

**Partnership for Haddonfield, Inc.
Meeting Minutes – January 4, 2006**

Meeting Attendees:

Board members: Mark Ruggerio, Neal Rochford, Tony Scoleri, Melanie Fendt, Rob Kugler, Joann Verdi, Susan Maslowski, Debbie Hansen, Guy Elzey

Alternates: Kerrie Bantivoglio, Beverly Lloyd-Aldeghi

Excused absence: Jack Leonard

Guest attendees: Mayor Tish Colombi, Commissioner Ed Borden

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Minutes from the prior meeting were approved.

Chairperson's Comments

Rob Kugler began this meeting by thanking Mayor Colombi, and Commissioners Borden and Rochford for attending the meeting this morning. Rob stated that the Commissioners were invited here to listen to Board members comments about the parking situation in the Downtown shopping area.

Summary of Dialogue Regarding Parking

The dialogue between the Partnership Board and the Commissioners was kicked off by comments from Guy Elzey, stating the need for additional parking. Elzey's comments were further expanded upon by all of the other board members present at this meeting. The consensus from the board was that the current parking situation in the business district is a problem and PfH is looking to the Commissioners to recognize the parking inadequacies. Some of the specific scenarios that were cited that impact parking are:

- new residential construction in the downtown
- increased competition from the Garden State Park that is being constructed with plans to provide ample parking for residents and shoppers
- a quality restaurant is anticipated to open at the rear of The Shops at 116
- the success of the Partnership in recruiting good businesses to our downtown
- the number of shoppers is growing
- free parking spaces in the PATCO lot on weekends is of limited value to some of the businesses that are open weekday evenings and are located near Haddon Avenue

The board members had several suggestions to offer to the Commissioners as avenues to explore in order to improve parking. Some of the key ideas were:

- a centralized location for parking
- a structured parking garage
- renting spaces in existing private parking lots

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.

Commissioner Borden challenged PfH to “make the case” that there is a problem with parking because he believes that the residents do not view parking in the downtown district as a problem. Ed Borden did state, however, that parking will be included in the overall Visioning Project and that the planners that have been engaged for this project have extensive experience with parking issues.

Mayor Colombi also challenged the need for additional parking because employees of our downtown businesses take up prime parking spaces that could be used for patrons. She also pointed out that building a parking structure is very expensive, averaging \$30,000 per parking space.

The conclusion was that PfH would invite the developer of the parking garage in Princeton to meet with us to share their experiences so that we could learn from them.

Another open item is to determine the number of spaces that are needed.

Treasurer’s Report

Vince Russo presented the Preliminary Treasurer’s Report as of December 31, 2005 since bank statements have not yet been received and the credit card account is not reflected. He stated that the current assets are \$94,024 and current liabilities are \$12,818 with a total equity balance of \$81,205. Vince reported that PfH has received \$400 year to date from the Shophaddonfield project towards repayment of the \$3,000 advancement. Gift certificate sales for 2005 was \$29,771 reflecting an increase from prior years. In reviewing the Profit & Loss Budget vs. Actuals, Retail Recruitment is \$72,000 underbudget, Marketing is within budget, and the net income figure of \$47,000 is expected to be \$57,000 when all outstanding receivables are realized. A motion was passed to accept the Treasurer’s Report.

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

Budget Committee: *Jack Leonard

Rosalie Shapiro presented the first draft of the 2006 budget, and distributed the draft document “Partnership for Haddonfield 2006 Budget” with supporting narratives. The revenue figure of \$358,046 was broken down into the following expenses: \$157,620 for Retail Recruitment and Retention; \$142,500 for Marketing and Public Relations; \$36,126 for Administration; \$20,000 Committee for Professionals, and \$1,800 for Visual Improvements. Highlights included: there will be no increase in the special assessment, tenant improvement funds in the amount of \$98,200 reflects an aggressive effort to recruit restaurants and new retail tenants, the marketing budget includes hiring a part-time events coordinator, and the Professionals plan to expand their marketing and advertising efforts. A motion to have PfH approve this budget as submitted was unanimously approved. The Commissioners will determine the date to introduce the budget at a Public Meeting.

Tim Murtha expressed concern that PfH was creating an infrastructure and run-rate that would require tax increases in the future. He challenged the board to consider the implications for the 2007 budget.

A motion was passed to accept the 2006 temporary budget as submitted.

Other Reports

Lisa Hurd reported that she is continuing to recruit new businesses to fill vacancies, and assisting retailers in finding larger spaces.

Richard Schwab stated that PfH will need to review the new state “Pay to Play” statute, and will present this to the Administration Committee for initial review.

New Business – N/A

Old Business – N/A

Comments from the Board – N/A

Public Portion of the Meeting

Kirk Peterson commented on several issues regarding parking and trash collection in the downtown district.

**Next Meeting: Wednesday, February 1, 2006 8:30 am – 9:30 am,
Borough Hall, Lg. Auditorium**

Respectfully submitted, Rosalie Shapiro

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