordinator is now being shown with an additional line item of Payroll Added Cost to reflect Social Security payments. Other highlights were: (1) \$18K for gift certificate sales; (2) most of the financial activity is in the Advertising category; and (3) \$51.6K reflects the encumbrance for BTC. We expect to receive revenue from the Craft Fair very shortly.

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

Economic Redevelopment

Lou Bezich informed us that the Parking and Access Task Force met on August 31st to work on refining the Pilot Parking Program. The Pilot Parking Program was presented to

<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 Commissioners and is scheduled for their vote at the September 13th meeting. In order to implement this program, measures of success are being defined. A communications brochure that explains the Program is also in work and will be available at the Information Center. Lou reported that agreements with PATCO to use their parking lot for weekends have not been finalized since there are contract and insurance issues that need to be resolved. The PATCO attorney is working on a revised agreement, and the Borough needs to review budget dollars for implementation. There remains an overall issue of parking downtown that needs to be addressed. In order to quantify the parking needs, the Borough Police force is collecting data on car counts and use of parking lots. We are getting good coverage in the Philadelphia Business Journal on the Retail Incentive Program.

An Economic Development Summit is being held on September 30th, at 8:am in Collingswood, NJ.

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

Business Support Committee: *Jack Leonard

Jack Leonard presented the revised *Retail Incentive Program* document dated July, 2005 to PfH. 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. The revision to this document was a provision to limit the coverage period of the interest grant so that it would not go beyond the expiration or termination date of PfH.

A motion to approve this program was passed.

Jack Leonard also presented an additional revision to the July, 2005 document 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 key revisions to this document were to clarify the eligibility requirements of this program and to include a provision to limit the coverage period of the interest grant so that it would not go beyond the expiration or termination date of PfH.

A motion to approve this program as passed.

A vote on Animo Juice (an upscale juice bar), for an interest grant was postponed.

Marketing Committee: *Melanie Fendt

Melanie highlighted several marketing initiatives that are underway. These include advertisements in *Style Magazine*, *South Jersey Magazine*, *The Philadelphia Inquirer*,

and *Philadelphia Magazine*. The September issue of SJ Magazine was distributed, illustrating the articles and color ads that are being featured. Several full page ads in the *Haddonfield Sun* that represented the Professionals in Haddonfield was also circulated. Melanie informed the board that PfH can be a vehicle for pre purchasing ads at a discounted rate.

A press release announcing the *ShopHaddonfieldnj Program*, an internet based marketing tool, was distributed. This program is designed to help Haddonfield retailers deliver value-added benefits to their customers. It is also a cost-effective method for keeping customers informed of special offers and rewards.

Ads for the Haddonfield Directory are being solicited, with a November target date for publication.

Upcoming events include the Fall Festival, The Antique Auto Show, and Candlelite Shopping.

The next issue of the PfH Newsletter is targeted for an end of September publication date.

A motion was passed to approve expenditure of \$10,000 for the Summer Shopping brochures that were distributed in the August meeting.

Administration Committee: *R. Kugler

Rob Kugler reported that the 501C(4) application for tax exempt status is in work and should be ready to sent to the IRS in a week or so. It will take approximately a year for the IRS to act on it.

Rosalie Shapiro stated that the Todaro's Fresh Market contract has been signed by PfH and is awaiting signatures from Todaro. The 2006 Craft Fair contract is still being negotiated.

Rosalie mentioned that PfH has received letters of interest from (5) individuals who are interested in being considered for the (2) vacancies that exist on the PfH Board of Trustees. The (5) applicants are: Beverly Lloyd-Aldeghi, Susan Maslowski, DW Janzky, Richard Bonnette, and Scott Wellborn. These applications were forwarded to the Nominating Committee for their review .

Nominating Committee: *Jack Leonard

Jack Leonard announced that the Nominating Committee was recommending Susan Maslowski for the Retail vacancy, and Beverly Aldeghi for the Alternate II position.

A motion to accept these recommendations and forward to the Board of Commissioners for their action was passed.

Jack commented that we had a great pool of qualified candidates, and he would encourage them to join existing committees.

Professionals Committee:*Kerrie Bantivoglio & Mark Ruggerio

Mark Ruggerio provided the details for the September Business event sponsored by Susquehanna Patriot Bank. This event will be held on September 27th, 5 pm – 7 pm at Susquehanna Bank. The theme is “A Taste of Haddonfield”, sponsored by several food establishments in town. Invitations are being mailed, and Mark asked the *Haddonfield Sun* to publicize this event.

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

Rob Kugler commented that the sign ordinance updating effort is underway and is targeted for completion by year end.

Visual Improvements Committee:*Debbie Hansen

No updates at this time.

Other Reports

Lisa Hurd stated that she is focusing on recruiting apparel stores and is close to completing a restaurant deal. Lisa noted that even though some retailers are closing their businesses, others are realizing good results. Periodic vacancies are to be expected because of the nature of the retail business.

New Business

N/A

Old Business

It was restated that board meetings would be held monthly and the next meeting would be on Wednesday, October 5th.

Comments from the Board

Guy Elzey announced that Coldstone Creamery would be opening their business shortly.

Public Portion of the Meeting

Kirk Petersen inquired about the status of the letter he sent to PfH with suggestions for visual improvements in the Central Business District. Rosalie Shapiro informed Mr. Petersen that this letter was forwarded to Debbie Hansen, Chair of the Visual Improvements Committee.

**Next Meeting: Wednesday, October 5, 8:30 am – 9:30 am,
Borough Hall, Lg. Auditorium**

Respectfully submitted, Rosalie Shapiro