

**Partnership for Haddonfield, Inc.  
Meeting Minutes – December 7, 2005**

Meeting Attendees:

Board members: Mark Ruggerio, Jack Leonard, Neal Rochford, Tony Scoleri, Melanie Fendt, Rob Kugler, Joann Verdi, Susan Maslowski, Debbie Hansen

Alternates: Kerrie Bantivoglio, Beverly Lloyd-Aldeghi

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused Absence: Guy Elzey

Minutes from the prior meeting were approved.

**Chairperson's Comments**

Rob Kugler expressed appreciation and thanks to Lou Bezich and the other individuals who worked on the agreement between the Borough and the Delaware River Port Authority to make the PATCO parking lot available for shoppers. Rob stated that parking is a long term issue and will not be going away. PfH plans to meet with the Commissioners in January to stress the priority of addressing the parking issues. Rob also thanked the Budget Committee for crafting a 2006 budget that did not increase taxes. Each Committee chair was directed to prepare a narrative for justifying the budget so that PfH could formally present the budget in the next board meeting.

**Treasurer's Report**

Vince Russo presented the Treasurer's Report as of December 7, 2005. He stated that the current assets are \$139,960 and current liabilities are \$17,885, with a total equity balance of \$122K. The final assessment for 2005 in the amount of \$93,750 was received from the Borough. Vince advised that a tracking mechanism for the shophaddonfieldnj.com site has been set up so that PfH has records of all income and expenses related to this project. To date, 7 merchants have subscribed. In order to recoup the initial \$3K outlay by PfH, 60 merchants are needed to break even. The Commissioners approved the \$6K budget transfer from the Retail Recruitment category to Marketing for 2005.

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

**Economic Redevelopment**

Lou Bezich announced the opening of the PATCO parking lot for shoppers as of December 2<sup>nd</sup> and noted the cooperation between the Borough and the Delaware River Port Authority that made this possible. Lou distributed copies of articles from the *Courier Post* and the *Philadelphia Inquirer* announcing the additional parking.

A PfH meeting with the Commissioners in January is being scheduled to further address parking issues and solutions.

**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.**

Lou reported that a free seminar will be offered by The U.S. Small Business Association on financing and business assistance. This seminar is planned for Wednesday, March 1<sup>st</sup> from 6:30 to 9:00 p.m. at Borough Hall.

Highlights of the Committee Reports are: (\* denotes chair)

**Marketing Committee:** \*Melanie Fendt

Melanie Fendt presented the highlights of the marketing and advertising campaigns for next year that included : advertising in a variety of media encompassing radio, television, local and regional newspapers, regional magazines as well as the internet; special events such as *Hey Girlfriend*, *Mom's the Word*, *Fall Festival* and *Candlelight Shopping*. Melanie circulated the full 2 page special ads that have appeared in the *Philadelphia Inquirer*, the center page layout in the *Courier Post*, and a copy of the billboard at the foot of the Ben Franklin Bridge.

Also noted was that some retailers are staying open until 9 p.m. on Saturday night for holiday shoppers.

Melanie advised the board that the Marketing Committee is working on an RFP to hire a marketing and public relations firm to replace Boyd Tamney Cross.

**Budget Committee:** \*Jack Leonard

Jack Leonard commented that the 2006 budget spreadsheet has been developed, and the Committee chairs are responsible for completing their explanatory budget narratives by December 16<sup>th</sup>. A formal presentation of the budget will be made to PfH at the January 4<sup>th</sup> board meeting.

**Visual Improvements Committee:**\*Debbie Hansen

Debbie informed us that garlands and bows were offered to retailers for Christmas holiday decorations as a unified look, and were purchased by several retailers at a reasonable cost.

**Business Support Committee:** \*Jack Leonard

No activity was reported.

**Administration Committee:** \*R. Kugler

Rob Kugler informed the board that PfH was in the process of obtaining quotes for Directors and Officers liability insurance, and the quote of \$1591 from Henry Bean Insurance is the lowest bid to date.

Rosalie Shapiro mentioned that PfH still has (1) Board vacancy in the retail category, due to the resignation of Rob Jordan.

**Professionals Committee:**\*Kerrie Bantivoglio & Mark Ruggerio

Mark Ruggerio advised that the professionals' directory is in the revision stage, and specialties are being categorized.

Mark also mentioned that this committee is defining the specific services that PfH could offer to home based professionals so that a corresponding fee for service charge could be developed by the Administration Committee.

Mark announced that a business meeting is planned for January 31<sup>st</sup> at Rosa's Café to encourage businesses to be aware of what is available in town.

**Regulations Committee:** \*R. Kugler, chair *pro tem*

Rob Kugler informed the board that the sign ordinance task force is still working on reviewing the sign ordinance and have been meeting monthly. At this time, the task force has prioritized the issues and defined preliminary recommendations. They will present their findings in the March timeframe.

**Other Reports**

Lisa Hurd reported that she is continuing to recruit new businesses to fill vacancies, and assisting retailers in finding larger spaces. Lisa commented that she is activity working with 5 tenants and trying to fill 3 vacancies as soon as possible.

One major hurdle in recruiting new tenants has been in the area of business expansion, where a successful business in one location has difficulty in duplicating themselves in another location.

**New Business – N/A**

**Old Business – N/A**

**Comments from the Board**

After a discussion of the key issues and impending competition from the Garden State Racetrack redevelopment project, board members concluded that an article was needed for the PfH newsletter highlighting the many advantages that Haddonfield has to offer retailers.

**Public Portion of the Meeting**

Tim Murtha suggested that PfH become more proactive in bringing issues to the Parking and Access committee. Tim also stated that he believes very few people know about the parking permit program, and more advertisement is needed to promote this program.

Tim expressed his concerns regarding the \$74K carryover to the 2006 PfH budget, and challenged the board to consider the implications for 2007.

Kirk Peterson commented that more directional signs were needed for parking and store locations and inquired about his prior suggestions for banners on Kings Highway.

Kirk proposed a Super Sunday event be considered as a promotional idea.

**Next Meeting: Wednesday, January 4, 8:30 am – 9:30 am,  
Borough Hall, Lg. Auditorium**

Respectfully submitted, Rosalie Shapiro

12-07-05pfhminutes