

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – November 7, 2007**

Meeting Attendees:

Board members: Rob Kugler, Deb Hansen, Guy Elzey, Joann Verdi, Gary Reses, Beverly Aldeghi, Neal Rochford, Ann Lawson

Support Staff: Lisa Hurd, Rosalie Shapiro, Vince Russo

Excused absences: Kerrie Bantivoglio, Deena Gersh

Unexcused absence: Lisa Blaber , Susan Maslowski, Marlee Lick

Minutes from the prior meeting were approved.

**Treasurer's Report**

Vince Russo reviewed the Treasurer's Report as of October 31, 2007. We currently have a balance of \$93,980 in the Susquehanna Operating Account. Current assets are \$215,453 and current liabilities are \$28,449 with a total equity balance of \$187,003. This current asset figure includes \$5,769 at The Bank for the Farmers' Market. To date, we have received \$187,500 from the Borough for the first three assessment payments, and expect an additional \$62,500 in November, 2007. Gift certificates sales for 2007 are \$18,132, which is an increase from last year. The Profit & Loss Statement shows net income at \$61,284.

In reviewing the P&L Statement, Vince commented that encumbrances for Marketing, Retail Recruitment, and Streetscapes have not been set up for the remainder of this year, but bills in those categories will be paid as they come in. Vince stated that too many accounting errors would occur to set up encumbrances for these items this late in the year.

Revenue in the amount of \$2K has not been received for the Directory, and Gary Reses is to follow-up with Janet Hutchinson for collection of these funds.

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

**Committee Reports**

**Professionals Committee** (Kerrie Bantivoglio)

Ann Lawson, on behalf of Kerrie, mentioned that WMSH Marketing Communications, the Business Support Committee, and Elauwit Newspapers are hosting a two hour marketing workshop for Haddonfield Professionals on Tuesday, November 13<sup>th</sup> from 8 am to 10 am at Cristina's Restaurant.

**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.**

A winter event, Taxes and Tidbits, is in the planning stages and will be hosted by Susquehanna Bank.

A motion was passed to approve an expenditure of \$11,600 to print the Professionals' brochures.

### **Business Support**

Lisa Hurd reported that there are four vacancies downtown, which is less than a 2 percent vacancy rate. Lisa is actively recruiting to fill these spaces, particularly the large space formerly occupied by Pierre de Beaumont.

Javier Restaurant is opening on Saturday, November 24th, and is hosting an open house from 4 – 7 p.m. on that date.

Joann Verdi stated that attendance at the “Coffee and Conversation” gathering held on Thursday, October 18<sup>th</sup> at Namaste Home was attended by approximately 60 people. Conversation and attitudes were very positive and upbeat towards the upcoming holiday season. Key Largo provided refreshments.

Joann reported that the Farmers' Market ended the season on October 27<sup>th</sup> and plans to reopen on Saturday, May 10, 2008. As a startup activity, this was a successful first year and work continues to improve offerings of the Market.

### **Administration (R. Kugler)**

Rosalie Shapiro announced that several changes were made to the Marketing Committee chair position in order to reduce the amount of time spent in meetings and reduce the workload of the chair. A copy of the job description is attached. Rosalie pointed out that this will still require a board member to assume a leadership position in managing the Marketing budget as well as managing Marketing consultants. Since Susan Maslowski is stepping down as co-chair of Marketing, a volunteer is needed to co-chair this committee.

Rosalie announced that work will begin on preparing the 2008 budget, and preliminary analysis indicates that there will be budget constraints in 2008.

### **Marketing Committee (S. Maslowski/M. Lick)**

Filling in for the Marketing co-chairs, Lisa Hurd reported that Candlelight Shopping will be expanded, featuring carriage rides, strolling carolers, entertainment and luminaria.

Lisa mentioned a new Marketing thrust with the introduction of the HUGs (Haddonfield Unique Gifts) program, developed by WMSH. This campaign is designed to differentiate Haddonfield from the big box stores.

“Sunny Saturday” is set for November 17<sup>th</sup>, and will kick-off the holiday shopping season with participating shops opening at 8 a.m. and offering special incentives, food, and other enticements to early bird shoppers until noon.

Lisa noted that there was a record turnout for the Central School fashion show, and the clothing was provided by Haddonfield retailers. In past years, fashions were provided by Macy's.

After a discussion of added costs for Marketing to create the Lizzy campaign, and need for funding of carriage rides, luminaries, and other holiday promotions, a motion was made to transfer \$9K from Recruitment to Marketing. This motion was passed almost unanimously by the board, with the exception of Neal Rochford voting 'No' because of concerns for the 2008 budget.

**Streetscapes (B. Lloyd-Aldeghi)**

Beverly Aldeghi reported that a major clean-up was completed for Fall Festival, and another clean-up will be done before the Candlelight Shopping event begins. Trash cans also need to be cleaned, and Beverly noted that this is in the plan for this year.

**Borough News (Sharon McCullough)**

Sharon McCullough advised that the parking lot behind Borough Hall is being repaved and will be closed for several days in November. The repaving is being done for safety reasons such as eliminating tripping hazards.

**Board of Trustee Comments (N/A)**

Guy Elzey spoke of the positive benefits derived from the PfH, emphasizing that the PfH has made it possible to bring in professionals such as the architect James Parisi, and Merchandising Designer Lisa Muir as consultants. Their advice resulted in the ability to design more attractive retail spaces and consequently recruit Benjamin Lovell, as well as create a new awning design for Happy Hippo.

Guy suggested that a press release to highlight the benefits of PfH be written.

**Public Portion of the Meeting**

Tim Murtha inquired whether the 2008 PfH budget would be ready for the December meeting and expressed concerns about being over budget. Rosalie Shapiro responded that we will create a balanced budget for 2008.

**Next Meeting: Wed, 12/05/07 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

11.07.07 pfh minutes

## Marketing Committee Chair Job Description

**Overall Objective:** Responsible for overseeing the marketing and promoting of Haddonfield to enhance foot traffic into the retail district and keep Haddonfield a “top of mind” shopping destination.

### General Administrative/Planning/Budgeting (approximate time: 3 hrs/month)

- Leads the Marketing consultant and Committee in developing an annual marketing plan to include advertising, public relations and events.
- Works with Marketing consultant to develop budget based on marketing plan
- Obtains budget approval for overall expenditures of the Committee and operates within budget limits. *Monitors spending versus budget.*
- Reviews and approves invoices for advertising, events-related expenses and consulting expenses
- Coordinates with PfH Administrator to prepare RfPs and contracts for hiring consultants, as needed

### Marketing Committee Meetings (approximate time: 4 hrs/month)

- Schedules and chairs the Marketing Committee Meetings
- *Manages marketing and public relations consultant(s)* to ensure assigned tasks are completed in a timely manner
- Delegates and follows-up with work assignments to appropriate Committee members
- Keeps Committee members informed of actions, decisions, activities
- Disseminates information to retailers regarding advertising opportunities and special events
- Recommends and recruits volunteer committee members

### Board and Administration Committee Meetings (approx time : 3 hrs/month)

- Attends and participates in monthly Board meetings.
- Communicates Marketing Committee activities to the PfH Board at monthly meetings
- Obtains board approvals for key expenditures (\$5K or more) as needed.
- Attends monthly Administration Committee meetings