

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

Meeting Attendees:

Board members: Rob Kugler, Mark Ruggerio, Jack Leonard, Neal Rochford, Melanie Fendt, Joann Verdi, Guy Elzey, Deena Gersh, Deb Hansen, Tony Scoleri

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absence: Susan Maslowski, Kerrie Bantivoglio , Beverly Lloyd-Aldeghi

Minutes from the prior meeting were approved.

**Chairperson's Comments**

Rob Kugler advised that he and Lisa Hurd attended a presentation regarding planned improvements to the Cherry Hill mall. A major retailer, Nordstrom, is scheduled to open in Spring, 2009. Several restaurants are also part of the planned improvements in the Fall, 2008 timeframe.

Rob stated that he thinks Haddonfield will be ready if we continue doing what we are doing.

**Treasurer's Report**

In lieu of a Treasurer's Report, Vince Russo reviewed the Susquehanna Bank Operating Account statement as of September 29, 2006 and the Commerce Bank Gift Certificate Checkbook statement. Most of the activity in the Operating Account was for Marketing & Public Relations during the month of September. The balance in this account as of 9/29/06 is \$175,697. The Gift Certificate account reflected 33 redemptions, and 2 overdraft charges. Discussion regarding adopting a policy to accept cash or credit cards only, and no checks indicated a need to look into this further. Website sales for Shophaddonfield.org show that 18 retailers to date are participating in the program, and the net payback to PfH is \$850.

**Committee Reports**

**Professionals Committee (M. Ruggerio/Kerrie Bantivoglio)**

Mark Ruggerio stated that more than 110 business people attended the "Taste of Haddonfield" networking event that was held on Tuesday, September 26, from 5:30 – 7:30 p.m. at Commerce Bank. It was the largest attendance to date, and represented a good cross section of retailers, professionals, bankers, and service providers. Mark thanked the

**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.**

food suppliers that provided refreshments. He also expressed thanks and appreciation to Jackie Hershberger, John Colaianni, and the entire staff of Commerce Bank for hosting

this event. Neal Rochford also expressed thanks to Commerce Bank for hosting this event.

2007 plans include a mid-winter networking breakfast and (2) evening events (one in the spring and one in the fall), both of which are not high budget items.

The Professional Directory is being revised and a large distribution will be sent to Haddonfield and surrounding communities by year's end.

#### **Marketing Committee (M. Fendt)**

Melanie Fendt stated that the 30<sup>th</sup> Annual Antique Auto Show that was held on September 30<sup>th</sup> had a lower turnout than expected due to the rain.

Fall Festival plans were well underway and will be held on Saturday, October 14. Arlene Fiorilli is preparing a schedule for that event, which will be distributed to retailers.

Advertisements for the upcoming holiday are being planned and include ad placement in several publications including the *Courier*, *South Jersey Magazine*, *Philadelphia Inquirer*, as well as other media such as KYW and Comcast. The shophaddonfieldnj.com site is gearing up for Black Friday. A major Public Relations effort is underway to showcase apparel retailers, including a feature on local TV stations. The December issue of *South Jersey Magazine* will contain an article on Haddonfield.

#### **Business Support (J. Verdi)**

Lisa Hurd reported that Fuji, a major destination restaurant, signed a lease for space in The Shops at 116 .

Lisa reviewed the projected incentive expenditures for prospects that are in the pipeline and are expected to be applying for funding. Prospects include Ellie, an apparel shop that is expected to open January, 2006 and has purchased the building that was formerly "Here's My Heart." Other prospects included a regional apparel retailer, a restaurant, a cosmetics boutique, and a home accessories stores. This funding will impact the budget from 2006 through 2009.

#### **Streetscapes (B. Lloyd-Aldeghi)**

Beverly Lloyd-Aldeghi was absent, and the sidewalk powerwashing proposal that was expected to be part of today's agenda, will be presented in the November meeting. Questions regarding this proposal were directed to Beverly for answers.

#### **Administration Committee (R. Kugler)**

Rosalie Shapiro presented a budget strategy that structures the budget over the next 2 years (through end of 2008) that is designed to accommodate retail recruitment initiatives that were proposed by Lisa Hurd, provide funding for Streetscapes, as well as other priorities activities without budget overruns or tax increases. In order to implement the strategy, the following actions were proposed:

- 1) budget transfer of \$15,095 from Marketing to Recruitment in 2006
- 2) budget transfer of \$6,405 from Marketing to Streetscapes in 2006
- 3) establish a reserve cash account in the amount of \$86K to cover expected recruitment activities over the next 3 years

The motion to take the above actions presented in the budget proposal was approved.

Rosalie reviewed the expiration dates for the Board of Trustees, and noted that both the position for Commercial Property Owners that is currently held by Jack Leonard and the Retail Business Owner position held by Melanie Fendt will be open as of January, 2007. Trustees whose term expires in 2006 were requested to notify either Rob Kugler or Rosalie if they do not wish to have their term extended for a year. Rosalie reported that all outstanding contracts have been signed, including the WMSH Marketing Communications contracts and Couture.

**Borough News (R. Schwab)**

Neal Rochford informed the board that clean-up is needed in several parking areas, and that Beverly Aldeghi is diligently working with the Borough to improve these situations. He also mentioned that the sewer break at Library Point that impacted Hopkins Pond was a result of a breakage in an old pipe and clean up efforts are underway. Neal also stated that Lincoln Avenue is now open, after being closed for several weeks in order to install traffic calming speed bumps in that area of town.

**Board of Trustee Comments**

Melanie Fendt stated that updates to the 2007 Directory worksheet are needed. Guy Elzey thanked Lisa Hurd for her recruitment efforts, and stated that we are making progress.

**Public Portion**

Kirk Peterson commented on overflowing trash cans, particularly after Special Events, that needed attendance.

**Next Meeting: Wed, 11/01/06 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

10—04-06 pfh minutes