

Partnership for Haddonfield, Inc.
Meeting Minutes – October 7, 2009

Meeting Attendees:

Board members: Rob Kugler, Jeff Kasko, Deb Hansen, Joann Verdi, Rosanne Tizzano, Ann Lawson, Justine Callahan, Marlee Lick, Gary Reses, Susan Maslowski, Deena Gersh

Support Staff: Lisa Hurd, Rosalie Shapiro, Parker & Russo Associates

Unexcused Absence: Guy Elzey, Lisa Blaber

Minutes from the prior meeting were approved.

Chairperson's Comments (R. Kugler)

Rob Kugler thanked Lisa Hurd for her efforts in bringing the John Lennon Art Exhibit to town, and Jack Leonard for making the former AuCourant space available to display the artwork. He also thanked Rosie Tizzano for organizing the Taste of Haddonfield event.

Treasurer's Report (Parker & Russo)

Vin Parker reviewed the Treasurer's Report as of September 30, 2009. We have a balance of \$158,936 in the Susquehanna Operating Account. Current assets are \$210,886 and current liabilities are \$31,291, with a total equity balance of \$179,594. Net income is \$82,473. This report includes the receipt of the first three assessments of the Fiscal Year from the Borough in the aggregate amount of \$187,500. The fourth assessment is expected in the October-November timeframe. Figures include the receipt of \$44,332 from the Crafts & Fine Arts Festival.

Vin also reviewed the Profit and Loss Report and noted that the recruitment category is running \$50K under budget, but other categories are within budget.

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

Committee Reports

Professionals Committee (R. Tizzano)

Rosie Tizzano thanked Arlene Fiorilli for her efforts in coordinating "A Taste of Haddonfield", the evening event that was held at TD Bank in Haddonfield. Several restaurants backed out at the last minute due to a variety of reasons.

Breakfast networking events will be held on the first Friday of every month, except for holidays. The November 6th event will be held at Jersey Java.

The Professionals' brochure has been updated and two thousand copies are being printed.

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.

Retail Retention and Recruitment Committee (D. Hansen)

Deb Hansen reported that four (4) more businesses applied for the retail retention grants, and these will be reviewed by the Committee.

Lisa Hurd reported that *Houshiarnejad* is closing, but there are efforts to keep this business in town. A potential location is the space that was recently vacated by Au Courant. The current *Houshiarnejad* location is large and relatively expensive and thus difficult to rent.

Marketing Committee (G. Reses)

Gary Reses reported that the First Friday event was very successful, and there were many people in attendance. The John Lennon Art exhibit drew attendees from many surrounding communities, including Philadelphia.

Gary mentioned that Fall Festival (a Borough event) is scheduled for October 17th, and Kings Highway will be closed.

Funds have been allocated for advertising Candlelight Shopping and an extensive list of places to advertise for holiday shopping has been developed.

Administration Committee (R. Kugler)

Rosalie Shapiro reported that 9 firms responded to the RFP to hire a Public Relations/communications firm, and these responses will be reviewed by members of the Committee. The current vendor, MB and Associates did not submit a response.

The Craft Fair contract has not been signed at this point.

Business Support (J. Verdi)

Joann Verdi stated that the Dish and Dazzle event that was held on September 26th at *Melange* was a success.

A Retail Seminar conducted by Eleanor Togneri will replace the October Coffee and Conversation event.

Visual Enhancements Committee (J. Callahan)

Justine Callahan reported that Joe Haro and Kim Custer are continuing work on their plan to place new planters and benches on the corridor streets.

The new flags for Fall Festival have been installed.

Borough News (Sharon McCullough)

Sharon McCullough reviewed three (3) ideas submitted by Remington and Vernick to redesign the intersections of Mechanic, Clement and Haddon Avenue. The Board favored the option that kept the traffic flow as it currently exists. The Parking & Access Committee is reviewing these options as well. Sharon stated that the Grove Street project is targeted to start in mid-November and will begin in Cherry Hill.

Board of Trustees Comments

Jeff Kasko commented that the Borough completed a shredding event for residents and asked for input on whether the PfH would have an interest in funding a shredding event for businesses.

The Board did not recommend this for the business community.

Public Portion of the Meeting

Kirk Peterson recommended several ideas for PfH to consider, including a Taste of Haddonfield restaurant event, a Book Festival, as well as cleaning the parking lots for Fall Festival.

Next Meeting: Wed, 11/04/09 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

10.07.09 pfh minutes