

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

### **Summary of Meeting: September 29, 2020 @ 9:02a.m. to 10:28a.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, John Master, Gary Klosner, Colleen Bezich, Kathy Gold, Andrea Ranno, John Picking, Anne Picking, Sue Maslowski,  
Absent: Sean Leonard

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

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

\* Susan thanked the Board for getting together this morning.

Last week, the September 23 Board meeting was postponed to September 29, 9a.m. because there was not a quorum present .

\* The Board of Trustees approved the minutes of the August 10 PfH Board meeting.

\* Matt Cowperthwait and Marcello DeFeo resigned due to work commitments. Thank you to both Matt and Marcello for their dedication and service.

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

\* The Board of Trustees was emailed a copy of the Treasurer's report: the Balance Sheet as of September 27, 2020; PfH Profit and Loss, 2020 Year-to-Date Actuals; Transaction Detail By Account, January through September 2020.

Upon review of the budget, there was a motion to reallocate \$1100 from the professionals committee to marketing committee and administrative committee. Motion to approve budget with the reallocation of funds was approved by the Board of Trustees.

### **3. Committee Reports**

#### **Professionals (Anne Picking)**

\* The next Professional networking event will be Friday, October 2, 8a.m. at Ludovico's.

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

- \* Remi presented the application for a retention grant from Jersey Java and Tea. The Board approved the grant.
- \* Remi also presented the recruitment grant from Crust N' Fire. A motion was made, and the Board approve this recruitment grant.
- \* Remi presented the recruitment grant from Bleu Bear Bakery for review. The grant was for the Bleu Bear location on 109 Kings Highway. The Bakery recently moved to 14 Tanner Street. Subsequently Bleu Bear closed their retail business on Tanner Street. Haddonfield Donut moved to The 109 Kings Highway location that Bleu Bear was previously occupying. Due to the facts as we know them, the Board voted to discontinue any future recruitment payments to Bleu Bear Bakery. A letter will be sent to request back the money that Bleu Bear Bakery already received.

### **Marketing**

#### **a) Event updates (Arlene Fiorilli)**

- \* The Haddonfield Rewards yielded \$10,719.70 spent for the five weekdays of the promotion.
- \* Girls' Day Out will take place on Thursday, October 15, 11a.m. to 9p.m.
- \* Small Business Weekend is November 27, 28, 29.

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

- \* Suasion's August - September 2020 Ad Value, Social Media Report and Flash Report for the Partnership for Haddonfield was emailed to the Board of Trustees.
- \* Suasion is promoting Girls Day Out with social media and a retargeting campaign.
- \* Downtown New Jersey is working on publishing a Member Spotlight, which focuses on ways members are supporting local businesses to expand outdoors (street, parklets, parks, parking lots, etc.). Our PR firm will be preparing an article for this Member Spotlight.

### **Borough News (Colleen Bezich)**

- \* There will not be a Halloween parade this year in our downtown.
- \* Celebrations Committee is working on developing other ideas to celebrate the holiday (i.e. "Boo Bag" deliveries for families pets in costume, etc.),

### **Board of Trustee Comments**

- \* No comments

### **Public Portion of the Meeting**

- \* No members of the Public were present.

**NEXT MEETING: Oct 21, 9a.m.**