

PARTNERSHIP FOR HADONFIELD, INC.

Summary of Meeting: September 25, 2019 @ 8:37 a.m. to 9:37 a.m.

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: Julie Beddingfield, Susan Hodges, Marcello De Feo, Sue Maslowski, Jeff Kasko
John Picking, Kathy Gold, Anne Picking, Gary Klosner
Absent: Sean Leonard, Andrea Ranno, John Master, Matt Cowperthwait

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

1. Chairperson's Comments (Susan Hodges)

- * The Board of Trustees approved the minutes from the May 22, 2019 meeting without any comments.
- * Susan welcomed Gary Klosner as our new board member.

2. Treasurer's Report

- * The PffH Financials were emailed to the Board. Copies of the following documents were also distributed this morning: Partnership for Haddonfield Balance Sheet, September 17, 2019; PffH Profit & Loss, 2019 YTD Actuals; PffH Transaction Detail By Account, January through September 2019.
- The Board of Trustees approved the Treasurer's report as presented.

3. Committee Reports

A) Administration (Susan Hodges)

- * The Municipal Alliance was suppose to do a presentation but was not available this morning.
- * The Board applauded Arlene Fiorilli for her record breaking profit on the July 2019 Craft Festival.

B) Professionals (Anne Picking)

- * The Networking Breakfast on September 6 had an excellent turnout with almost forty people in attendance.
- * The next professional event is Thursday October 3 at Kings Hall, 5:30p.m. to 8p.m.

C) Retail Retention and Recruitment (Remi Fortunato)

- * Newly opened businesses include: Bleu Bear Bakery (Gluten Free), 109 Kings Highway East; The Hive, 8 Kings Court; Queen's Carriage, 125 Kings Highway East; The Spice and Tea Exchange, 103 Kings Highway East; Mare Monte, 1 Kings Highway East; El Nopalito, 47 Kings Highway East.
- Soon to open: King's Road Brewing Company, at their new larger location, 131 Kings Highway East; William Heritage Winery, 127 Kings Highway East; Zanzour Accent European Furniture, 7 North Haddon Avenue.
- * Recruitment grants for Blue Bear Bakery and Denim BYOB were approved unanimously by the Board of Trustees as presented by Remi.

D) Marketing

a) Event Updates (Kathy Gold)

- * Upcoming events are Fall Festival and Craft Show on Saturday October 12, 10a.m. to 5p.m. and Girls' Night Out on Thursday October 17, 5p.m. to 9p.m.
- * The second "Friends of the Haddonfield's Farmers Market Dinner" will be in Kings Court on Saturday, September 28, 6 p.m. to 9 p.m.
- * There have been several brainstorming meetings to formulate a new "Shopping Crawl" event throughout downtown between Mothers Day and Fathers Day.

b) Public Relations

- * Copies of Suasion's Public Relations Recap, August - September 2019 were emailed to the Board and hard copies were available at the meeting.

* Susan will set up a new venue for filming our businesses at RVNTV. They tape in Cherry Hill on a variety of topics that can showcase what our downtown has to offer.

* The 2019 New Jersey Excellence Awards was won in the category of Tools of the Trade. This award highlighted the 2018 Communications Campaign for Haddonfield, executed by the PfH and Suasion.

* Downtown NJ Management Roundtable seminar took place in Haddonfield on September 12 at Verona Ristorante.

E) Visual Enhancements No report.

4. Borough News (Jeff Kasko)

* Jeff Kasko announced that a Plastics/Environmental Study Committee is being formed. Marcello, Kathy, John and Julie volunteered to serve on this newly formed committee along with Borough Government representatives.

* The Haddonfield Police have stepped up enforcement of bicycle regulations. A partnership is needed between police, parents and schools.

5. Board of Trustee Comments

* Julie and others were in agreement that there needs to be better signage on our meters that indicates free parking after 6p.m. on weekdays, and on the weekends. Businesses get complaints from customers on a regular basis. Bob Marshall will discuss this issue with the other Commissioners.

6. Public Portion of the Meeting

Commissioners Robert Marshall was in attendance.

****Next Board Meeting: Wednesday, November 20, 2019 @ 8:30 a.m. in the Borough Hall Courtroom.**