

PARTNERSHIP FOR HADONFIELD, INC.

Summary of Meeting: November 20, 2019 @ 8:35 a.m. to 9:05a.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: Susan Hodges, Sue Maslowski, John Master, Matt Cowperthwait, Gary Klosner, Julie Beddingfield, Kathy Gold, Anne Picking, John Picking, Marcello De Feo,

Absent: Sean Leonard, Andrea Ranno, Jeff Kasko

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

1. Chairperson's Comments (Susan Hodges)

* The Board of Trustees approved the minutes from the September 25, 2019 meeting without any comments or discussion.

2. Treasurer's Report (Vin Parker)

* Copies of the following documents were distributed this morning: Partnership for Haddonfield Balance Sheet, November 20, 2019; PfH Profit & Loss, 2019 YTD Actuals; PfH Transaction Detail By Account, January through November 2019.

The Board of Trustees approved the Treasurer's report as presented.

3. Committee Reports

A) Administration (Susan Hodges)

* Please record the Partnership for Haddonfield meeting dates in 2020:

22-Jan	26-Feb	22-Apr	27-May	23-Sep	18-Nov
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*** Minutes Addendum**

To clarify certain PFH banking authorizations we are required to formally document the PFH officers.

The Board of Trustees of the Partnership for Haddonfield, Inc. hereby clarify that the officers of the organization are as follows:

Chairperson	Susan Hodges
Treasurer	Vincent Parker
Secretary	Arlene Fiorilli

Duly recorded,
Arlene Fiorilli
Secretary PFH

B) Professionals (Anne Picking)

* The October evening Professional Networking event at In the Kitchen Cooking School and Boutique was very well attended and the food was delicious.

* The next Professional Networking Breakfast is Friday December 6 at Anatolia Art and Craft Studio, 35 Kings Highway East from 7:45a.m. to 9:15a.m. Please note the extended time.

* The January professional event is Friday January 10 at Cliff Mautner Photography, 516 Haddon Avenue, 7:45 a.m. to 9:15a.m. with catering by Valente's Italian Specialties.

C) Retail Retention and Recruitment (Remi Fortunato)

* King's Road Brewing Company will open Wednesday in their new location, 131 Kings Highway East.

The Board of Trustees approved a retention grant for the Bread Board Plus, 605 Haddon Avenue, as presented by Remi.

D) Marketing

a) Event Updates (Kathy Gold)

- * The Gift Certificate Flash Sale was extremely successful. Over, \$45,000 in gift certificates were sold in three hours.
- * On Friday November 29, Small Business Weekend begins with the Tree Lighting at Library Point followed by a parade escorting Santa to Kings Court.
- * Candlelight Shopping continues every Friday evening in December.
- * Carriage rides will take place on Saturday, November 30 and Sunday December 22 from 12noon to 3p.m. and on Friday evenings, December 6, 13, 20, from 6p.m. to 9p.m. A variety of live entertainers will also be performing.
- * A Live Nativity will be presented in front of the First Baptist Church of Haddonfield, 7p.m. and 7:30p.m. on Friday December 13.
- * The Menorah Lighting will take place 7:30p.m. on Friday December 20 at Library Point.
- * Businesses will be sent reminders on procedures for gift certificates, social media, interactive press releases and submission of business videos.

b) Public Relations

- * Copies of Suasion's Public Relations Recap, October to November 2019, were emailed to the Board and hard copies were available at the meeting.
- * Suasion is coordinating a media visit for Jersey Family Fun editor and publisher Jennifer Auer during the holidays.
- * A variety of press releases were written for the events of the season in addition to a FAQ fact sheet about the Partnership for Haddonfield.
- * Followers for downtown's social media outlets have been steadily increasing.

E) Visual Enhancements (Arlene Fiorilli)

Sean Leonard reported to Arlene that the tree lights are ready to be lit on Friday November 29. The Library Tree and the decorations on the Kings Court Gazebo will be completed next week.

4. Borough News

No report

5. Board of Trustee Comments

- * Marcello de Feo reported that the restaurants are meeting once a month and will be known as the Haddonfield Food and Beverage Collective. Upcoming food events are being discussed.

6. Public Portion of the Meeting

No members of the Public were present.

****Next Board Meeting: Wednesday, January 22, 2020 @ 8:30 a.m. in the Borough Hall Courtroom.**