

Partnership for Haddonfield, Inc.
Meeting Minutes – December 3, 2008

Meeting Attendees:

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

Unexcused Board Absences: Lisa Blaber

Support Staff: Lisa Hurd, Rosalie Shapiro, Vince Russo

Minutes from the prior meeting were approved.

Chairperson's Comments

Rob Kugler thanked Kerrie Bantivoglio for her dedicated service to PfH over the past several years. Kerrie is retiring from the PfH board effective December, 2008. She has served on the board since November, 2004 and chaired the Professionals Committee.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of November 30, 2008. We have a balance of \$146,515 in the Susquehanna Operating Account. Current assets are \$208,884 and current liabilities are \$25,451 with a total equity balance of \$183,432. Net income is \$142,053. This report includes receipt of the fourth assessment from the Borough in the amount of \$62,500. The escrow account balance at The Bank is \$42,869 and is being used to pay prior obligations contractually committed to for existing recruitment grants.

Vince reviewed the highlights of the checking activity and anticipates several significant, outstanding bills to be processed for payment at year end. Review of the balance sheet resulted in a question regarding the amount shown for tenant fit-out recruitment. This will be researched and corrected if necessary.

Vince pointed out that the gift certificate payable figure has been reduced by \$4,984. This is the amount of unredeemed gift certificates in 2005 and 2006, according to our auditor's report.

A motion was passed to accept the Treasurer's Report, contingent upon correcting the tenant fit-out line item.

Vince announced that his firm, Computer Business Systems, will form a Partnership with Vince Parker, and operate as Parker and Russo Associates.

Committee Reports

Professionals Committee (Kerrie Bantivoglio)

Kerrie Bantivoglio reported that promotional activities to publicize the web facility for the Haddonfield

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.

Professionals are being pursued. The Professionals brochure is being finalized and will be printed in December.

Kerrie nominated Rosanne Tizzano, manager, Susquehanna Bank, to replace her on the Board, as well as chair the Professionals Committee. The motion was passed unanimously. The Commissioners will consider the nomination to the Board.

Marketing Committee (M. Lick/G. Reses)

Gary Reses reported that Candlelight Shopping is underway, including Carriage Rides and many other entertainment activities. The First Friday event held in November was well attended, and the last one of the season is scheduled for Friday, December 5th. Gift Certificate sales are ahead of last year, and the discounted gift certificate program has been advertised.

Gary thanked Neal Rochford and the Borough for providing free parking downtown during December. Lisa Hurd added that the advertising campaign is more extensive than last year, with expansion into radio coverage by KYW, WRTI, WBEB, weekly e-mail blasts, post cards for retailers to hand out, and ads in *Style Magazine*, *Philly Magazine*, *What's On* and *SJ Magazine*. There has been press coverage on Channel 6, Channel 10, Fox News, and several articles in the *Courier Post*.

Business Support (Joann Verdi)

Joann Verdi stated that the November Coffee and Conversation held at Michael's Salon was lightly attended. The January event will be in a different format.

Lisa Hurd reported that the Duo Restaurant has closed, and Pendleton is reconsidering whether to continue renting their current space because the landlord may increase the rent. Pierre de Beaumont remains a difficult space to fill. Lisa commented that landlords should be encouraged to work with tenants on the rent structure during these difficult economic times. She will follow-up with a letter to the landlords.

Guy Elzey commented that more emphasis should be placed on a retention strategy in this economic downturn since some businesses are struggling.

However, the proposed change to the retail retention program to increase it to \$1,000 instead of \$500 has not gained enough support from a majority of the Board members to get a motion passed.

Administration (R. Kugler)

Rosalie Shapiro provided the following highlights :

- 1) The 2009 budget process was kicked off at the November 12th Administration meeting and a preliminary draft budget has been developed. It needs some more fine tuning to bring it into balance.
- 2) The Melange restaurant has forfeited the \$25K tenant fit-out grant, and those funds will be rolled over into the 2009 budget.
- 3) One board vacancy in the resident category remains open.
- 4) The Streetscapes Committee chair position is vacant.

Borough News (Sharon McCullough)

Sharon McCullough reported that 10 recycling cans were placed on Kings Highway. The last phase of improvements for Kings Court are almost complete. Sharon advised that the major Tanner Street project that is scheduled for the March-April timeframe will have a major impact on the businesses and residents on that street. Given the complexity of this project in rebuilding both sewer and water lines, traffic will need to be re-routed and redirected around the construction. The Board is to meet with

Sharon in January to review the construction plans prior to meeting with residents and businesses to inform them of this development. Sharon noted that the gazebo has electrical and structural issues and may need to be torn down and rebuilt.

Board of Trustees Comments

Guy Elzey thanked Sharon McCullough for keeping the Kings Court project moving along so smoothly.

Susan Maslowski suggested a grand opening for Kings Court in the spring. Arlene Fiorilli stated the gift certificate sales in the first three days of the discounted program yielded \$1,860. She also mentioned that the Tanner Street project needed to be promoted in a positive manner.

Public Portion of the Meeting

Kirk Peterson suggested that some of the Streetscape funds be used for Christmas lighting.

He also commented that free parking in the Tanner Street lot would promote good will.

Kirk also mentioned that the Parking and Access Committee look at the vacant lot behind the Presbyterian Church for additional parking.

He wrote a letter to the *Retrospect* with a proposal to link the walkways that lead to PATCO lots.

Next Meeting: Wed, 01/07/09 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

12.03.08 pfh minutes