

**Partnership for Haddonfield, Inc.
Meeting Minutes – June 7, 2006**

Meeting Attendees:

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

Alternates: Kerrie Bantivoglio

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absence: Beverly Lloyd-Aldeghi

Minutes from the prior meeting were approved.

Chairperson's Comments

Rob Kugler began this meeting by welcoming Deena Gersh as a PfH board member. Rob mentioned that Davison's Men's Shop is coming back to Haddonfield and PfH is sending him a "Welcome to Haddonfield" letter. Rob also thanked all of the individuals who worked on the sign ordinance Task Force over the past year. These individuals are: Joe Haro, Jeff Moon, Lisa Hurd, Kerrie Bantivoglio, and Debbie Hansen.

Treasurer's Report

Vince Russo reviewed the Treasurer's Report as of May 31, 2006. We currently have a balance of \$169,448 in Checking/Savings account. We have received two (2) assessment payments from the Borough to date, in the aggregate amount of \$125,000. A total of \$6,292 has been encumbered for Cottage Home. Since the Cottage Home fit-out grant will be paid out over 8 quarters, this encumbrance will be reduced to \$2,698 for 2006. The \$2,698 includes the second rent subsidy in the amount of \$1,500 that is due by June 30, 2006 and two quarterly payments of \$599 each due this year.

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

Committee Reports

Business Support (J. Leonard)

Lisa Hurd presented an amended version of the Retail Incentive Program that changed the wording as to when the application for retail grants needed to be received and approved by PfH. The revised language states that "the application for these grants must be received and approved by the PfH Board prior to the opening of the retail business." A motion to accept this amendment was passed.

Lisa Hurd reported that she is working on recruiting tenants for vacancies in Kings Court, focusing on apparel and home furnishings prospects.

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.

Marketing Committee (M. Fendt)

Melanie Fendt reported that, based on evaluation of responses to the Marketing and Public Relations RFP, a selection has been made and paperwork is being finalized. July 8 & 9 are the dates for the 14th annual Craft and Fine Art Festival. To date, 425 applications have been received for this event, as compared to 300 last year, which is a 30% increase. The Committee used a ranking methodology to decide on which applicants to accept, and this process has been completed. To increase awareness of this event, a half-page advertisement was placed in the *Ritz Filmbill*. The Holman Auto Group was added as a new sponsor.

The “Mom’s the Word” event in May was successful, and was advertised on a full-page in the *Philadelphia Inquirer*.

September 16 is the date for the Antique Auto Show, which will be combined with the library book sale. A “Yo, Dude” component featuring men’s stores, entertainment, and autograph signings by local sports figures is planned.

Administration Committee (R. Kugler)

Rosalie Shapiro reported that the Cottage Home contract has been signed and the first rent grant in the amount of \$1,500 has been paid. Cottage Home is hosting an Opening Celebration on Thursday, June 8th, from 5 – 8 p.m.

Rosalie advised the board that the audit is underway and is scheduled for completion June 30, 2006. A summary of results will be presented at the July meeting.

New committee chairs for both Business Support and Visual Improvements were announced: Joann Verdi and Beverly Lloyd-Aldeghi, respectively.

Rosalie stated that charter statements for the Business Support and the Visual Improvement committees have been rewritten and priorities redefined. Identifying potential changes to the current PfH budget so that funds are aligned with priorities is in work.

Regulations Committee (R. Kugler)

Lisa Hurd reviewed the final recommendations for changes to the sign ordinance that were developed by the Sign Ordinance Task Force. The primary objective of the recommendations was to find ways to address the problem of sign clutter. A summary of the proposed changes to the Sign Ordinance Force is attached to these minutes.

After some discussion, a decision was made to strike out allowing phone numbers or website addresses to be used as a descriptor, and not allowing items to be affixed to or placed in store windows. A motion to accept the recommendation, as amended above, was passed. Approvals by the Commissioners and HPC will be needed before the ordinance is updated and changed.

There were further topics of discussion regarding regulations that surfaced, including:

1) Deena Gersh proposed that PfH provide standard hours of operation signs for purchase so that they will be the same in every store. This sign could include web addresses. 2)

Guy Elzey suggested that design guidelines were needed for outdoor furniture for restaurants. Regulations will also consider these suggestions in their next meeting.

Professionals Committee (M. Ruggerio/Kerrie Bantivoglio)

Mark Ruggerio stated that the last networking event that was hosted by the Professionals Committee was well attended, and a majority of the professionals are proud to be a part of the Haddonfield community. The Business & Professional Directory is complete and will be distributed in the *The Haddonfield Sun* in the next couple of weeks. A "Taste of Haddonfield" event is being planned for the late September timeframe.

Borough News (R. Schwab)

Richard Schwab announced that the Borough is formalizing the move of the Information Center, which is scheduled for July 1. Public restrooms will be located in the back of the Information Center.

Neal Rochford advised that Bette Harrison is seriously ill, and is in Cooper Hospital, Camden NJ .

Public Portion of the Meeting - No comments.

Next Meeting: Wed, 7/5/06 8:30 am – 9:30 am, Borough Hall, Large Auditorium

**Summary of Proposed Changes to Sign Ordinance
(as recommended by the Sign Ordinance Task Force)
May, 2006**

Recommended changes to specifications for retail business signs

- ◆ Expand the number of descriptors allowed from 3-5, at the discretion of the HPC
- ◆ Allow phone numbers or website addresses in lieu of 3 descriptors
- ◆ The frame of the sign must be made of wood; an artificial wood grain texture on the sign background or plastic signs are prohibited
- ◆ Signs must be no less than 90% of the maximum size allowable
- ◆ Size and number of signs/menus posted in restaurant windows and outside restaurants are limited
 - white boards are not permitted
 - free-standing signs shall be removed at the end of the business day
 - menus posted in windows shall not exceed 1.5 sq. ft. in area (i.e. 12"x18")
 - an exterior display case for the menu shall not exceed 1.5 sq. ft.

Recommended changes to reduce sign "clutter"

- ◆ Lettering on glass must meet business promotion standards and is only allowed if HPC (or the Planning Board) grants a waiver

- ◆ Temporary informational and promotional signs are restricted:
 - any such sign shall not be displayed for more than one month
 - the size of the sign may not exceed 10% of any single window and shall not exceed 10% of the total window area
 - hand-written signs are not permitted
 - no other items may be affixed to store windows (i.e. newspaper articles, product promotions, etc), except in the case of restaurants, which are allowed to post menus
 - use of exterior advertising signs limited to 14 days; (such signs must be registered with the Borough when put up)
 - outdoor marketing graphic displays (easels/pedestal signs) are only available for use by food retailers who products are sold for consumption off-site.

- ◆ Neon signs inside a store may not be visible from the street through the front window or door
- ◆ “Hours of Operations” signs can not exceed 108 sq. in. (i.e. 9”x12”)

Respectfully submitted, Rosalie Shapiro

06-07-06 pfh minutes