

PARTNERSHIP FOR HADONFIELD, INC.

Minutes: March 29, 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: Anne Picking, John Picking, Sue Maslowski, Colette Oswald, John Master, Susan Hodges, Jeff Kasko

Absent: Jackie Russell, Diann Wilson, Joe Lynch, Kathy Gold, Jaime Gorczynski, Sean Leonard

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

1. Chairperson's Comments (Susan Hodges)

The Board unanimously approved the Partnership for Haddonfield minutes for February 22, 2017.

2. Treasurer's Report (Vin Parker)

* Vin distributed copies of the following documents: Partnership for Haddonfield Balance Sheet reflecting Balance Sheet at March 22, 2017; PfH 2017 Profit & Loss, January to March 2017; the PfH Transaction Detail By Account, January through March 2017. The Board of Trustees approved the budget as presented.

* The Commissioners passed the resolution to have the first reading of the PfH 2017 budget at their meeting on March 28. The budget is on the April 25 Commissioners agenda to entertain public comment and then vote on the PfH 2017 budget.

3. Committee Reports

A) Administration (Susan Hodges)

* The PfH Board of trustees voted to recommend Julie Beddingfield and Andrea Ranno to fill the two retail vacancies on the Board. Thank you to Diann Wilson and Jaime Gorczynski for their dedicated service on the PfH Board.

* It was also decided to change the time of the monthly PfH Board meeting from 8:30am to 8am. If the Borough doors are locked, members should go through Police station and they will open the doors.

B) Professionals (Colette Oswald)

* Le Cafe Creperie hosted and catered the networking event on Thursday March 2 at 5:30pm. It was delicious!

* The next professional networking event is on April 7 at Republic Bank at 8am. The Bread Board Plus is catering the event. The Boxwood Theater project is expected to make a brief presentation.

* It was suggested that the Professional Committee discuss charging a nominal fee at their networking events to anyone who does not live or work in Haddonfield.

C) Retail Retention and Recruitment (Remi Fortunato, John Master)

* The Board agreed that the date on the recruitment agreement for each business should coincide with the date on their lease.

* The new stores include:

1. Sweet Charlie's, Tai rolled ice cream, will open at 128 Kings Highway East.
2. Sole Active will open at 107 Kings Highway East.

3. Nocella's Pasta Fresca and Pizzeria has opened at 67 Ellis Street.
4. Ground breaking will take place at Passariello's Pizzeria and Italian Kitchen, 117 - 119 Kings Highway East, on April 18 at noon. It is scheduled to open mid-September.

D) Marketing

a) Event Updates (John Picking)

- * Haddonfield's first Night Market of 2017 is tomorrow evening, March 30, 4-8pm.
- * Girls' Night Out will take place on Thursday, April 27, 5pm to 9pm.
- * Haddonfield Uncorked took place on Saturday February 25, 1-4pm. It was very well attended. It was suggested that the Marketing Committee explore the cost of sell tasting cups to attendees or charge attendees and give them wristbands.

b) Public Relations (Susan Schmidt, Suasion Communications)

- * Suasion's February - March 2017 Public Relations Flash Report and the February - March 2017 Ad Value Report was circulated to the Board via email. Susan also distributed copies at the meeting.
- * Suasion submitted Haddonfield for the nationwide Main Street contest; everyone is encouraged to vote once a day until June 5 (www.mainstreetcontest.com).
- * Social media is now being maintained by Suasion Communications. A BIG thank you goes to Raphael Webscapes who implemented and updated our social media for many years and has now elected to redirect her workload and spend more time on the website and our email marketing including the new Property Tax Rebate Program.
- * Haddonfield won the New Jersey Tourism Excellence Award. Congratulations!

E) Visual Enhancements

No report

4. Borough News (Jeff Kasko)

- * Camden County will beautify the entrance coming into town from Route 561; any ideas are welcomed.
- * Haddonfield was voted in the top ten (#6) for New Jersey's Best Towns for Families and the top town (#1) in Camden County.

5. Board of Trustee Comments

No comments.

6. Public Portion of the Meeting

- * Kate Lafferty, Deputy Borough Clerk, reported that the Inside Out program from the Philadelphia Museum of Art is coming back to Haddonfield on May 15.

****Next Board Meeting: Wednesday, April 26, 2017, 8:00am in the Borough Hall Courtroom.**