

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

**Minutes: May 31, 2017 @ 8:10am to 8:40am**

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, Susan Hodges, Colette Oswald, Kathy Gold, John Master, Sue Maslowski, Andrea Ranno

Absent: Julie Beddingfield, Jackie Russell, Joe Lynch, Jeff Kasko, Sean Leonard, John Picking

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 from April 26, 2017.

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

\* Vin distributed copies of the following documents: Partnership for Haddonfield Balance Sheet reflecting Balance Sheet at May 30, 2017; PfH 2017 Profit & Loss, January to May 2017; the PfH Transaction Detail By Account, January through May, 2017. The Board of Trustees approved the Treasurer's report.

### **3. Committee Reports**

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

No report

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

\*\* Spring Fling took place on Thursday, May 4, 5:30pm at Henry D. Bean & Sons. It was well attended. Thank you for the refreshments from Sanook Thai Cuisine, animo juice, Rent-A-Chef, Little Tokyo, apron, Ludovico's, Indulgence Cupcakery, Sweet T's Bakery.

\*\*The next Professional networking event is Friday, June 2, 8am at Brandywine Senior Living. Brandywine will provide the lite fare.

\*\* Anne Picking will be the new chair of the Professional Committee.

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

\*\* Villa Rosa is opening its new location this summer.

\*\* Passariello's Pizzeria and Italian Kitchen applied for a recruitment grant. The Board approved the grant with one abstention.

#### **D) Marketing**

a) Event Updates (John Picking, Kathy Gold)

\*\*June 8 is the next Haddonfield Night Market, 4-8pm.

\*\* The 25<sup>th</sup> Haddonfield Crafts and Fine Arts Festival is July 8 (11am -7pm) and July 9 (12 -5pm).

\*\* A new Rewards Program for weekday shoppers will be starting mid-June.

- \*\* Sidewalk Sale is to take place on August 3, 4, 5, 6.
- \*\* The next Girls Night Out is October 5.

b) Public Relations (Susan Schmidt, Suasion Communications)

- \*\* Copies of Suasion's April - May 2017 Public Relations Flash Report and the April - May 2017 Ad Value Report were circulated to the Board as well as previously emailed to the Board.
- \*\* With respect to social media, pop-ups about Haddonfield and geo-fencing are moving along for the past three weeks. Suasion will be looking at the metrics every month to see what's working. Haddonfield was named the top town by South Jersey Magazine.

**E) Visual Enhancements**

No report

**4. Borough News**

No report

**5. Board of Trustee Comments**

- \*\* It was asked that the board meetings start at 8:15am rather than 8am.
- \*\* It was also requested that the July 26 meeting be switched to August 23. Going forward, there will be no board meeting in July and December.

**6. Public Portion of the Meeting**

No one from the public was present at the meeting.

**\*\*Next Board Meeting: Wednesday, June 28, 2017, 8:15am in the Borough Hall Courtroom.**