

Partnership for Haddonfield, Inc.
Meeting Minutes – September 7, 2011

Meeting Attendees:

Board members: Susan Hodges, Jeff Kasko, Roseanne Tizzano, Andy Bertorelli, Jackie Russell, Marlee Lick, Joann Verdi, Gary Coleman, Gary Reses, Sean Leonard, Deb Hansen

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

Excused Absence: Deena Gersh, Susan Maslowski

Minutes from the prior meeting were approved.

Treasurer's Report (Parker & Russo)

Vince Parker reviewed the 2011 Treasurer's Report as of August 31, 2011. We have a balance of \$114,672 in the Susquehanna Operating Account and \$37,208 at The Bank for a total cash balance of \$151,880 for operations. Current assets are \$204,042 and current liabilities are \$37,548 with a total equity balance of \$166,495. Net income is \$87,730. This report includes the receipt of the first, second, and third quarter assessments from the Borough in the total amount of \$187,500. A motion was passed to accept the Treasurer's Report.

Vince reviewed the highlights of the operating account and the Profit and Loss statement.

Professionals Committee (R. Tizzano)

Rosie Tizzanno reported that A Taste of Haddonfield event is being held at the Historical Society of Haddonfield on Tuesday, September 27 from 5:30 – 7:30. Local restaurants are being featured and a corporate sponsor will be providing wine.

The monthly coffee networking meeting will be held on the first Friday of the month at Jersey Java.

Retail Recruitment & Retention Committee (D. Hansen)

Deb Hansen reviewed a request for retention funding for By Hand Fine Craft Gallery in the amount of \$1,000 for lighting. A motion was passed to approve this request.

The Committee made a recommendation to provide financial incentives to Kinetics Skateboarding to open a retail store at 33 Kings Highway East. The incentives include a rent subsidy of \$5,000, representing two months free rent. This is being matched by two months of free rent by the property owner. The rent subsidy will be payable in November and December, 2011. The incentive also includes a fit-out grant in the amount of \$5,000, which represents 25% of the total projected fit-out expenses in the amount of \$20,000. This amount would be payable quarterly over two years, beginning the month after all renovations are complete. The contract includes provisions for payback of 100% of all amounts paid if the retail business closes within three years from the date of the contract.

A motion was passed unanimously to grant the above incentives to Kinetics Skateboarding.

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.

Administration Committee (S. Hodges)

Rosalie Shapiro announced that Gary Reses was willing to co-chair the Marketing Committee on an interim basis until a more permanent arrangement is made. A motion to appoint Gary as interim co-chair of Marketing was passed.

Rosalie reported that the auditors recommendation to modify, minimize, or eliminate processing transactions relating to non-Partnership organizations entities such as First Night was being implemented. The changes include eliminating cash transactions passing through PfH books for non-Partnership organizations, but, continuing to process credit card transactions for First Night and House Tours. These credit card transactions would be kept separate from the other accounts and a credit card fee of 4% would be charged to the appropriate organizations.

Arlene Fiorilli reported the outstanding news that the income for the Craft Fair was \$45,086, which was \$13,000 higher than expected.

Rosalie stated the month of August was very busy in dealing with issues with the media, particularly the complaints about Haddonfield and the Partnership from Duross & Langel. A discussion of the need for the PfH board to invite retailers to a Listening/Planning meeting was discussed, with a decision to have a session on October 6, from 6 to 8 p.m. at Borough Hall. Details to be finalized by the Administration Committee.

Marketing Committee (J. Russell & vacant co-chair).

Gary Reses stated that the First Friday held in August was successful and well attended.

A Bridal Walk is scheduled for mid-September with over 100 brides registered. This event is expected to benefit a majority of the retailers.

The possibility of having another Girls Night Out event was discussed and the Marketing Committee will follow-up to determine whether it is feasible to schedule another one this year.

Suasion stated that Patch would like to interview some of the board members and thanked Patch for giving us some balanced coverage and fair stories.

She noted that the Bridal Walk had an equivalency of \$10K coverage in the knot.com and overall the downtown had \$70K of placements.

Suasion recommended that the strategy meeting for October focus on getting feedback and listing to ideas that could be implemented, rather than becoming a complaint session.

Suasion reported that the Courier Post pull out guide featured Haddonfield through the issue and noted that Haddonfield was once again named "Top Town" in New Jersey in *South Jersey Magazine's* yearly feature.

Visual Enhancements Committee (S. Leonard)

Sean Leonard reported that he is working on tree lighting and received one bid to date. Another bid is expected. Sean commented that he is disappointed with all of the weeds downtown and questioned whether the Borough can address this issue.

Borough News (S. McCullough)

Sharon McCullough stated that there is a continued delay with construction on Tanner Street due to issues with the contractor. Sharon commented that businesses on that street have been negatively impacted for a significant amount of time, and asked whether the PfH could rebalance the funds between allocations for retention vs. recruitment in order to direct some funds to Tanner Street businesses.

A grand re-opening of Tanner Street was discussed as a way to help promote those businesses. Details need to be worked out.

The Potter and Ellis Street project is going smoothly and will take several months to complete.

Public Portion of the Meeting

Kirk Peterson had several suggestions for Pfh, including, encouraging Pfh to sponsor a Taste of Haddonfield for restaurants, to paint lines on the parking lots and for the Borough to mulch and weed. Jeff Kasko stated that the Borough is planning to paint the parking lots. A schedule date has not been set.

Next Meeting: October 5, 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

09.07.11 pfh minutes