

## **PARTNERSHIP FOR HADONFIELD, INC.**

**Minutes: April 26, 2017 @ 8:03am to 9:20am**

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, Susan Hodges, Jeff Kasko, Colette Oswald, Joe Lynch, Kathy Gold, John Master, Julie Beddingfield, Sue Maslowski, Andrea Ranno

Absent: Jackie Russell, Sean Leonard

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

### **1. Chairperson's Comments (Susan Hodges)**

\* The Board unanimously approved the Partnership for Haddonfield minutes for March 29, 2017.

### **2. Treasurer's Report (Vin Parker)**

\* PfH is required to have a yearly audit. The cost is \$6000. Motion was made and approved to hire the auditor.

\* The PfH budget was passed at the Commissioners' meeting last evening, April 25, 2017.

Representatives from the PfH were in attendance.

\* Vin distributed copies of the following documents: Partnership for Haddonfield Balance Sheet reflecting Balance Sheet at April 25, 2017; PfH 2017 Profit & Loss, January to April 2017; the PfH Transaction Detail By Account, March 23 through April 25, 2017; Year-to-Date Transaction Detail By Account, January through April 2017. The Board of Trustees approved the budget as presented.

### **3. Committee Reports**

#### **A) Administration (Susan Hodges)**

\*\* The Commissioners appointed Julie Beddingfield and Andrea Ranno to the PfH Board of Trustees in Category ii.

#### **B) Professionals (Colette Oswald)**

The next Partnership for Haddonfield Professional Networking meeting is Spring Fling on Thursday, May 4, 5:30pm at Henry D. Bean & Sons, 247 Kings Highway East, Haddonfield. There will be wine, as well as, food samples from Sanook Thai Cuisine, animo juice, Rent-A-Chef, Little Tokyo, apron, Ludovico's, Indulgence Cupcakery, Sweet T's Bakery.

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

\* Remi Fortunato requested a retention grant for Tony's Pizza on North Haddon Avenue for the Property Tax Rebate Machine they have purchased. It was approved.

\* Lavish Loft is moving to 105 Kings Highway East.

\* A new restaurant, Braise 116, is moving into the Shops at 116, 116 Kings Highway East.

\* The first reading to eliminate the parking requirement for restaurants took place at the Commissioners' meeting on Tuesday April 25.

- \* Sweet Charlie's, Thai rolled ice cream, will open at 128 Kings Highway East at the end of May.
- \* Sole Active will open at 107 Kings Highway East.
- \* Nocella's Pasta Fresca and Pizzeria has opened at 67 Ellis Street.
- \* The "Ground Breaking" gathering took place at Passariello's Pizzeria and Italian Kitchen, 117 - 119 Kings Highway East, on April 18. It is scheduled to open in September.

## **D) Marketing**

### a) Event Updates (John Picking, Kathy Gold)

- \* Marketing is doing a "Calendar of Events" postcard. They are printed often as to keep the event current on the front side of the card and the schedule of upcoming event on the back. It has been well received.
- \* Girls Night Out is tomorrow, April 27 from 5pm to 9pm.
- \* The new Mother's Day promotion is May 6 through May 13.
- \* The next Food Truck event is June 8.
- \* Kathy encourages every storeowner to promote the new businesses that have opened, and will be opening, in Haddonfield.

### b) Public Relations (Susan Schmidt, Suasion Communications)

- \* Copies of Suasion's March - April 2017 Public Relations Flash Report and the March - April 2017 Ad Value Report was circulated to the Board.
- \* There were over \$400,000 of story placements for the March Haddonfield Night Market.
- \* Facebook, Instagram and Twitter all got many more followers this month.
- \* Videos are being done for our social media postings.
- \* A Retargeting campaign is about to be launched and geofencing is also beginning very soon.
- \* Susan is preparing a seminar dealing with strategies for retailers.

## **E) Visual Enhancements**

No report

## **4. Borough News (Jeff Kasko)**

The Commissioners passed the 2017 Partnership for Haddonfield budget.

## **5. Board of Trustee Comments**

No comments.

## **6. Public Portion of the Meeting**

- \* A Boxwood Committee Representative did a presentation for the proposed State-of-the-Art Venue as a destination of the Arts in South Jersey. Working on securing the land is the first step.

**\*\*Next Board Meeting: Wednesday, May 31, 2017, 8:00am in the Borough Hall Courtroom.**