

Partnership for Haddonfield, Inc.
Meeting Minutes – November 4, 2009

Meeting Attendees:

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

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

Excused Absence: Jeff Kasko, Justine Callahan, Guy Elzey

Unexcused Absence: Lisa Blaber

Minutes from the prior meeting were approved.

Chairperson's Comments (R. Kugler)

Rob Kugler thanked Sharon McCullough for her assistance in navigating the legal requirements of the RFP process.

Treasurer's Report (Parker & Russo)

Vince Parker reviewed the Treasurer's Report as of October 31, 2009. We have a balance of \$140,875 in the Susquehanna Operating Account. Current assets are \$191,478 and current liabilities are \$29,758 with a total equity balance of \$161,719. Net income is \$64,599. This report includes the receipt of the first three (3) assessments of the Fiscal Year from the Borough in the aggregate amount of \$187,500. The fourth assessment is expected in the November timeframe. Figures include the receipt of \$44,332 from the Crafts & Fine Arts Festival.

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

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

Committee Reports

Professionals Committee (R. Tizzano)

Rosie Tizzano reported that this Committee plans on spending all of their budgeted dollars for this year.

Year end plans include printing thirty thousand brochures at an approximate cost of \$3K to \$5K, five thousand of which will be distributed with the *Jewish Exponent*. Plans also include two end of year breakfast events, some additional advertising in local newspapers, as well as promoting the website. A November coffee networking event will be held at Jersey Java on Friday, November 6th. Future events are scheduled at Jersey Java on a monthly basis, except January. The December event is on the 4th.

The next Spring Fling will be in April, and The Taste of Haddonfield is planned for September 28th.

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.

Rosie advised that new committee members are needed and asked the Board for recommendations.

Retail Retention and Recruitment Committee (D. Hansen)

Deb Hansen reported that nine (9) more businesses have applied for retail retention grants: *Caravell's*, *Haddonfield Groomer*, *Haddonfield Wellness Center*, *Intrigue Photography*, *Sam Sansone*, *Starry Eyed Boutique*, *Tony's Pizza*, *Tre Famiglia*, *Z's Treasures*. *Lisa Michael's Salon* (re-applied). Debbie reviewed the details of the requests, and the Board voted to approve four (4) of the requests in amounts ranging from \$239 - \$700. Lisa Michaels was re-approved for \$413.

Lisa Hurd reported that *Houshiarnejad* is closing, but there are ongoing efforts to try to keep this business in town in half of their current square footage. The space vacated by *au Courant* remains available, and incentives are being offered by the landlord to encourage rental.

Our vacancy rate in town remains at approximately 5%, which is much lower than the national average.

Lisa commented that Haddonfield was featured in a current issue of the *Washington Post* Travel section.

Marketing Committee (G. Reses)

Gary Reses reported that plans for the upcoming First Friday event are in place.

Holiday planning is underway, and \$80K of the Marketing budget has been committed for advertising and promotional activities. Gary anticipates that the Committee will spend all of their budgeted dollars this year.

Philadelphia Magazine is interviewing several business owners to feature independent, owner-operated boutique businesses.

Administration Committee (R. Kugler)

Rosalie Shapiro stated that the 2010 Craft Fair contract has been signed.

Rosalie noted that year end Board term expiration dates and attendance records were reviewed by the Committee, and both Lisa Blaber and Guy Elzey missed many meetings this year. Both of these individuals received a letter advising them of this situation. Rosalie mentioned that Guy Elzey had stated that he wished to remain on the Board.

After a discussion of year end Board term expiration dates and attendance records, two motions were made. A motion was passed to recommend to the Commissioners not to reappoint Lisa Blaber in 2010. The second motion was to recommend to the Commissioners that Guy Elzey be removed from the Board. There was one "no" vote. The Commissioners are to follow-up on this item.

Rosalie announced that four (4) firms are being interviewed for the Public Relations contract that will be awarded for 2010.

Business Support Committee (J. Verdi)

Joann Verdi stated that the Retail Seminar conducted by Eleanor Togneri at *Melange* was well-attended and very successful. Topics focused on providing outstanding customer service, especially during the holiday season.

The next Coffee and Conversation will be held on November 12th at *Enchanted Dreams*. *Bread Board Plus* will be providing refreshments.

Visual Enhancements Committee (J. Callahan)

In Justine Callahan's absence, Joann Verdi reported that Joe Haro and Kim Custer are working with local companies on designs for new planter/pots.

New directional signs for the intersections have been designed and approved by the HPC.

Borough News (Sharon McCullough)

Sharon McCullough stated the letters for Board appointments will be sent out shortly.

Sharon mentioned that the Mechanic and Clement Streets project is moving forward and should go out to bid in the February/March time frame.

Street lights are being refurbished for the holiday season.

Board of Trustees Comments

Rob Kugler questioned whether the PfH had adopted a Conflict of Interest policy, and Rosalie Shapiro stated that they had not. This is a follow-up item for Administration.

Public Portion of the Meeting

Kirk Peterson circulated a letter expressing his interest in serving on the PfH Board.

He recommended that two (2) new trash cans be purchased, and that trash should be placed in the back of businesses instead of the front. He also recommended that the Marketing Committee organize a Restaurant Week for the Spring that coincides with a First Friday.

Next Meeting: Wed, 12/02/09 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

11.04.09 pfh minutes