

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – December 7, 2011**

Meeting Attendees:

Board members: Susan Hodges, Roseanne Tizzano, Jackie Russell, Marlee Lick, Joann Verdi, Gary Coleman, Gary Reses, Susan Maslowski, Andrew Bertorelli, Jeff Kasko, Deb Hansen

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

Excused Absence: Deena Gersh, Sean Leonard

Minutes from the prior meeting were approved.

**Chairperson's Comments (S. Hodges)**

Susan Hodges thanked Sean Leonard for his efforts in making the downtown look great for the holiday season.

**Treasurer's Report (Parker & Russo)**

Vince Parker reviewed the 2011 Treasurer's Report as of November 30, 2011. We have a balance of \$79,299 in the Susquehanna Operating Account and \$37,251 at The Bank for a total cash balance of \$116,550 for operations. Current assets are \$166,810 and current liabilities are \$38,485 with a total equity balance of \$128,325. Net income is \$116,905. This report includes the receipt of all 4 assessments from the Borough in the total amount of \$250,000. A motion was passed to accept the Treasurer's Report.

Vince reviewed the highlights of the operating account and the Profit and Loss statement. He noted that much of the surplus is expected to be spent in the month of December.

**Professionals Committee (R. Tizzano)**

Rosie Tizzano reported that attendance at the Holiday Meet and Greet held on December 2 at Jersey Java was lighter than usual. These events will continue in 2012.

Rosie acknowledged the extra work efforts of Arlene Fiorilli and Raphael Webscapes.

**Administration Committee (S. Hodges)**

Rosalie Shapiro stated that 9 responses were received for the RFP for Public Relations and are being reviewed. It is expected that it will take approximately 60 days to complete the evaluation process.

The technical specifications of an RFP to redesign 4 of PfH's websites has been completed. It is expected that the RFP for this work will be released in the mid to late January timeframe.

Rosalie introduced the temporary budget in the amount of \$88,762 for the board to review.

It will be voted on in the January meeting. Preliminary work on the 2012 budget has begun, and it is expected that the appropriated surplus will be significantly lower than it was in 2011.

***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 Recruitment & Retention Committee (D. Hansen)**

Deb Hansen made the following recommendations for retention grants to existing businesses:

Doggie and Kitty Style in the amount of \$125 for a sign; Violins by Mitchell in the amount of \$460 for carpeting and signage; Hughs Clock in the amount of \$350 for merchandising display.

These 3 grants were approved by the board.

Lisa Hurd reviewed the Executive Summary for a recruitment grant to Haddonfield Running Company. The request was for a one month rent subsidy in the amount of \$6,500 and a fit-out grant in the amount of \$5,900 for a total of \$12,400. They are a long-time destination business that moved to a space that was three times larger than previously and significantly increased their product lines.

A motion was passed unanimously to approve this grant.

### **Marketing Committee (J. Russell & Gary Reses co-chair).**

Gary Reses reported that everything is in place for Candlelight Shopping that includes a full slate of advertising for the holiday season. Free parking will be available from Black Friday through New Years.

Suasion stated that November was a busy month with 5 press releases, including The “Ticket to Tanner” and “Light Up Tanner” initiatives. Suasion began talking points for Lisa Hurd’s interview with Comcast newsmakers on December 14<sup>th</sup>, including a recap of happenings in Downtown Haddonfield during 2011. A New Jersey Coffee-Table Cookbook is in the works and several of Haddonfield chefs, and town restaurants will be included in this cookbook.

### **Visual Enhancements Committee (S. Leonard) – N/A**

### **Business Support (G. Reses)**

Gary Reses mentioned that he is working on group purchasing opportunities that could benefit all merchants in the downtown area if they wish to participate.

Gary commented that he is establishing ad hoc “block captains” for downtown in order to establish better communications with PffH. To date, he has a few volunteers.

### **Borough News (S. McCullough)**

Jeff Kasko noted that the Borough has heard some concerns regarding how to use the new kiosks.

The Borough is addressing this by creating brochures on how to use the kiosks.

Jeff mentioned that the Christmas lights look great.

He thanked Susan Maslowski and family for contributing a new Christmas tree at Library point.

Jeff stated that there was a dispute on Tanner Street with the electricians, and it should be resolved this week.

He commented that there will be Tulips on Tanner Street in the Spring.

### **Board of Trustees Comments**

Susan Maslowski announced that Jay West is sponsoring an annual food drive, and encouraged contributions for this drive to be dropped off at Jay West.

Deb Hansen from the Little Shop announced her sponsorship of a cereal Saturday food drive and encouraged contributions for this cause.

Susan Hodges mentioned that Archer & Greiner is sponsoring a clothing drive and clothes can be dropped off at her office.

**Public Comments**

The Bistro thanked the Borough for their work in leaf pickup.

Patch asked that food drive information be sent to patch.com and they will post the announcements on line.

**Next Meeting: January 4, 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

12.07.11 pfh minutes