

Partnership for Haddonfield, Inc.
Meeting Minutes – December 2, 2009

Meeting Attendees:

Board members: Rob Kugler, Jeff Kasko, Deb Hansen, Joann Verdi, Ann Lawson, Marlee Lick, Gary Reses, Deena Gersh

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

Excused Absence: Rosie Tizzano, Sue Maslowski, Justine Callahan

Unexcused Absence: Guy Elzey

Minutes from the prior meeting were approved.

Chairperson's Comments (R. Kugler)

Rob Kugler announced that he was resigning as chair of PfH, and introduced Susan Hodges as his successor. Neal Rochford and Jeff Kasko thanked Rob for his dedication and outstanding leadership over the past 3 and a half years.

Rob advised the board that policies related to the IRS form 990 will need to be adopted by PfH in 2010.

Treasurer's Report (Parker & Russo)

Vince Parker reviewed the Treasurer's Report as of November 30, 2009. We have a balance of \$176,412 in the Susquehanna Operating Account. Current assets are \$227,480 and current liabilities are \$30,457 with a total equity balance of \$197,022. Net income is \$99,902. This report includes the receipt of all (4) assessments for this Fiscal Year from the Borough in the aggregate amount of \$250,000.

Vince also reviewed the Profit and Loss Report, and highlighted the expenditures that occurred during the month of November.

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

Committee Reports

Professionals Committee (R. Tizzano)

In Rosie Tizzano's absence, Ann Lawson reported that the November networking event that was held at Jersey Java on Friday, November 6th was well attended and very successful. Future events are scheduled at Jersey Java on a monthly basis, except January. The December event will be held on the 4th.

Thirty thousand brochures are being printed and the professionals' website is being promoted.

A new budget requirement for this Committee in 2010 is to include funds for retention grants.

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 five (5) businesses have applied for retail retention grants: *Angel Bridal, The Cabinet Tree, Hoagie Works, The McMullin Group, and Sealed With A Kiss. Jay West* (re-applied).

Debbie reviewed the details of the requests, and the Board voted to approve four (4) of the requests in amounts ranging from \$153 - \$1,000. *Jay West* was re-approved for \$1,000.

Lisa Hurd reported that the *Cross Culture* restaurant opened this week, and will be featuring lunch and dinner menus. The retail space next door to *Richard Bennett* is being considered by a prospective tenant.

The space vacated by *Custom Cakes* is being leased by a bakery. 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 noted that she maintains a pipeline of prospective tenants, but no definite prospects are taking action at this time to open new businesses.

Marketing Committee (G. Reses)

Gary Reses reported that plans for Candlelight Shopping are complete and will be kicked off with the upcoming First Friday event. Supplemental tree lighting that includes 20 additional trees in total, were added this year.

The Committee has approved the sale of \$50,000 in discounted gift certificates, discounted at 10% and the differential of \$5,000 being funded by PfH. This program is in effect from Black Friday through Christmas.

A motion was passed to approve \$5,400 for *Philadelphia Magazine* ads, and \$8,353 for *Comcast* cable ads.

Haddonfield is being featured by both *NBC News* and the *Courier-Post* as a shopping destination.

Administration Committee (R. Kugler)

Rosalie Shapiro announced that four (4) firms were interviewed for the Public Relations contract and the Committee determined that Suasion Communications best met our requirements.

A motion was made and passed to award a one (1) year contract in the amount of \$24,000 to Suasion Communications for the term January 1, 2010 through December 30, 2010.

Rosalie stated that a preliminary meeting was held to begin developing the 2010 budget. Major business plans for next year have been defined, and some areas that require more input from the Treasurer were identified. The Treasurer is requested to attend the Administration Committee meeting on Wednesday, December 9th.

Business Support Committee (J. Verdi)

Joann Verdi reported that the November Coffee and Conversation meeting was held at *Enchanted Dreams*. On December 10, Coffee and Holiday Cheer will be hosted by Sam Yampell Jewelers, and catered by Cafe Loka.

An advance promotion for Dish and Dazzle was included in the Holiday House Tour ads.

Visual Enhancements Committee (J. Callahan)

In Justine Callahan's absence, Lisa Hurd reported that the Committee did a walk about with Joe Haro and Kim Custer to review the plans for benches and planters on Haddon Avenue. Justine Callahan is getting quotes for plant holders. Metal benches, instead of teak are being considered, since teak requires ongoing maintenance.

Borough News (Sharon McCullough)

Sharon McCullough reviewed the final design for the Mechanic and Clement Streets project, and noted that the traffic patterns will remain the same as they are. An effort is being made to transition Kings Court through Mechanic Street with planters.

Details for the Potter and Ellis Street project are being finalized with the County and may go out to bid the end of January. Construction could begin in March for a six (6) month project.

Sharon commented that it is important to get the message out regarding construction, since several streets will be impacted over a several month period.

Board of Trustees Comments

Lisa Hurd commented that she received several complaints about the number of stores that are closed during key business hours, including Friday night. She suggested that a letter be sent to retailers regarding hours of operation and including testimonials from stores that are open and successful. Inconsistent hours of operation is an ongoing challenge to the success of the Downtown.

Public Portion of the Meeting - N/A

Next Meeting: Wed, 01/06/10 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

12.02.09 pfh minutes