

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – November 2, 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 shared his personal observation that the recently implemented Pilot Parking program is working. He added that the valet parking initiative in Collingswood appears to be of limited value and is more useful for specific events rather than a long-term parking solution. Rob noted that PfH does not have a process in place for evaluating board members and a fair, unbiased process should be worked on in 2006.

**Treasurer's Report**

Vince Russo presented the Treasurer's Report as of November 2, 2005. He stated that the current assets are \$76,711 and current liabilities are \$17,985, with a total equity balance of \$58,726. An additional assessment amount of \$93,750 is expected from the Borough in November. The \$5,000 expected revenue from the Directory has not been received yet and is expected by yearend. The figure of -\$38,880 reflects the redemptions from the sale of Gift Certificates and is ahead of prior years. Most of the financial activity is taking place in the Marketing area.

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

**Economic Redevelopment**

Lou Bezich commented on the valet parking program in Collingswood. He stated that this program was put into place to enhance the restaurant experience, but is not a long-term solution.

Lou distributed statistics on the Meter Permit Parking Program, which show that 16 permits have been sold as of October, 2005. Lot usage during peak periods is 80-100% and is being monitored by the Borough police force.

A free seminar offered by The U.S. Small Business Association on financing for expansion is being planned for January 11<sup>th</sup> or 12<sup>th</sup> of 2006.

Lou reported that agreements with PATCO to use their parking lot for weekends still have not been finalized. Engineering issues, cost of the gate, as well as other issues continue to be worked on. The goal is to have these issues resolved by Christmas.

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.

A discussion of the need for a long-term parking solution followed Lou Bezich's report to the board. The board agreed that parking is a major issue for downtown businesses and needs to be a priority. A motion was passed to invite the Commissioners to a meeting with The Partnership for Haddonfield to bring parking to the forefront as a key agenda item to be worked on. Richard Schwab is to follow-up with a date and time.

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

**Marketing Committee:** \*Melanie Fendt

Melanie Fendt presented proposed expenses for Candlelight Shopping in the amount of \$30K to cover a major advertising campaign during the months of November and December. Key items included a billboard at the Benjamin Franklin bridge, ads in the *Philadelphia Inquirer*, *Philadelphia Style magazine*, KYW Radio and Comcast Cable. The board approved a motion to spend these funds.

Melanie stated that the online sale of gift certificates via the Shophaddonfield website will be available in 2 weeks.

Melanie announced that the 2006 Craft Fair contract negotiations with Peggy Friend and Sheila Goodman were terminated because a mutually beneficial agreement could not be worked out. Melanie recommended that this contract be awarded to Renaissance Craftables because of the more favorable terms to PfH. A motion to approve this contract was passed.

**Visual Improvements Committee:**\*Debbie Hansen

Debbie informed us that garlands and bows are being offered to retailers for Christmas holiday decorations as a unified look, and can be purchased in advance at a reasonable cost.

**Business Support Committee:** \*Jack Leonard

Jack Leonard informed the board that Animo Juice did not apply for the tenant fit-out improvement program. He advised that Coldstone Creamery did not fit into the targeted group category, therefore should not be approved for funding under this program. Jack recommended that PfH purchase (2) heat lamps at a total cost of \$600. These lamps would be used for outdoor events in the winter. The board approved this purchase.

**Budget Committee:** \*Jack Leonard

Jack Leonard commented that the 2006 budget is being developed, and he will present it at the December board meeting.

**Administration Committee:** \*R. Kugler

In order to accommodate home based businesses that would like to participate in the Partnership, but are not being taxed by the BID, the committee recommended creating a new category that is fee for service. Based upon what specific services are being offered, a corresponding fee can be defined. Administration referred this to the Professionals Committee to define which services they would recommend we provide to home based businesses.

Rob Kugler informed that board that PfH does not have Directors and Officers liability insurance, and we need it. The Administration Committee will get quotes, but approximate cost is between \$1500 and \$2500.

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

Several board positions are being renewed for an additional year, and letters will be sent out to those board members whose appointments would be expiring December, 2005.

**Professionals Committee:**\*Kerrie Bantivoglio & Mark Ruggerio

Mark Ruggerio advised that the Professionals Committee has created (3) subcommittees: Events, Marketing, and Budget.

Refining the professionals directory is in work, and specialties are being categorized.

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

No updates.

**Other Reports**

Lisa Hurd reported that she is continuing to work on filling vacancies, and assisting retailers in finding larger spaces.

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.

Richard Schwab presented a proposal from Starbucks to pick up the tab for parking meters for one day during the holiday season. The comments from the board were positive regarding this idea, and thought it would provide free media exposure. The final decision regarding this proposal will be made by the Commissioners.

**New Business – N/A**

**Old Business – N/A**

**Comments from the Board- N/A**

**Public Portion of the Meeting**

A representative from Kress Wines commented on the parking problem, and suggested that other businesses make their lots available, if needed.

Tim Murtha suggested that a consultant be engaged by the Commissioners to design a parking solution. He also urged PfH to stay within budget for 2006, and not increase the BID tax.

Kirk Peterson stated his ideas regarding parking and suggested that we find out whether the visioning firm that has been engaged by the Borough has a transportation consultant.

**Next Meeting: Wednesday, December 7, 8:30 am – 9:30 am,  
Borough Hall, Lg. Auditorium**

Respectfully submitted, Rosalie Shapiro