

Partnership for Haddonfield, Inc.
Meeting Minutes – October 1, 2008

Meeting Attendees:

Board members: Rob Kugler, Neal Rochford, Deb Hansen, Gary Reses, Joann Verdi, Marlee Lick, Kerrie Bantivoglio, Guy Elzey, Susan Maslowski, Ann Lawson, Lisa Blaber, Deena Gersh, Doug Rauschenberger

Support Staff: Lisa Hurd, Rosalie Shapiro, Vince Russo

Minutes from the prior meeting were approved.

Chairperson's Comments

Rob Kugler welcomed Doug Rauschenberger to the PfH board. Doug will be filling the unexpired term of Beverly Aldeghi.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of September 30, 2008. We have a balance of \$146,317 in the Susquehanna Operating Account. Current assets are \$220,911 and current liabilities are \$28,897 with a total equity balance of \$192,014. Net income is \$106,365. This report includes receipt of the third assessment from the Borough in the amount of \$62,500. One additional assessment from the Borough in the amount of \$62,500 is due in November.

The escrow account balance at The Bank is \$52,852 and is being used to pay prior obligations contractually committed to for existing recruitment grants. The amount of \$4,054 that was held in escrow for Ellie has been moved to the equity balance. Vince questioned whether the September payment in the amount of \$3,125 should be paid to J. McLaughlin, since they will be closing their store in December. Because PfH is contractually obligated to pay the incentive grant to J. McLaughlin as long as its business remains open, the September payment will be made.

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

Committee Reports

Professionals Committee (Kerrie Bantivoglio)

Kerrie Bantivoglio reported that the Taste of Haddonfield event that was held on September 23 was well attended, and attracted many new businesses. Kerrie thanked Rosanne Tizzano, Manager, Susquehanna Bank for hosting this event. Incentives in the amount of \$100 per restaurant were offered as a means of encouraging restaurants to participate. Publicity was provided by the Sun Newspaper group.

A breakfast networking event is planned for October 21st at Ludovico's from 7:30 a.m. - 9:00 a.m. Kerrie distributed a copy of the webpage design for the Haddonfield Professionals that is being developed to promote non-retail business in Haddonfield.

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.

Marketing Committee (M. Lick/G. Reses)

Gary Reses reported that the next First Friday event is scheduled for Friday, October 3. Many restaurants and retailers are lined up to be open during evening hours for this event. There will be additional artists and musicians downtown over the number for the October event, as well as Fox News broadcasting from 4:30 – 6:00 p.m. from Kings Highway.

Fourth quarter advertising has been scheduled, and most of the holiday events have been planned. Gary Reses made a motion to approve a contract in the amount of \$50 an hour to engage Melanie Fendt to create advertising and promotional materials for the PfH. This motion was approved by the board. Gary advised that the firm of Hutchinson Business Solutions (HBS), who created the Haddonfield Directory in prior years, is actively marketing a new Directory to retailers using materials that were developed by PfH. Gary emphasized that the “Lizzy” branding image, and similar materials are expressly the property of PfH, and we needed to send her a letter advising her of that. Rosalie Shapiro will draft this letter to HBS. Gary also commented that a memo should be distributed to merchants to inform them that this is not a PfH supported activity.

Business Support (Joann Verdi)

Joann Verdi stated the Coffee and Conversation held at Life is Good (the former Ellie location) was well attended. Refreshments were supplied by Ludovico's. Attendees expressed enthusiasm and support for the upcoming First Friday event. Marlee Lick suggested that a Taste of Haddonfield event, with a fee of \$25-30 per person, be incorporated into First Friday, with local restaurants participating. Business Support is to follow-up on this idea.

Lisa Hurd reported that there are a few vacancies, including the space formerly occupied by Pierre de Beaumont, and the properties on Kings Court. Georgie Girl is moving to the larger space that was occupied by Simple Things, and there is interest in the J. McLaughlin space. The former owner of Powder Room is opening a business called SwitchFoot in the Threads and Sleds space.

Lisa attended a conference in Rahway, NJ, sponsored by the Downtown NJ organization. The theme of the conference was “Hard Times, Real Opportunities,” emphasizing the kinds of retailers that are looking for downtown locations.

Administration (R. Kugler)

Rosalie Shapiro mentioned that the Administration Committee will be following up on several of the key activities from the strategic planning session. Rosalie stated that Committee chairpersons need to review their respective budget requirements through yearend and to identify whether or not there will be a need to do any budget transfers in November of this year. This topic will be discussed in the Administration Committee meeting on Wednesday, November 12. A meeting with Midge McCauley, Downtown Works, is scheduled for October 22nd to review her proposal to update the retail recruitment study that was completed 5 years ago.

Streetscapes (D. Rauschenberger)

Doug Rauschenberger reported that he reviewed ongoing Streetscapes activities and is meeting with Dave Watson to get in sync with Borough projects.

Borough News (Sharon McCullough)

Sharon McCullough reported that the last phase of improvements for Kings Court for hardscape construction and other upgrades to beautify this area are on schedule for completion by mid-November.

Board of Trustees Comments

Susan Maslowski expressed her displeasure with the Borough approval process that Jay West had to go through in order to get approval for her window replacement project, as well as with the current PfH retailer retention program. Susan suggested that PfH rethink how they use their funds to retain current businesses, and that the mission statement be rewritten to include retention.

Susan will present a proposal at the next Administration Committee meeting.

Fall Festival is scheduled for Saturday, October 18th.

Public Portion of the Meeting - N/A

Next Meeting: Wed, 11/05/08 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

10.01.08 pfh minutes