

PARTNERSHIP FOR HADONFIELD, INC.

MINUTES: Wednesday, November 17, 2021 @ 9:00 a.m. to 9:52 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 Borough social media, the Borough website as well as on the bulletin board 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	Ethan Wenstrom
Executive Director	Michael Marciante
Duly recorded,	
Michael Marciante	
Secretary PFH	

Attendance: Susan Hodges, Colleen Bezich, Andrea Miller, Bob Hochgertel, Adam Puff, John Master, Dan Sylvestri, Sean Leonard, Gary Klosner, Andrea Ranno, Jackie Russell, Scott Leonard

Absent: Matt Cowperthwait

Staff: Michael Marciante, Susan Schmidt, and Ethan Wenstrom

Chairperson's Comments (Susan Hodges)

* The Board of Trustees unanimously approved the September 22 board meeting minutes.

* The Partnership has strived to continue its Holiday Marketing campaign under the direction of Andrea Miller with the help of Susan Schmidt.

* A Retreat will be scheduled in January to better understand and utilize the role of the Executive Director, Michael Marciante. Susan and Michael will meet to build the outline of the retreat.

Treasurer's Report (Ethan Wenstrom)

* Spends have been directed towards Holiday Lighting (Visual Enhancements) and Marketing. The Partnerships Cast position is healthy. Ethan is expecting a fourth quarter payment from the Borough within the next two weeks.

* Adjustments towards the 2022 budget are expected with the new Executive Director coming on board.

* After technical difficulties, the Board of Trustees unanimously approved the Treasury Report.

Administration (Susan Hodges)

* The Borough of Environmental Committee requested 2-3 volunteers for a Joint Committee in response to the Single Use Plastic Bags Ban. Susan Schmidt and Michael Marciante volunteered to join the Joint Committee. Michael will seek a third volunteer from a restaurant owner in town.

* The Board will draft a RFS/Q for Banking Services to better manage PFH financials. To be voted on at a later meeting.

Professionals (*)

* Bob Hochgertel hosted a successful, well attended Professionals meeting at King's Road Brewery. Susan confirmed the meeting was well attended and Matt Cowperthwait provided pizzas.

Retail Retention and Recruitment (John Masters)

* The Board unanimously approved a pending retention grant for Ozzy's Tuxedo.

* Colleen Bezich will follow up on the availability for the Camden County Cares grant and report back to the Board.

Marketing (Andrea Miller)

Holiday Advertising

- * Andrea Miller responded to questions about the holiday marketing/ advertising campaign.
- * Andrea attributed the successful planning of this year's campaign to the PFH Marketing Committee, Susan Schmidt, Suasion Communications Group and Blue Wire Media.
- * The Board unanimously approved the transfer of \$10,000 from Retail/ Retention to Marketing.
- * Andrea believes we are well positioned with this year's holiday campaign.
- * Gary Klosner has secured carolers/ holiday entertainment for Candlelight Shopping.
- * Michael Marciante will be distributing the Luminaries along with printed promotional material on Thursday, November 18th.
- * Susan Schmidt is very excited about the holiday marketing campaign.
- * The holiday commercial can be found on Comcast Downtown Haddonfield's social media and Comcast. The commercial is estimated to receive 419,000 impressions. Commercials will be streaming on Roku and Apple TV this year.
- * Susan Schmidt summarized the details of the Marketing campaign and how it expanded this year to the Main Line (Montgomery County, PA).

Public Relations (Susan Schmidt)

- * Suasion is working with Kathy Orr of Fox29 who will be coming to Haddonfield to cover Holiday Shopping on Tuesday December 7, 2021.
- * Susan Schmidt spoke with Steven Gorelick, Director of New Jersey Motion Picture Association, the League of Municipalities in Atlantic City about a Lifetime movie filmed in Haddonfield; premiered February 2021. Steven is looking to bring a film production back to Haddonfield.
- * Susan attributes the successful execution of the holiday marketing campaign to the expeditious support of the Partnership and the Marketing Committee.

Visual Enhancements (Sean Leonard)

- * Holiday lights and decorations are being put in place during the call and will be ready by the Friday after Thanksgiving, November 26, 2021.

Borough News (Colleen Bezich)

- * Colleen is attending the League of Municipalities in Atlantic City to better improve and promote Haddonfield. Colleen gave a presentation about bringing renewable energy to a historic town like Haddonfield.
- * The Commissioner approved the Parking Moratorium for November 26 – December 25, 2021.
- * The Borough hopes to build momentum for the Environmental Joint Committee. The Borough is looking to acquire Jersey Sustainable Certification. Colleen wants to involve the business community in this endeavor.
- * The Haddonfield Police will be starting a community outreach campaign to promote and educate about Public Safety.
- * Colleen invites members of the Board to participate in the Police Advisory Commission. They will be having their first meeting in December.

Board of Trustee Comments

- * Welcome Michael Marciante. Michael is very excited to coordinate his first of many PfH meetings.
- * Welcome Dan Sylvestri. Dan is a landlord member for the Board.
- * The Partnership wishes everyone a Happy Holiday season.

Public Portion of the Meeting

- * No comments were made from members of the public.

NEXT MEETING: January 2022

2021 meetings: