

Partnership for Haddonfield, Inc.
Meeting Minutes – October 3, 2007

Meeting Attendees:

Board members: Rob Kugler, Deb Hansen, Guy Elzey, Joann Verdi, Gary Reses, Susan Maslowski, Deena Gersh, Beverly Aldeghi, Neal Rochford, Ann Lawson

Support Staff: Lisa Hurd, Rosalie Shapiro, Vince Russoo

Excused absences: Kerrie Bantivoglio, Marlee Lick

Unexcused absence: Lisa Blaber

Minutes from the prior meeting were approved.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of September 30, 2007. We currently have a balance of \$114,024 in the Susquehanna Operating Account. Current assets are \$238,824 and current liabilities are \$18,976 with a total equity balance of \$219,847. This current asset figure includes \$9,814 at The Bank for the Farmers' Market. To date, we have received \$187,500 from the Borough for the first three assessment payments, and expect an additional \$62,500 in November, 2007. Gift certificates sales for 2007 are \$16,897 which is an increase from last year. The Profit & Loss statement shows net income at \$90k.

In reviewing the P&L statement, Vince commented that encumbrances needed to be set-up for Marketing, Retail Recruitment, and Streetscapes for the remainder of this year. The Farmers' Market Report Profit & Loss statement shows a net income figure of \$9,814.

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

Committee Reports

Professionals Committee (Kerrie Bantivoglio)

Ann Lawson reported that the "Taste of Haddonfield" Networking Evening hosted by Ann Lawson, manager, and by the staff of The Bank was a successful event. Ann thanked the many restaurants which provided refreshments for this event.

Display holders for the Professional Directory and Shoppers' Guide are being delivered to many businesses in town.

Ann made a motion to add the following committee members to the Professionals Committee: E.J. Paul, Skip Bean, and Doug Sell. This motion was passed unanimously.

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.

Ann announced that a winter Networking event is being planned for February 26th, consisting of a panel of tax attorneys and other financial professionals. More details will be forthcoming.

Business Support

Lisa Hurd reported that she continues to do a considerable amount of traveling in order to identify prospective tenants for future openings Downtown.

Joann Verdi commented that attendance at the “Coffee and Conversation” gathering held on Thursday, September 20th at Colette Oswald Photography was good, and there was conversation on a variety of topics.

Joann reported that the Farmers’ Market will end the season on October 27th as originally planned. The Market plans to have a table at the Fall Festival to build support for next year.

Joann Verdi mentioned that WMSH Marketing Communications, the PffH, and Elauwit Newspapers hosted a two hour marketing workshop for Haddonfield retailers on Thursday, September 27th from 8 am to 10 am at Cristina’s Restaurant. A worthwhile presentation was conducted by WMSH, which engaged participants in brainstorming inexpensive ways to market their businesses. A similar event is being planned for the Haddonfield professional community.

Marketing Committee (S. Maslowski/M. Lick)

Susan Maslowski stated that this Committee is gearing up for the Fall Festival and Craft Show planned for Saturday, October 13 with an advertising campaign in the *Haddonfield Sun* and decorating the downtown with cornstalks.

Susan reported that work has begun on Candlelight Shopping, with emphasis on getting stores to remain open on Thursday evenings and Sunday afternoons during the Holiday season. Many retailers support additional hours on Thursday and Friday night, as well as Sunday afternoon during holiday shopping season, but Saturday night remains an uncertainty for evening hours. Carriage rides and luminaries are planned as part of the festivities.

The shopping Directory is being reprinted, and copies were distributed to board members.

Streetscapes (B. Lloyd-Aldeghi)

Beverly Aldeghi reported that ongoing maintenance for the nine Borough parking lots is needed and someone is being hired to do this work.

Administration (R. Kugler)

Rosalie Shapiro stated that Committee chairpersons need to review their respective budget requirements through yearend and 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, October 10th.

Parking and Access Report

Guy Elzey commented that the Parking and Access Committee has confirmed Brown, Keener, Bressi’s findings that private parking lots could yield additional parking spaces

for general usage and are looking to the Commissioners to work with different property owners to identify space that could be used for customer parking Downtown. Lisa Hurd stated that 10 spaces in the Baptist Church lot will become available for public usage on a trial basis until the end of January. Neal Rochford that this was a major accomplishment and thanked all participants for working together to make this happen.

An additional 60 parking spaces could potentially become available from other lots. The committee will continue to pursue opportunities to create metered parking in core areas. A discussion of issues related to employee parking followed. Many employees continue to park in customer spaces and feed the meters because oftentimes there are no designated spaces for employees. This remains an open issue.

Graffiti Concerns

Lisa Hurd announced that graffiti is becoming an issue on signs and buildings downtown, and Mayor Colombi wanted us to be aware of this situation, since it is an indication of decline.

Lisa asked the board to let the Borough know of all instances of graffiti so that Public Works can clean it up.

Board of Trustee Comments (N/A)

Public Portion of the Meeting

Tim Murtha asked a hypothetical question as to whether PfH was responsible for deficits associated with the Farmers' Market, and the response was "no, PfH is not legally responsible." Note: The Farmers' Market budget is on target and is not in a deficit situation.

Tim commented that he perceives that there is a shifting of costs from the Borough to PfH for basic services that should be paid for by the Borough.

Kirk Peterson directed comments to the Streetscapes Committee and the Marketing Committee. He stated that weeds and trash need to be cleaned up, and that trash cans need extra attention during holiday shopping season and special events. Kirk noted that Haddonfield may want to consider having a Book Festival and a Music Festival that is similar to what is being done in Collingswood.

Kirk circulated a proposal to create a landscaped and lighted walkway linked thru the parking lot behind Lantern Lane to the PATCO parking lot.

Next Meeting: Wed, 11/07/07 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

10.03.07 pfh minutes