

Partnership for Haddonfield, Inc.
Meeting Minutes – December 5, 2007

Meeting Attendees:

Board members: Rob Kugler, Deb Hansen, Gary Reses, Beverly Aldeghi, Neal Rochford, Kerrie Bantivoglio, Deena Gersh, Lisa Blaber, Marlee Lick

Support Staff: Lisa Hurd, Rosalie Shapiro, Vince Russo

Excused absences: Guy Elzey, Ann Lawson, Joann Verdi

Unexcused absence: Susan Maslowski

Minutes from the prior meeting were approved.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of November 30, 2007. We currently have a balance of \$91,123 in the Susquehanna Operating Account. Current assets are \$211,734 and current liabilities are \$15,689, with a total equity balance of \$196,044. This current asset figure includes \$6,137 at The Bank for the Farmers' Market. To date, we have received \$250,000 from the Borough, representing all four assessment payments. We have also received \$2,000 from the Directory. Gift certificates sales for 2007 are \$21,932, which is an increase from last year. The Profit & Loss Statement shows net income at \$69,956.

In reviewing the P&L Statement, Vince commented that we expect about an additional \$40K of expenditures in December for Agency fees and other marketing related charges.

Vince also mentioned that at this time we are still on target for \$40K surplus in the 2007 budget.

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

Committee Reports

Professionals Committee (Kerrie Bantivoglio)

Kerrie Bantivoglio stated that the Marketing Workshop ("Boot Camp") for Haddonfield Professionals on Tuesday, November 13th from 8 am to 10 am at Cristina's Restaurant was well received. This was jointly hosted by WMSH Marketing Communications, Business Support Committee, and Elauwit Newspapers.

A winter event, Taxes and Tidbits, is scheduled for February 26th and will be hosted by Susquehanna Bank.

The Professionals' brochure is being reprinted and will be distributed shortly.

Business Support (Joann Verdi)

Lisa Hurd reported that she is actively recruiting to fill the few vacancies downtown, particularly the large space formerly occupied by Pierre de Beaumont. Lisa noted that a home furnishing store is considering Haddonfield as a potential location for their business.

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.

Lisa mentioned that WMSH spoke about the new HUGS Marketing campaign at the “Coffee and Conversation” gathering that was held on Thursday, November 15th at Hugh's Clock Shop. Pretty Sweet Bakery provided refreshments.

Marketing Committee (S. Maslowski/M. Lick)

Filling in for the Marketing co-chairs, Gary Reses made some observations regarding Candlelight Shopping. Gary noted that Thursday night shopping was lighter than expected, but Friday night shopping was busy.

Gary added that Candlelight Shopping plans are being implemented, and the KYW weekend advertising package for the next few weeks has been included in the overall advertising campaign.

Administration (R. Kugler)

Rosalie Shapiro announced that Gary Reses has volunteered to co-chair the Marketing Committee for 2008.

Rosalie reported that work has begun on preparing the 2008 budget, and it will be presented in the January meeting.

Streetscapes (B. Lloyd-Aldeghi)

Beverly Aldeghi reported that a major clean-up was completed for parking lots, tree wells, and trash cans in preparation for the holiday shopping season. One more cleaning is being scheduled before yearend as well.

Beverly noted that she met with Public Works to determine which items pertaining to Streetscapes the Borough will handle and which will be handled by PfH. The PfH items will be included in the 2008 budget.

Borough News (Sharon McCullough)

In response to Tim Murtha's statement that 25% of the antique streetlights are out, Sharon McCullough advised that the Borough is working with an electrician to fix the problems.

These problems are ongoing, caused by both the weather and kids taking the lights.

Sharon mentioned that the firm of Brown Keener Bressi will be making a presentation to PfH on zoning ordinance changes in the first quarter of 2008.

Board of Trustee Comments (N/A)

Public Portion of the Meeting (N/A)

Next Meeting: Wed, 01/02/08 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

12.05.07 pfh minutes