

PARTNERSHIP FOR HADONFIELD, INC.

Summary of Meeting: January 22, 2020 @ 8:30a.m. to 9:30a.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.

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

Attendance: Susan Hodges, Sue Maslowski, John Master, Gary Klosner, Kathy Gold, Anne Picking, John Picking, Marcello De Feo, Andrea Ranno, Colleen Bezich

Absent: Julie Beddingfield, Sean Leonard, Matt Cowperthwait

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

1. Chairperson's Comments (Susan Hodges)

* The Board of Trustees approved the minutes from the November 20, 2019 meeting without any discussion.

2. Treasurer's Report (Vin Parker)

* Copies of the following documents were distributed this morning: Partnership for Haddonfield Balance Sheet, December 31, 2019; PfH Profit & Loss, 2019 YTD Actuals; PfH Transaction Detail By Account, January through December 2019.

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

* Wells Fargo sent funds from our account to the state. Vin and Susan are in the process of getting it back.

* A motion to transfer \$20,000 from Retail Recruitment to Marketing was unanimously approved to balance these Committees' expenditures.

3. Committee Reports

A) Administration (Susan Hodges)

* Welcome to Colleen as the new Borough Commissioner.

* The plastic bag ban in New Jersey is anticipated to happen soon – single use plastics are no longer allowed at Camden County events. Erin Purcell is spearheading this transition in conjunction with our Environmental Commission. Colleen Bezich will keep the PfH posted.

* Our Haddonfield Farmers Market Committee is strongly encouraging their vendors to no longer use plastic bags.

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

22-Jan

26-Feb

22-Apr

27-May

23-Sep

18-Nov

B) Professionals (Anne Picking)

* The January Professional Networking had about thirty attendees for a yummy breakfast at The Bread Board Plus.

* The next event is on Thursday February 6 at Cliff Mautner Photography, 516 Haddon Avenue, and 5:30p.m. to 7:30p.m. It will be catered by Tre Famiglia.

C) Retail Retention and Recruitment (Remi Fortunato)

* Inkwood Books is moving to 106 Kings Highway East. It was approved for this business to create a door on Kings Highway.

- * Heritage Winery is expected to open in the spring.
- * Remi reported that there were 15 retention grants in 2019.

D) Marketing

a) Event Updates (Kathy Gold, John Picking)

* The Sidewalk Sale is this weekend.

* Our first Cash Mob event is January 30. Thank you to Camden County for initiating and co-sponsoring this event with us. The party for all customers showing a Haddonfield business receipt of \$30 or more may attend the party @ King's Road Brewing Company, complete with food from Passariello's Pizzeria and Italian Kitchen and music by QUARTET 33 featuring Nandita Rao. There will be giveaways every fifteen minutes during the party from 7p.m. to 8p.m.

* I Heart Haddonfield will be a two-day event. The GALentine Chocolate Crawl will be on Thursday February 13, 5p.m. to 9p.m. The Vows Renewals will be on Friday February 14 at the Heart Sculpture in Kings Court with music and prizes.

* The Food and Beverage Collective is spearheading a Haddonfield Restaurant Week from March 3 through March 8.

b) Public Relations (Susan Scmidtt, Suasion Communications)

* Suasion's monthly Public Relations reports from November to December were handed out at the Board of Trustees meeting as well as emailed to everyone prior to the meeting.

* Suasion Communications has been pitching our downtown events with press releases and social media. Suasion is tracking the success of our social media platforms with reporting their likes, shares, and reach numbers. Also included are the impressions and engagements on twitter.

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Susan also reported that our ad values for 2018 was \$2.4 million and in 2019, it was 3.8 million. The complete 2019 Ad Value report was provided to the Board.

E) Visual Enhancements

No report.

4. Borough News (Mayor Neal Rochford and Commissioner Colleen Bianco Bezich)

The Borough hopes to upgrade the electric in Kings Court and refresh the beds.

It was also noted that each business is responsible to keep their sidewalks free of debris and snow on the sidewalks in front of their store.

5. Board of Trustee Comments

Sue Maslowski was pleased to see that the Borough cleaned the streets prior to Candlelight Shopping.

6. Public Portion of the Meeting

Mayor Neal Rochford was present.

****Next Board Meeting: Wednesday, February 26, 2020 @ 8:30 a.m. in the Borough Hall Courtroom.**