

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – November 5, 2008**

Meeting Attendees:

Board members: Rob Kugler, Neal Rochford, Deb Hansen, Joann Verdi, Marlee Lick, Kerrie Bantivoglio, Guy Elzey, Ann Lawson, Deena Gersh

Excused Board Absences: Gary Reses, Lisa Blaber, Susan Maslowski

Support Staff: Rosalie Shapiro, Vince Russo

Excused Absence: Lisa Hurd

Minutes from the prior meeting were approved.

**Chairperson's Comments**

Rob Kugler stated that he received positive feedback on the most recent Coffee and Conversation meeting. Rob mentioned that a January meeting will be held with Retailers to review the upcoming 2009 budget and planned PfH activities.

**Treasurer's Report**

Vince Russo reviewed the Treasurer's Report as of October 31, 2008. We have a balance of \$111,630 in the Susquehanna Operating Account. Current assets are \$184,178 and current liabilities are \$28,801 with a total equity balance of \$155,374. Net income is \$69,725. This report includes receipt of the third assessment from the Borough in the amount of \$62,500. One additional assessment from the Borough in the amount of \$62,500 is due in November.

The escrow account balance at The Bank is \$52,961 and is being used to pay prior obligations contractually committed to for existing recruitment grants.

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

Committee Reports

**Professionals Committee** (Kerrie Bantivoglio)

Kerrie Bantivoglio reported that the breakfast networking event held on October 21st at Ludovico's was attended by the professionals in town, and there were several new attendees.

Kerrie distributed a copy of the webpage design for the Haddonfield Professionals that has been developed to promote non-retail business in Haddonfield. She stated that an ad campaign is underway to publicize the new web facility, including mailers as well as a full page ad in the *Sun* newspaper group.

*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.*

### **Marketing Committee (M. Lick/G. Reses)**

In Gary Reses' absence, Arlene Fiorilli reported that holiday advertising has been scheduled and holiday events have been planned. Luminaries were ordered and have been delivered. The next First Friday event is scheduled for Friday, November 7th. Many restaurants and retailers are lined up to be open evening hours for this event, and additional artists and musicians are expected to participate.

### **Business Support (Joann Verdi)**

Joann Verdi stated that the last Coffee and Conversation was held at Haddonfield Floral. Refreshments were supplied by Aunt Aggie's Cookies. Attendees expressed enthusiasm and support for the upcoming First Friday event. The next Coffee and Conversation will be held in January.

In Lisa Hurd's absence, Rosalie Shapiro reported that the owners of Accent Studio have purchased the building that houses J. McLaughlin and Tivoli Kaffe and will be moving their business from 207 Kings Highway to the new space at 123 Kings Highway. They plan to continue to operate Tivoli Kaffe in the other half of the building.

### **Administration (R. Kugler)**

Rosalie Shapiro provided the following highlights :

- 1) The Committee met with Midge McCauley and Scott Schuler to review their proposal for obtaining updated demographics and researching consumer buying habits in our retail trade area. The estimate for this study is \$25K+, which adds a major impact to an upcoming budget.
- 2) The 2009 budget process will be kicked off at the November 12<sup>th</sup> Administration meeting.
- 3) Two changes will be made to our gift certificate program: a) the new gift certificates, when re-printed, will indicate a 2 year expiration date. However, our current policy of honoring them indefinitely will remain in place. b) we will reduce our payables on the balance sheet by \$4,984. This is the amount of unredeemed gift certificates in 2005 and 2006, according to our auditor's report.
- 4) Melange has been notified by letter that they have until November 30<sup>th</sup> to submit proof of expenditures in order to receive their fit-out grant. If this documentation is not received by PfH by the deadline, the \$25K will be forfeited by Melange.
- 5) A proposed change to the retail retention program is under consideration as part of the 2009 budget exercise. The maximum grant amount, if changed, would be \$1,000 instead of \$500.

### **Streetscapes (chair vacancy )**

Doug Rauschenberger resigned from the PfH, resulting in a board vacancy and an open chair position for this Committee.

### **Borough News (Sharon McCullough)**

Sharon McCullough reported that the last phase of improvements for Kings Court for hardscape construction and other upgrades to beautify this area are on schedule for completion by mid-November. Sharon reviewed some key initiatives for 2009, including:

- 1) Utility project for Tanner Street
- 2) Major redesign of the Potter and Ellis street intersection, including beautification with trees and plants and provisions for pedestrian safety. Discussions with the County indicated that a significant portion of this work would be funded by the County, with the Borough paying for engineering costs.
- 3) Permission has been granted from the County to go forward with the plans for Grove Street improvements. This is a major work effort over a 2 year period.

Neal Rochford thanked Arlene Fiorilli for her work efforts on the Fall Festival.

**Board of Trustees Comments - N/A**

**Public Portion of the Meeting - N/A**

**Next Meeting: Wed, 12/05/08 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

11.05.08 pfh minutes