

**sPartnership for Haddonfield, Inc.
Meeting Minutes – December 6, 2006**

Meeting Attendees:

Board members: Rob Kugler, Mark Ruggerio, Jack Leonard, Melanie Fendt, Joann Verdi, Deena Gersh, Deb Hansen, Tony Scoleri, Kerrie Bantivoglio, Beverly Lloyd-Aldeghi

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absence: Guy Elzey, Neal Rochford, Susan Maslowski

Minutes from the prior meeting were approved.

Chairperson's Comments

Rob Kugler stated that PfH has just begun its budget preparation for 2007, and in February there will be a retrospective review of 2006. Rob also mentioned that as a result of a dialog with the visioning process people, the Commissioners have proposed folding the Parking and Access Committee into the Partnership for Haddonfield. Rob thanked the Chief of Police Rick Tsonis and police officers for helping keep the streets of Haddonfield safe by patrolling on the weekend during the holiday shopping season. Rob also commented on a meeting with DRPA on their PATCO presentation. This presentation was an economic feasibility study of the development of their parcel of land in Haddonfield. The study indicates that there is an economic value in developing the site; however, Rob cautioned that the site will not actually be developed in the same manner as shown in the study.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of November 30, 2006. We currently have a balance of \$232,041 in Checking/Savings accounts. The Profit & Loss statement shows a current net income figure of \$117,604. Vince established a cash reserve account at The Bank that will be used for tenant fit-out grants. Eight more retailers have been added to the Shophaddonfield.org website, bringing the total number of participants to 30. To break even, 60 participants are needed. An assessment in the amount of \$62,500 has been received from the Borough in November, which will bring the aggregate amount to \$250,000 for 2006. Most of the volume of activity during the month of November was in Marketing and gift certificates.

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

<p>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.</p>
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Committee Reports

Professionals Committee (M. Ruggerio/Kerrie Bantivoglio)

Mark Ruggerio stated that the Business & Professional Directory will be printed and distributed in January. A motion to approve the printing cost of \$6,300 was passed prior to this meeting via e-mail.

The next breakfast networking event is in the planning stages.

Marketing Committee (M. Fendt)

Melanie Fendt reported that Ads were placed in several publications, including the *Courier*, *South Jersey Magazine*, *Philadelphia Inquirer*, as well as other media such as KYW Radio and Comcast. A major Public Relations effort was recently completed that showcases apparel retailers, including a feature on local TV stations. The December issue of *South Jersey Magazine* contains an article on Haddonfield. Melanie circulated several publications that have co-op ads featuring many of the retail businesses in town.

Holiday Wish List forms have been distributed to the retailers. 12,000 copies of the schedule for holiday entertainment have been sent out.

Mel reported that gift certificates are being sold on the Haddonfield website.

PfH funded the lighting of 14 additional trees to brighten the downtown.

Maps with shopping locations have been created as well.

A motion was passed to approve invoices to *Philadelphia Magazine*, *Philadelphia Style Magazine* and *South Jersey Magazine*, for a total net cost to PfH in the amount of \$15,245.

Business Support (J. Verdi)

Joann Verdi stated that a Retailers Roundtable evening meeting is being planned for Thursday, January 25, at 5:30 p.m., Tavistock Country Club. Speakers are being lined up for this event. More information will be forthcoming in the next few weeks.

Lisa Hurd requested funding for Ellie, an upscale women's specialty store offering exclusive contemporary fashions, that is planning to open January, 2007. Ellie has purchased the building that was formerly "Here's My Heart". The total outlay that was requested is \$16,219 for a fit-out grant. This fit-out grant amount is for 25% of the total outlay of \$64,875 for construction costs. The amount would be payable quarterly over the next 24 months, beginning February 1, or once the fit-out has been completed and the expenses have been verified by the Business Support Committee.

A motion to approve this funding was passed.

Streetscapes (B. Lloyd-Aldeghi)

Beverly Lloyd-Aldeghi advised that the power washing demonstration was completed, and based on the results, this Committee has decided not to go ahead with this activity.

Other activities to help keep the streets and sidewalks clean are being looked into.

Administration Committee (R. Kugler)

Rosalie Shapiro reported that the first draft of the 2007 budget was distributed to the Committee chairs for their review and a meeting will be held on Wednesday, December

13th to discuss any changes to this version of the budget. A motion was passed that authorized this Committee to submit the budget draft to the Commissioners for their preliminary review at their January meeting.

Rosalie commented that a job description for the Marketing Chair position was approved by both the Marketing Committee and Administration Committee. This job description was circulated by e-mail to the board for informational purposes.

Rosalie mentioned that the position for Commercial Property Owners that is currently held by Jack Leonard will be open as of January, 2007.

Other items noted were: 1) Directors and Liability insurance policy has been renewed; 2) a motion was passed by the board via e-mail for an expenditure of \$1,500 for an additional police officer to patrol Downtown on Friday and Saturday nights during the holiday shopping season; 3) the Directory contract for 2007 was sent to Janet Hutchinson for signature and has not been received by PfH.

Nominating Committee (J. Verdi)

Joann Verdi nominated Marlee Lick for the board opening in the retail vacancy. This nomination was approved by the board, and will be forwarded to the Commissioners for their approval and appointment.

Borough News (R. Schwab)

Richard Schwab mentioned that meetings were held with business owners on Tanner Street with regard to colonial lanterns on that street. He noted that the Tanner Street businesses believe that they are not being given the same consideration as businesses on the main corridors of town.

Rosalie Shapiro informed that the Farmers Market Committee is pursuing Sunday afternoon at the Patco lot for instituting a Farmers Market. A budget is being developed, vendors are being contacted, and a target time frame of Spring, 2007 is under consideration. Many logistics need to be worked out to make this a reality.

Board of Trustee Comments

Deena Gersh reported that customers are irate regarding the raise in cost of parking meters. A discussion of the parking problem followed, with an observation that the inconvenience of needing change for meters was more of an issue than the actual cost of parking. The board agreed that a better solution is needed, and discussion of "smart meters" came up. Richard Schwab commented that this technology is being looked into, but no immediate solutions are planned. PfH emphasized that parking is an issue, the meter situation needs to be looked at further, and PfH needs to be the driver of this issue.

Public Portion

Tim Murtha raised the question of whether the expense associated with administering the gift certificate program brought enough value to gain an economic benefit from it and suggested that PfH analyzes Vince's time spent in handling the large number of transactions and whether there is value received vs. value paid.

Tim also expressed concern regarding the 2007 budget in terms of moving responsibilities from the Borough to PfH, and moving dollars from the “left pocket” to the “right pocket.”

The example used was that PFH paid for lighting additional trees on Kings Highway, when this was previously a Borough responsibility.

Recognition and Appreciation (R. Kugler)

Rob Kugler presented both Melanie Fendt and Jack Leonard a *Thank You for their Leadership* plaque, and expressed appreciation for their leadership and serving on the board. Both Melanie's and Jack's board appointments expire in December, 2006.

Photographs and an article are being submitted to the local newspapers for publicity.

Next Meeting: Wed, 01/03/07 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

12—06-06 pfh minutes