

**Partnership for Haddonfield, Inc.
Meeting Minutes – October 5, 2005**

Meeting Attendees:

Board members: Mark Ruggerio, Guy Elzey, Jack Leonard, Neal Rochford, Tony Scoleri, Melanie Fendt, Rob Kugler, Joann Verdi, Susan Maslowski, Debbie Hansen
Alternates: Kerrie Bantivoglio, Beverly Lloyd-Aldeghi

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro, Arlene Fiorilli

Minutes from the prior meeting were approved.

Chairperson's Comments

Rob Kugler thanked the various committees for their ongoing effort, with a special note of recognition for the Marketing and Budget Committees.

Treasurer's Report

Vince Russo presented the Treasurer's Report as of October 5, 2005. He stated that the current assets are \$97,135 and current liabilities are \$24,436, with a total equity balance of \$72,699. We received \$32,000 from the 2005 Craft Fair and \$156,250 in assessments from the Borough. An additional assessment amount of \$93,750 is expected from the Borough in November. Funds for Todaro's tenant fit improvements in the amount of \$3,500 have been encumbered to cover this contract for the remainder of 2005. The figure of -\$36,565 reflects the redemptions from the sale of Gift Certificates. A motion was passed to accept the Treasurer's Report.

Economic Redevelopment

Lou Bezich updated us on the Pilot Parking Program. A copy of the flyer that is being distributed to businesses on Kings Highway and major intersecting streets in the downtown was distributed. To date, 17 permits have been sold and several different lots are being utilized. Lt. Debbie Fesi is collecting data on car counts and which lots are being used in order to measure the effectiveness of this program. Debbie is reporting monthly on the results.

Lou reported that agreements with PATCO to use their parking lot for weekends still have not been finalized. Pricing needs to be obtained for the cost of a gate to access the lot on weekends.

Lou mentioned the possibility of having PfH host seminars by the U.S. Small Business Association on financial and technical assistance programs to support small businesses. The board approved this concept, and Lou is to follow-up with a date to schedule a session with this agency.

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.

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

Marketing Committee: *Melanie Fendt

Melanie Fendt presented some changes in the financial arrangements with Raphael Webscapes for the *ShopHaddonfieldnj Program*. The initial fee of \$400 to join the website is being reduced to \$275, which will provide opportunities for more businesses to have a virtual storefront. Of this \$275 fee, PfH will retain \$50 to cover the cost of ongoing development and maintenance of the Website. In addition, provisions for Restaurants to participate have been made. It is expected that Phase II will include web pages for Professionals.

The board approved a motion to accept the revised contractual arrangement with Raphael Webscapes.

Melanie mentioned that marketing plans are underway for The Fall Festival, Candlelite Shopping and entertainment, as well as ads in *SJ Magazine*, *Philadelphia Magazine*, and potentially *Philadelphia Style* magazine.

The next issue of the PfH Newsletter is in work.

As of November 8th, 2005 the contract with Boyd Tamney Cross terminates, and an RFP for another Marketing firm is to be developed.

Budget Committee: *Jack Leonard

Jack Leonard commented that the 2006 budget process is underway, and he will report on this further in the November board meeting.

Administration Committee: *R. Kugler

Rob Kugler reported that the 501C(4) application for tax exempt status was filed with the IRS 2 weeks ago. It will take approximately a year for the IRS to act on it.

Rosalie Shapiro stated that the Todaro's Fresh Market contract has been signed by PfH and Todaro's.

Rosalie mentioned that PfH has (1) Board vacancy in the retail category, due to the resignation of Rob Jordan.

Rob Kugler made note of the 2 new additions to the board and welcomed Susan Maslowski and Beverly Aldeghi.

Business Support Committee: *Jack Leonard

Jack Leonard informed the board that 2 applications for the tenant fit-out improvement program are pending: Coldstone Creamery and Animo Juice. More information on these applications are forthcoming.

Professionals Committee: *Kerrie Bantivoglio & Mark Ruggerio

Mark Ruggerio advised that the September Business After Business Networking event sponsored by Susquehanna Patriot Bank on September 27 was a success. The theme was "A Taste of Haddonfield", featuring various menu items served by several food establishments in town.

Mark commented on the positive feedback regarding the full page ads in the *Haddonfield Sun* that represents the Professionals in Haddonfield.

Another Business After Business Networking event is being planned for January.

Guy Elzey informed the board that some home owned businesses would like to participate in the Partnership but are not being taxed commercially. Mark Ruggerio referred this to the Administration Committee for their consideration.

Visual Improvements Committee:*Debbie Hansen

A motion to add Beverly Aldelghi and Jan Twitchell to this Committee was passed. Debbie Hansen acknowledged the Garden Club for the various plants in the Downtown area.

Debbie stated concerns over the present trash problems, and noted several locations where there is a problem. She also mentioned that some residents use collection bins that are designated for the commercial businesses.

Rob Kugler concurred with this problem, stating that he cleaned up the trash in Lantern Lane on the weekends because the problem is pervasive.

The Committee plans to write a letter to the Commissioners informing them of the importance of the trash issue, and soliciting the Borough's Public Works department to resolve the trash problems.

The proposal for banners is being considered.

Debbie also informed us that garlands and bows are being proposed for Christmas holiday decoration as a unified look, and can be purchased in advance at a reasonable cost.

Regulations Committee: *R. Kugler, chair *pro tem*

Rob Kugler commented that the sign ordinance updating effort is still in work and remains on target for completion by yearend.

Other Reports

Lisa Hurd stated that there continued interest in the tenant improvement incentive program and she is still working on a restaurant deal. Lisa noted that most vacancies are filled. She also emphasized that landlords should notify her of pending vacancies, and keep her in the loop so that there is no duplication of recruitment effort.

Lisa commented that there are currently 70 businesses on the targeted list, and she is actively working with 8 of them for 2006. Primary targeted businesses are apparel and home furnishings.

New Business – N/A

Old Business – N/A

Comments from the Board

Guy Elzey's comments on increased foot traffic leading to more parking problems led to a discussion of the need for a long-term parking plan to create more spaces downtown. Most board members agreed that the short-term parking pilot program to free up spaces on Kings Highway and side streets was a step in the right direction, but not an overall solution.

Lou Bezich agreed to get more information on the valet parking program in Collingswood, as well as a get a copy of the Lot usage in Haddonfield from the Borough.

Public Portion of the Meeting

Kirk Peterson stated his ideas regarding parking and was referred to the Parking and Access Committee as the appropriate avenue to take these ideas to.

Neal Rochford informed us that Benjamin Lovell Shoes just celebrated their first anniversary of their business opening in Haddonfield, and is very pleased with being in Haddonfield. His expectations have been exceeded, and Sunday is his best day of the week for being open.

**Next Meeting: Wednesday, November 2, 8:30 am – 9:30 am,
Borough Hall, Lg. Auditorium**

Respectfully submitted, Rosalie Shapiro

10-05-05pfhminutes