

PARTNERSHIP FOR HADONFIELD, INC.

Summary of Meeting: October 21, 2020 @ 9 a.m. to 9:45 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.

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, Gary Klosner, Colleen Bezich, Kathy Gold, Anne Picking, Sue Maslowski, Andrea Miller, Adam Puff, Bob Hochgertel, Matt Cowperthwait, Andrea Ranno

Absent: Sean Leonard, John Master,

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

1. Chairperson's Comments (Susan Hodges)

- * The Board of Trustees approved the minutes of the September 29 PfH Board meeting.
- * Susan welcomed the new Partnership for Haddonfield Board members: Adam Puff, Andrea Miller and Bob Hochgertel. Susan expressed her appreciation for all the years of dedication and service for John Picking's volunteer hours on the Board.

2. Treasurer's Report (Vin Parker)

- * The Board of Trustees was emailed a copy of the Treasurer's report: the Balance Sheet as of October 20, 2020; PfH Profit and Loss, 2020 Year-to-Date Actuals; Transaction Detail By Account, January through October 2020.

Upon review of the budget, recurring expenses within each committee were clarified as well as additional charges/reimbursements to contracted professionals for their payment of ads and retargeting campaigns. The Board approved the PfH budget as presented.

3. Committee Reports

Professionals (Anne Picking)

- * The professional networking event on Friday, October 2 was at Ludovico's. Going forward, there will be one evening event and a breakfast event finishing out this year.

Retail Retention and Recruitment (Remi Fortunato)

* Crust N' Fire, 51 Kings Highway East and DiBartolo's Bakery, 115 Kings Highway East will be opening within a week.

* 223 Kings Highway East was rented. Details will follow at a later date. There is also a lease out at 31 Kings Highway East.

Marketing

a) Event updates (Kathy Gold)

* During Girls' Day Out, stores reported a steady flow of customers throughout the day.

* A new event, "Friendsgiving Celebration" is set for Thursday, November 12 with extended hours throughout the day and into the evening.

* Kathy asked that we keep staying vigilant on wearing masks when downtown.

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

* Suasion's September - October 2020 Ad Value, Social Media Report and Flash Report for the Partnership for Haddonfield was emailed to the Board of Trustees.

* Susan noted that Girls' Day Out was a wonderful success and was covered by Channel 6 and Channel 3.

* Other highlights include a story for NJBiz and an article for the League of Municipalities and Downtown New Jersey Member Spotlight.

* Suasion will also be doing features press releases leading up to Small Business Weekend and Candlelight Shopping and the new event, "Friendsgiving Celebration."

Visual Enhancements (Sean Leonard)

No report

Borough News (Colleen Bezich)

* Welcome to our new board members and to our existing board members, and thank you to John Picking for his service.

* The Marketing Committee did a great job for Girls' Day Out.

* There were two recent serious public issues: Yesterday there was an altercation between groups of older children and younger children in our downtown. There was also a "Hit and Run" of a seven year old girl on the corner of Haddon Avenue and Kings Highway. The Chief of Police and the Borough are planning and designing safety ideas. Please feel free to email Colleen (cbbezich@haddonfield-nj.gov), our Commissioner of Public Safety, with your thoughts, and if you would like to volunteer to work on these issues.

* With respect to a pro-active holiday season, Colleen has been investigating the possibility of replacing our paper gift certificates with plastic gift cards.

Also, the commissioners are not supporting events drawing large gatherings as our traditional tree lighting. The Borough is looking to film a tree lighting, and stage as a virtual event.

This virtual event could also highlight and feature downtown offerings for the season. If you have any interest, please volunteer by contacting Colleen.

* Susan Hodges commented that she is trying to get in touch with JFK living to see how PfH can team up with them for video.

* Colleen is also looking into what grants may be approvable for Partnership funding.

Board of Trustee Comments

* No comments

Public Portion of the Meeting

* No members of the Public were present.

NEXT MEETING: Wednesday, November 18, 9 a.m.