

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – December 1, 2010**

Meeting Attendees:

Board members: Susan Hodges, Sean Leonard, Deb Hansen, Susan Maslowski, Andrew Bertorelli, Marlee Lick, Gary Reses, Deena Gersh, Jeff Kasko

Excused Absence: Rosanne Tizzano, Joann Verdi

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

Minutes from the prior meeting were approved.

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

Vince Parker reviewed the 2010 Treasurer's Report as of November 30, 2010. We have a balance of \$92,600 in the Susquehanna Operating Account. Current assets are \$149,410 and current liabilities are \$46,224 with a total equity balance of \$103,185. Net income is a negative \$19,038 which will become positive when the fourth assessment of \$62,500 is received from the Borough. This report includes the receipt of three (3) assessments from the Borough in the total amount of \$179,500. The second and third assessments reflect a reduction of \$8,000 in revenue from the Borough to cover Information Center services.

Vince reviewed the Profit and Loss Report, and highlighted the expenditures that occurred during the month of November. Vince highlighted which Committees are under running their budget at this time. Vince pointed out that a payment in the amount of \$1,532 was paid to the IRS as a late filing fee. Susan Hodges noted that this was an unapproved expenditure for the PfH and wanted to discuss it with the Administration Committee.

A motion was passed to accept the Treasurer's Report, except for the IRS late filing fee penalty.

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

Debbie Hansen presented a motion to approve a retention grant in the amount of \$278 for customer seating for *Sealed With A Kiss*. This motion was passed unanimously.

Lisa Hurd announced that *The Life Is Good space* has been leased to *Dhyanna Yoga*, a yoga studio and apparel business with four locations in Philadelphia. The *Bain's Deli Space* has been leased to *A Taste of Home*, a new full-service deli. Lisa announced that 365 has moved to the *Shelter* location, and a new business is moving is 365. A Martial Arts studio is opening in the location previously occupied by the pole dance space. Lisa also noted that *Country Way* is moving to the *Shimmer* space and The *Haddonfield Running Company* is moving to the former *Country Way* location.

***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.***

### **Administration Committee (S. Hodges)**

Rosalie Shapiro reported that Jackie Russell, AVP of Republic First Bank, has applied to be on the PfH board in the Professionals category. A motion was passed unanimously to nominate her to the board. This will be forwarded to the Commissioners for their approval.

A motion was approved to award a contract in the amount of \$28,800 to Suasion Communications to provide Public Relations services for 2011.

A motion was approved to have the PfH join the Camden County Chamber of Commerce for a fee of \$350 that includes 4 PfH members as representatives. Jeff Kasko, Lisa Hurd, Rosalie Shapiro and Sean Leonard will be listed as members.

### **Marketing Committee (G. Reses)**

Gary Reses reported that Candlelight Shopping was kicked off last week and the 10% discount gift certificate program is being offered to help stimulate business.

Advertisements have been placed, including full page ads in *Philadelphia Magazine* and *South Jersey Magazine*. Haddonfield was the only South Jersey community featured in *Philadelphia Magazine*.

Lisa Hurd was interviewed on Ed Hizel's radio show.

Suasion noted that Channel 10 did 'man on the street' interviews for the holiday season. Susan Schmidt reported that she is working on two key pitches: Candlelight Shopping and Entrepreneurs in Haddonfield that are under 40 years of age.

### **Business Support Committee (J. Verdi)**

Joann Verdi reported that the next Coffee and Conversation will be a Christmas Coffee Party held at Summit Sampler on December 16<sup>th</sup> at 9 a.m. Refreshments will be provided by Bread Board Plus.

### **Visual Enhancements Committee (Sean Leonard)**

Sean Leonard reported that some funding from this Committee will be used to supplement the Christmas decorations and lighting provided by the Borough.

### **Professionals Committee (R. Tizzano)**

Arlene Fiorelli reported that the next breakfast networking event will be held at Jersey Java on Fri. December 3<sup>rd</sup> at 7:30 a.m., Discounted gift certificates will be sold there.

### **Borough News (Sharon McCullough)**

Sharon advised that the utility work on Tanner Street is almost completed. The remainder of the project will be completed in the Spring.

Meters will be bagged in December for free parking, starting on Black Friday through December 25<sup>th</sup>.

### **Public Portion of the Meeting**

Kirk Petersen suggested the following:

- 1) Relocate the signs on Kings Court
- 2) The parking lots should be cleaned
- 3) A holiday decorating contest should be held and \$25 gift certificates should be given out

**Next Meeting: Wed, 01/05/11, 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

12.01.10 pfh minutes