

Partnership for Haddonfield, Inc.

Meeting Minutes – September 15, 2010

Meeting Attendees: Susan Hodges, Sean Leonard, Deb Hansen, Susan Maslowski, Marlee Lick, Joann Verdi, Gary Reses, Deena Gersh, Jeff Kasko

Excused Absence: Rosanne Tizzano, Andrew Bertorelli

Support Staff: Lisa Hurd, Rosalie Shapiro

A special board meeting was held on September 15, 2010 to vote on the following:

- changes in contract terms with Summit Sampler
- to engage Downtown Works for a consultation on October 5 – 7th
- to obtain a pricing proposal from our current Public Relations firm, Suasion Communications, and possibly re-appointing them for a one year contract.

Contract for Summit Sampler. At the September 1st board meeting, a motion was passed to provide financial incentives to Summit Sampler to open a retail store at 117 Kings Highway. The incentives included a rent subsidy of \$10,000, representing two months free rent, at \$5,000 a month. This is being matched by four months free rent by the property owner, Gerry Levin. The rent subsidy will be payable in January and February, 2011. The incentive also included a fit-out grant in the amount of \$9,764, which represents 25% of the total projected fit-out expenses in the amount of \$39,034. This amount would be payable quarterly over two years, beginning the month after all renovations are complete.

It was the understanding at the time of passing the motion that a 5 year lease was being signed. It was also understood that the contract would stipulate reimbursement to PfH by the tenant, if the business closed within three (3) years of opening. This reimbursement called for 100% of all amounts paid if the business closes in Year One; two thirds of all payments if the business closes in Year Two; and one third of all payments if the business closes in Year Three.

A CHANGE IN TERMS HAS OCCURRED:

The lease has been adjusted to now include an escape clause to the effect that Summit Sampler may terminate the lease on February 28, 2013 provided written notice is given to Landlord by August 31, 2012.

To address this change in the lease, the Administration Committee recommended that the contract stipulates reimbursement by the tenant to PfH 100% of all amounts paid if the business closes before the end of Year three.

A motion was passed unanimously to change the contract terms as follows: (1) reimbursement by the tenant to PfH 100% of all amounts paid if the business closes within three (3) years from the date of signing the Agreement, and (2) if PfH is forced to initiate legal proceedings against Tenant to recoup the subsidy, tenant agrees to pay PfH's attorney's fees for such proceedings.

2. Contract for Downtown Works. At the September 1st board meeting, a proposal to engage the firm of Downtown Works in the amount of \$5,000 plus travel expenses was discussed and tabled pending more information. The Administration Committee has obtained more information and recommends that a contract be awarded to Downtown Works for \$5,000 plus travel expenses.

This fee is due to the amount of preparation time in preparing the workshop materials. If based on time, at an hourly rate, the total would be \$8,050.

A summary of the key services provided are:

re-visit Haddonfield to review and update the retail recruitment strategy that was put into place seven years ago when the BID was formed. Midge McCauley, the principal consultant at Downtown Works, published the Retail Recruitment Strategy based upon an assessment of our retail environment and competitors within our geographic area at the time. Over the last several years, this strategy has been the blueprint and foundation upon which we continue to build upon. A current assessment and tweaking of this strategy would be included as a one day walking tour through town with Lisa Hurd, and a meeting with the board on October 6th to review Midge's analysis and recommendations for tweaking our strategy. Midge would also identify the most difficult challenges and strategies how to overcome them, as well as discuss the benefits and/or difficulties with incentive programs.

conduct a two -hour session Merchandising workshop for downtown retailers

provide one-on-one consultation with 8 merchants in their stores. To insure fairness, provide tickets and have a drawing to determine who gets the consultations.

Unrestricted e-mail and phone access to Downtown Works team members for Retail Coordinator to obtain advice

Complimentary entry for Downtown Works (2) day workshop

The board unanimously passed a motion to engage Downtown Works for the above services at the stated cost.

Request for Proposal – Public Relations Consultant

The one year contract for Suasion Communications expires December 31, 2010. The plan was to issue an RFP for 2011. This process takes about 3 months. The Administration Committee recommended the following:

If the board agrees that the performance of Suasion for 2010 is satisfactory, then :

Obtain a pricing proposal from Suasion for 2011, based upon a similar scope of work for services they are currently providing;

If the scope of work and associated fees are satisfactory, re-appoint Suasion for another one year contract without going through the full RFP process at this time.

Otherwise, issue an RFP in the September-October timeframe.

The board unanimously passed a motion to re-appoint Suasion Communications for a one year contract contingent upon the above stated terms.

Jerry Garcia Art Exhibition

The board unanimously passed a motion to sponsor a Jerry Garcia Art Exhibition from Friday, October 1st through Sunday, October 3rd. This will be held at the premises of Accent Studio, 123 Kings Highway East, Haddonfield, NJ.

Respectfully submitted, Rosalie Shapiro

09.15.10 pfh minutes

