

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

### **Summary of Meeting: January 20, 2020 @ 9:04 a.m. to 10:25 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, Sue Maslowski, Andrea Miller, Adam Puff, Andrea Ranno, Sean Leonard, John Master, Matt Cowperthwait, Bob Hochgertel, Anne Picking

Absent: Kathy Gold

Staff: Remi Fortunato, Arlene Fiorilli, Susan Schmidt, Vin Parker, Sharon McCullough, Mel Reeder

Borough: Mayor Neal Rochford

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

- \* The Board of Trustees approved the minutes of the November 18 Pfh Board meeting.
- \* Susan expressed condolences to Sue Maslowski on the passing of her mom. Sue was thankful to those who reached out to her. Sue asked that the Pfh reimburse the cost of the local newspaper memorial.
- \* Adam Puff will continue to collect information on electronic gift cards. Bob suggested looking into [ecardssystems.com](http://ecardssystems.com).

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

- \* The Board of Trustees were emailed a copy of the Treasurer's 2020 Financials full year through 12/31/2020.  
It included: the Balance Sheet as of 12/31/2020; PFH Profit & Loss 2020 Full Year actuals; Transaction Detail By Account January through December 2020. Also emailed was the Partnership for Haddonfield Transaction Detail By Account January 1, 2020 through December 31, 2020, Retail Recruitment & Retention, Covid-19 Grants Awarded. Vin reported that \$13,515 was given to 47 businesses. The Board moved to accept the treasurer's report as submitted. There were no questions.

### **3. Committee Reports**

#### **A. Administration** (Susan Hodges)

\* A memo was circulated by email regarding the Partnership for Haddonfield Committees. Susan Hodges asked that each board member email and let her know on which committee(s) they want to serve.

#### **B. Professionals** (Anne Picking)

\* Anne said there should be a committee meeting next week to discuss future virtual professional meetings.

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

\* Remi presented four retention grants: 1) The board approved \$112.50 for Hooked Fine Yarn Boutique. 2) \$1000 was approved by the Board for Lisa Michael's with the exception of Sean Leonard, who abstained from the vote. 3) The Board approved \$2500 for Valente's Cucina. \$1000 will be paid now, and \$1500 will be encumbered until Valente's Cucina resumes opening 7 days a week post pandemic. 4) \$2500 was approved for Ludovico's, with \$1500 encumbered until they open 7 days a week.

\* Sweet Charlie's has closed. Brain Freeze Ice Cream Parlor will now occupy the location at 128 Kings Highway East.

\* Irene's Consignment Boutique has closed.

\* Bleu Bear Gluten Free Bakery is re-opening on Tanner Street.

\* The discussion of increasing retention money given to businesses in an effort to retain existing businesses will continue.

#### **D. Marketing** (Susan Schmidt)

\* The Winterfest Indoor Sidewalk Sale is January 21 through January 24. HOST is sponsoring a live ice-sculpting event by the renowned artist, Roger Wing, as a tribute to our Healthcare Heroes. This will take place in Kings Court, 11 a.m. and 1 p.m. on Saturday, January 23.

\* I Heart Haddonfield will again have a two-day event. 1) The Galentine's Day event is Thursday, February 11 and is extended throughout the day into evening. 2) Vow Renewals on Sunday, February 14 will take place as a joint effort by HOST, the Borough of Haddonfield, and the Partnership for Haddonfield.

\* Suasion's December 2020 – January 2021 Ad Value Report, Social Media Report, and Flash Report for the Partnership for Haddonfield was emailed to the Board of Trustees prior to this Board meeting.

\* Haddonfield was awarded three major accolades throughout 2020: USA Today 10BEST Reader's Choice Awards: Best Small Town Cultural Scene 2020 & Best Holiday Market 2020; South Jersey Magazine: #1 Top Town in South Jersey Region and Camden County; Getaway Mavens: 20 Most Popular Destinations in The Northeast U.S.

- \* Haddonfield had over 260 positive news stories with an estimated worth of over 8.7 millions dollars.
- \* Over 900 social media posts were shared on the Downtown Haddonfield's Facebook and Instagram accounts, reaching over 3.3 million viewers.
- \* Scenes for the Lifetime Cable Channel TV thriller '*Death Saved My Life*' movie were shot in our downtown. The movie premieres Saturday, February 13 at 8 p.m.

#### **D. Visual Enhancements** (Sean Leonard)

- \* The lights on the Kings Court trees will be replaced with pink lights on or about February 7.
- \* It is anticipated that the white lights on the Kings Highway trees will stay on until February 14.

#### **Borough News**

- \* Mayor Neal Rochford thanked the Partnership for Haddonfield, the Borough of Haddonfield and the Haddonfield School Board for everything they have done during the difficult times in 2020.
- \* Colleen wants to remind the Board to let Susan Hodges know their PfH committee choices by the end of this weekend (January 24).

#### **Board of Trustee Comments**

- \* Andrea Miller relayed that there is a feeling of pride and accomplishments among the retail community. She suggested that a letter or card be sent to the retailers to congratulate them for successfully getting through a tough year. She will write the sample for a card and Suasion will write the formal letter.

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

- \* No members of the Public were present.

**NEXT MEETING: Wednesday, February 24, 2021 @ 9 a.m.**

**PLEASE NOTE 2021 MEETING DATES:**

**21-Apr      19-May      22-Sep      17-Nov**