

Partnership for Haddonfield, Inc.
Meeting Minutes – November 1, 2006

Meeting Attendees:

Board members: Rob Kugler, Mark Ruggerio, Jack Leonard, Neal Rochford, Melanie Fendt, Joann Verdi, Deena Gersh, Deb Hansen, Tony Scoleri, Susan Maslowski, Kerrie Bantivoglio, Beverly Lloyd-Aldeghi

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absence: Guy Elzey

Minutes from the prior meeting , as corrected, were approved.

Chairperson's Comments

Rob Kugler announced that on November 29, 2006 the firm of Brown Keener Bressi will present the proposed design guidelines from the visioning project to PfH. This meeting will be held at 8:30 a.m., Borough Hall, large auditorium. All are encouraged to attend this meeting.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of October 31, 2006. We currently have a balance of \$201,995 in Checking/Savings accounts. The Profit & Loss statement shows a current net income figure of \$86,715. Vince is researching the best interest rates for establishing the reserve account that will be used for tenant fit-out grants. Three more retailers have been added to the Shophaddonfield.org website, bringing the total number of participants to 22. To break even, 60 participants are needed.

An assessment in the amount of \$62,500 is expected from the Borough in November, which will bring the aggregate amount to \$250,000 for 2006.

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

Committee Reports

Professionals Committee (M. Ruggerio/Kerrie Bantivoglio)

Mark Ruggerio stated that the Business & Professional Directory is being printed and will be distributed in December. This Directory is also available on the haddonfieldnj.org website. Note: The printing cost is \$6,300 ; board approval will be needed.

The next breakfast networking event is planned for early February.

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| <p>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.</p> |
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Marketing Committee (M. Fendt)

Melanie Fendt reported that a multi-media approach to advertising for the upcoming holiday is being planned. Ads will be placed in several publications, including the

Courier, South Jersey Magazine, Philadelphia Inquirer, as well as other media such as KYW Radio and Comcast. The Shophaddonfield.org 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.

Entertainment, refreshments, carriage rides, and Santa are also included in the holiday promotional plans.

Melanie nominated Marlee Lick and Lisa Blaber as additions to the Marketing Committee. This motion was passed.

Business Support (J. Verdi)

Joann Verdi stated that a Retailers Roundtable evening meeting is being planned for January. Speakers are being lined up, and topics will include Hours of Operation, Customer Service, and other areas of interest.

Joann also mentioned that Lisa Muir, the design consultant that has been engaged by PfH in the past, is consulting with Guy Elzey regarding improvements in the exterior appearance of Happy Hippo.

Lisa Hurd reported she is recruiting for 3 pending vacancies that are expected in the next few months.

Lisa expects that Ellie, an apparel shop that is planning to open January, 2007 and has purchased the building that was formerly "Here's My Heart" will be applying for tenant improvement funding in December.

Streetscapes (B. Lloyd-Aldeghi)

Beverly Lloyd-Aldeghi reviewed the sidewalk powerwashing proposal for cleaning the sidewalks from the Patco Speedline to Borough Hall. Many of the logistics are being worked out with Public Works and the Police department since there will be major impact to Downtown while this work is being done. A demonstration is scheduled for Friday, November 10th at Ellisburg Circle to gauge the amount of noise that is involved, and gain a better understanding of the process. The one time cost for this work is \$6,600. Before proceeding, 2 additional bids will be obtained and more research will be completed before recommending whether to proceed.

Lantern Lane was recently cleaned and paid for by the HATCH Committee as a one-time offer. Bev mentioned that HATCH was going to stop their work as a Committee, and asked whether PfH would pick up the publicity. Lisa Hurd responded that this was outside of the scope of the Marketing Committee.

Bev nominated Phil Shapiro and Jackie Ciccione as additions to this Committee. This motion was passed.

Administration Committee (R. Kugler)

Rosalie Shapiro reported that the Commissioners approved the following budget transfers for the 2006 budget:

- 1) budget transfer of \$15,095 from Marketing to Recruitment
- 2) budget transfer of \$6,405 from Marketing to Streetscapes

Rosalie mentioned 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. A notice announcing these vacancies will be sent to both the *Haddonfield Sun* and *What's On Haddonfield*. Board members are encouraged to recruit candidates for these 2 positions.

Committee chair job descriptions are being worked on and the Marketing Chair position is in the final stages of completion. This will be distributed at the December meeting.

Borough News (R. Schwab)

Neal Rochford thanked Arlene Fiorilli and all of those who were involved in making the Fall Festival a success.

Board of Trustee Comments & New Business

Lisa Hurd stated that there is a need to communicate with retailers so that they are informed about what is happening in the Downtown. This was referred to the Administration Committee for follow-up.

Susan Maslowski questioned where the 12 hour parking meters were located for employee use. Arlene Fiorilli to check on what information regarding parking is included on brochures and the Haddonfield website.

Rob Kugler reminded everyone to attend the November 29th visioning recommendations meeting. Comments from the board reiterated the position that, although BKB states that parking is not a problem, inadequate parking remains an issue with the merchants.

Public Portion – N/A

BKB Meeting: Wed., 11/29/06 8:30 am., Borough Hall, Large Auditorium

Next Meeting: Wed, 12/06/06 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

11—01-06 pfh minutes