

PARTNERSHIP FOR HADONFIELD, INC.

Minutes: January 25, 2017 @ 8:40am to 9:45am

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: Joe Lynch, Jeff Kasko, Anne Picking, John Picking, Sue Maslowski, Jaime Gorczynski, Kathy Gold, Colette Oswald
Absent: Susan Hodges, Jackie Russell, Diann Wilson, Sean Leonard, John Master,
Staff: Remi Fortunato, Vin Parker, Arlene Fiorilli, Susan Schmidt

Chairperson's Comments (John Picking)

* The Board unanimously approved the Partnership for Haddonfield minutes for November 23, 2016.

2. Treasurer's Report (Vin Parker)

* Vin distributed copies of the following documents: Partnership for Haddonfield Balance Sheet reflecting Balances at December 31, 2016; PFH 2016 Profit & Loss, January to December 2016; PFH Cash Activity November 23, 2016 to December 31, 2016; Profit & Loss, January to December, 2016; PfH Transaction Detail By Account, January through December 2016. Vin pointed out that the surplus at December 31, 2016 was \$114, 855. The appropriated surplus for 2017 (50%) is \$57,428. The Board of Trustees unanimously approved the treasurer's report.

3. Committee Reports

Administration

* No report.

Professionals (Colette Oswald)

* The January 2017 Breakfast Networking event at The Bistro at Haddonfield was well attended.
* On February 3, the Professional Networking event will take place at Saxbys Coffee (8am).
* The date for the Taste of Haddonfield is confirmed for September 14, 2017.

Retail Retention and Recruitment (Remi Fortunato)

* A Retention Grant for the Happy Hippo and Jersey Java and Tea was approved. The money is given after the work is completed and Remi gets the receipts.
* The Recruitment Grant for Just Bella, 3 Tanner Street, was approved by the Board with one abstention. This grant includes: a) matching rent for 2 months, and a fit out grant up to \$7500 paid over two years.
* A Ribbon Cutting will take place on Saturday, March 4 (11:30am) at Haddonfield's new store: Davis Design Market located at 136 Kings Highway East.
* Edible Arrangements, 114 Kings Highway East, and Just Bella, 3 Tanner Street, is expected to open in February.
* A nano brewery is applying for a variance from zoning to be located at 127 Kings Highway East. (February 21 is the hearing).

Marketing

a) Event Updates (John Picking, Kathy Gold)

* Winterfest was last weekend and the Marketing Committee will meet on February 1 to evaluate aspects of the event.
* Haddonfield Uncorked is scheduled for Saturday February 25, 1-4pm.
* Haddonfield's Night Market will take place on Thursday, March 30, 4-8pm.
* The first Girls Night Out for 2017 will be on Thursday, April 27, 5-9pm.
* An email will go to the retailers in an effort to reeducate the businesses regarding the gift certificate process.
* \$42,710 in gift certificates was sold during the Flash Sale on January 12, 4-7pm. It was noted that the sale is only during the hours specified (no exceptions or presales) and only in person, not online. There is a restriction of only \$500 per person during the duration of the sale.

b) Public Relations (Susan Schmidt)

* Suasion's December 2016 – January 2017 Public Relations Flash Report and the December 2016 – January 2017 Ad Value Report was circulated to the Board via email. Susan also distributed hard copies at the meeting.
* In 2016, there were 252 stories and over 3 million in ad value dollars; this is up from last year over 1 million dollars.
* The Property Tax Card launch is on Monday, January 30 at Republic Bank, 9:30am to 10am.
* Philadelphia Magazine will have a Shop Haddonfield story on the Property Reward Program within the next week or two.
* The story in Edible Magazine and the Inquirer story were well received.

Visual Enhancements (Sean Leonard)

No Report

* An email was sent to Sean requesting that only white lights be put on the trees in Kings Court next year, not red lights.

4. Borough News

No Report

5. Board of Trustee Comments

- * Sue Maslowski requested that the Retention Committee consider reimbursement to businesses for website development and website updates.
- * John Picking asked that everyone seriously think about what creative initiatives will encourage customers to come to Haddonfield.

6. Public Portion of the Meeting

No members of the public were present.

****Next Board Meeting: Wednesday, February 22, 2017, 8:30am in the Borough Hall Courtroom.**