

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: July 27, 2016 @ 8:55am – 9:50am

Open Public Meetings Act announcement.

This meeting is being held under the Open Public Meetings Act. Adequate Notice of this meeting has been given to the Retrospect, the Courier-Post, and is posted on a bulletin board here in the Municipal Building. This announcement is made pursuant to the Open Public Meetings Act.

Attendance: Kathy Gold, Colette Oswald, John Picking, Sue Maslowski, Jaime Gorczynski, Diann Wilson, John Master

Absent: Sean Leonard, Jeff Kasko, Joe Lynch, Susan Hodges, Jackie Russell

Staff: Remi Fortunato, Vin Parker, Arlene Fiorilli, Susan Schmidt.

Chairperson's Comments (John Master)

*The Board without discussion approved the PfH Minutes for June 29, 2016.

2. Treasurer's Report (Vin Parker)

* Vin distributed copies of the following documents: Partnership for Haddonfield Balance Sheet reflecting Balances at July 26 2016; PfH 2016 Profit & Loss, January to July; PfH Cash Detail Activity July 31, 2016; PfH Spending Detail by Account, January to July 2016. The Board of Trustees approved the treasurer's report.

3. Committee Reports

Administration

* Ann Lawson resigned. The Board made a motion to have Anne Picking be appointed to the Partnership for Haddonfield to replace Lawson. This motion will be submitted to the Commissioners for their approval.

* Three candidates sent in their rfp for the PfH Public Relations position. Each candidate was interviewed on Thursday July 7 from 8:30am to 11:30am. in Room 201 at Borough Hall. The Board's decision was to hire Susan. Kathy Gold will call the other two candidates.

Professionals (Colette Oswald)

* There was no networking event in July.

* The next professional networking event is on Friday August 5, 8am @ Haddonfield Inn, 44 West End Avenue. It will be catered by Ludovico's.

* Tuesday, September 13, "Taste of Haddonfield" will be 530pm at the Markeim Art Center. Anne Picking will help Colette solicit about 6 restaurants for this event. John Picking will ask Doug, from the Haddonfield Rotary, to play the piano during the event, 5:30 to 7:30pm

Retail Retention and Recruitment (Remi Fortunato)

* La Belle Art Gallery, Gifts and Accessories is opening at 123 Kings Highway East. The Haddonfield Library has relocated.

* Two Fish BYOB is opening at 26 South Haddon Avenue.

* Secrets is retiring and the space has been rented to Curvy Girl Consignment at 221A Kings Highway East.

* Flair has closed and will take a spot within La Belle Art Gallery, Gifts and Accessories.

* Baby Chic is leaving and opening in Riverton.

* Contact Exchange is now leaving in September and appears to be rented.

* Body Physics @ The Shops at 116 Kings Highway will be opening soon.

* Le Café Creperie is opening at 139 Kings Highway East and requested a recruitment grant. The Board approved matching rent for two months; their recruitment grant was approved contingent on getting their receipts.

* The Board approved a retention grant for new lighting to Jay West.

* The Board would like the Retention/Recruitment Committee to add to their policy stating a specified amount of time for the recipients to produce their receipts.

Marketing

a) Event Updates (Kathy Gold)

* Craft Show was a success, Pending a few outstanding bills, the craft show is expected to exceed last year's profit.

* Girls' Night Out took place on Thursday, July 21; it had a good turnout and was a good event,

* The Summer Sidewalk Sale is August 4, 5, 6, 7,

* A new event, the Haddonfield Night Market, is Thursday, September 8, 5-8pm. The commissioners approved this new event but limited it to just 8 food trucks in addition to our restaurants serving under tents in front of their eateries. Off highway restaurants are invited to sell their food on Kings Highway. The Commissioners have been asked to also allow retail stores who sell food to also be on the sidewalks in front of their stores as well as Markeim and PWAT. This will be discussed at their August session.

b) Public Relations (Susan Schmidt)

* Susan's June – July 2016 Ad Value & Flash Report was circulated to the Board via email. Hard copies were provided at the meeting.

* Susan thanked the Board for selecting Susan for PR position.

* Three hours of complimentary live broadcasting took place by Fox 29 on July 15. The Ad value is estimated at \$600,000

* Susan thanked Sue Maslowski for making the suggestion to have a Flash Sale during the live broadcast. The amount of gift certificates sold in two hours was \$21,500.

* Haddonfield Living Magazine features an article every month from Susan Hodges. There will be a different focus every month.

* Property Tax Program is moving along and ready to get businesses to sign up; Mayor Kasko wants a morning and an afternoon meeting explaining the program to our businesses in September. Dates are to be determined.

* The Philadelphia Business Journal visited Haddonfield and everyone did a good job. The reporter equated visiting Haddonfield like walking into Epcot; every store was a different experience.

* A final decision for making professional video for Haddonfield will be decided soon from the four quotes.

Visual Enhancements

No report

4. Borough News

* A frame sign for retailers will be presented for approval on the second reading at the Commissioners meeting in August. If passed, it is only for businesses that are 51% retail.

5. Board of Trustee Comments - none

6. Public Portion of the Meeting- no public present

****Next Board Meeting: Wednesday, September 28, 8:30am in the Borough Hall Courtroom. There is no PfH Board meeting in August.**