

## **PARTNERSHIP FOR HADDONFIELD, INC.**

### **Revisualization Minutes: Wednesday, March 23, 2022 @ 8:30 a.m. to 10:20 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 of 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 is as follows:

Chairperson	Susan Hodges
Vice-Chair	-
Treasurer	Ethan Wenstrom
Secretary	-
Duly recorded, Michael Marciante Executive Director	

Attendance: Susan Hodges, Colleen Bezich, Adam Puff, Bob Hochgertel, Sean Leonard, Gary Klosner, Andrea Miller, Andrea Ranno, Matt Cowperthwait, Scott Leonard, Dan Silvestri

Absent: Jackie Russell, John Master

Staff: Michael Marciante, Sharon McCullough

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

\* Susan Hodges announced she is resigning from the Partnership for Haddonfield. She assures the Board she will still be Downtown for Shopping and Dining. The Board applauded Susan.

\*Sean Leonard and Colleen Bezich thanked Susan for her service and dedication to the Partnership.

#### **Executive Director Recommendations**

\* Michael presented PROs, CONs, and a video presentation of an e-gift card program called Yiftee. Michael will circle back on the ability of online purchases.

\* Michael will follow up on the legality of depreciation fees in New Jersey (will ask another NJ SID). Michael will look into the other e-gift card programs (Boulder, CO).

\*The Board spoke about the importance of managing the Executive Director's time management of gift cards. Bob compared the costs of the e-gift card versus the labor costs of everyone involved with paper gift cards.

\*The Board spoke about the sponsorship opportunities with the e-gift card.

#### **Committee Reports**

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

\* Sean reported on rendering improvements for Lantern Lane, replacing parking signs around the Borough with more signs, and addressing Saturday trash pick-up. Scott Leonard will have a rendering for the VEC meeting.

\* Bob and Sharon reported on the costs that incur with Saturday trash pick-up; it's more than expected (\$3,600/ month for the entire Downtown). Sharon suggested selecting specific locations for Saturday pick-up.

\*Sharon also expressed the concerns of collecting/ enforcing a fee on the food & beverage businesses.

\*Colleen mentioned that HOST is working on an Art Walk on Mechanic St.

\*Sharon also mentioned DPW is looking to implement LED interchangeable lights; must be re-wrapped once a year.

\*Scott mentioned that part of the parking challenge is perception and communicating the availability of parking.

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

\* Michael recapped the operations of the Administration: the committees changed the Bylaws within 30 days of the Strategy Session

\*Michael reminded committees to finish the budget so that the Admin committee can finalize the budget for April 27.

## **3. Networking (Matt Cowperthwait)**

\* Matthew C spoke to the success of last night's Networking Committee. Adam agreed. Matt recapped the operations of the Networking Committee: sponsorship opportunities, playing ambassador, engaging with Haddonfield restaurants/ event spaces, education speakers, and mission-backed events. Matt C added breakfast events are challenging for Retailers.

\*Bob thanked Morgan Falasca for initiating the Networking event; stemming from the Mayor's meeting with the Restaurant owners. Bob spoke about a young man named Robert who traveled over an hour to attend and to learn about becoming an entrepreneur.

\* Matt and Colleen were happy to see new faces and a diverse crowd of professionals at the event.

\*Bob added Networking events need structure. Sean Leonard later added that volunteers should take the time to perform necessary duties so that the Executive Director can be more involved in the event.

\* Colleen added name badges that could be helpful. Sharon noted that following with professionals with a survey to better engage with them as well as having Borough officials and Department heads at the event to answer questions about the town.

\* Colleen suggested progressive networking events, like a tour around the area for a large-scale networking event.

## **4. Retail Retention and Recruitment (\*)**

\* Michael recapped the changing of the Retention Grants. Sean L (proxy Susan) expressed concerns about lowering the dates of the Grant qualifications. Matt suggested a tiered level. Andrea M noted many retail businesses are not open 6 days a week.

\* The Board agreed it's important to have businesses open, the importance of communications, and the importance of businesses taking advantage of the grants.

\* Bob expressed concerns about lowering the threshold long-term. Bob also added that leases require businesses to be open for the better of the town and the need for a prorated Grant system.

\*Colleen expressed concerns about businesses not being open on weekend nights. Colleen invited retailers to give their input on how to keep businesses open on weekends.

\* Andrea spoke on behalf of Meraki Market, Lavish Loft, and the Tea Store to have the autonomy to not have standard hours and spoke against the contingency of hours for grants.

\*Michael and Colleen mentioned a future Mayor's meeting with the Retail community.

## **5. Marketing (\*)**

\* Michael presented challenges with the PfH website to be updated and are outdated. Michael suggested going out to RFP with revamping the website so that it can be managed better. Michael also presented a need for rebranding to complicate the website.

\* The Board was generally in favor.

\*Colleen will shop costs for a market review and study.

## **6. Events (Colleen Bezich)**

\* The Board reviewed the 2022 Calendar of Events. Michael presented updates on activation stations, one-sheets, larger events, and analytics.

\*Colleen invited the Board to provide feedback on how to measure success for events.

\*Colleen informed the Board about the Mayor's Wellness Month Kick-Off, including sensory safe spaces, COVID

boosters/ testers, health screenings, workshops/ classes, and more. Kings Road Brewing Co will be presented with a gluten-free beverage, Matt C and Adam are invited to participate in the Financial Wellness aspect. Fall Festival is being re-envisioned to be bigger and better.

### **Board of Trustee Comments**

\* Sharon asked the Board what is the direction the Board wants to go in? Should the Board evaluate the services the Board provides? How do you approve the services PfH approves? What is the 10-year plan?

\*Susan Hodges noted that changes are necessary. Susan asked the Board to ask themselves if their actions are successful for the retailers and the Board needs the voices of retailers.

### **Borough News**

\* Colleen and Sharon shared details about the new parking system going into place. It can be accessed via an app and individual kiosks around town. The Borough is also investing in enclosed iPads for businesses to have in their stores.

\*Tavis, Michael, Colleen, and Joana are working on a new business packet and invited feedback on what can be included to help new businesses to be successful.

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

\* Matt Skoufalos of NJ PEN questioned the Board's budget for events and promotion and how it was approved. He asked the Board how they defined Revisualization and gathered quotes from Susan Hodges and Michael Marciante.

**NEXT MEETING: – April 27, 2022 – 8:30 AM**

**2022 Meetings: May 25, September 28, November 23.**