

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, September 28, 2022, from 8:32 a.m. to 10:17 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 clarifies that the officers of the organization is as follows:

Chairperson	Sean Leonard
Vice-Chair	Andrea Ranno
Treasurer	Gary Klosner
Secretary	-
Duly recorded, Michael Marciante Executive Director	

Attendance: Abigail Sparrow, Adam Puff, Andrea Ranno, Bob Hochgertel, Colleen Bianco Bezich, Jackie LaMania Russell, Michelle Gillen-Boobraj, Morgan Falasca, Sean Leonard

Absent: Dan Silvestri, Scott Leonard, Gary Klosner

Staff: Michael Marciante, Sharon McCullough

Chairperson's Comments

*Sean Leonard welcomed new board members: Abigail Sparrows, Morgan Falasca, and Michelle Gillen-Boobraj. New board members introduced themselves and discussed their businesses in Haddonfield and their ties to the community.

Chairperson's Comments

*The Board (those appointed before June 22) unanimously approved the Minutes from the June 22, 2022 Minutes.

*The Board (those appointed before July 22) unanimously approved the Minutes from the July 13, 2022 Minutes.

*Colleen noted that new Board members should abstain from voting on Minutes for Meetings as they had not been appointed yet.

Public Portion of the Meeting

*Joe Murphy presented details about The Skirmish event and invited feedback from the Partnership for Haddonfield. Mr. Murphy credited Adam Puff and his pony rides for drawing traffic down Haddon Ave. Mr. Murphy noted several tools and resources purchased by the Skirmish Committee are available for the PfH to utilize. Michael Marciante thanked Mr. Murphy for the resources offered and for attending the meeting. Board Members were invited to send feedback to the Events Committee on Skirmish to present to Mr. Murphy. Colleen suggested creating an Ad-Hoc Committee regarding the Skirmish/ Summer events.

Treasurer's Report (Gary Klosner)

* Michael reported that he, Gary, and Matt Hurly have met to organize how Treasurer reports and actions will be carried out. Dual signor checks were purchased to help responsibility allocate PfH funds.

*Michael updated the Board on the matter of Fulton Bank. Michael noted that after some confusion, the PfH Letter of Incorporation is in hand and the funds from Fulton Bank will be moved soon.

*Michael provided a breakdown of revenue from the 2022 Crafts & Fine Art Festival. The Board took in \$38,513. Sean noted that the breakdown was very accurate and that this was the best take ever from the Festival. Michael expressed he was optimistic about the execution of the festival for this year and for future years. Michael noted that the Board should discuss raising vendor fees in 2023, once the contract is received to reflect the current state of the economy.

*The Board unanimously approved the Financials.

Committee Reports

1. Administration (Sean Leonard)

* Michael noted that Gary & Michael are now signors of Republic Bank and are in the process of centralizing PfH assets.

2. Networking (*)

* Michael noted the Networking Committee is without a Chair. Matthew Cowperthwait resigned from the PfH Board; Michael commended Matthew's contribution to the Board during his tenure.

*Michael noted that a new Chair is needed to jump-start larger events in the new year.

3. Retail Retention and Recruitment (Adam Puff)

* Adam presented recommendations on two Retention Grants.

*Adam made a motion to approve the Happy Hippo Grant. Sean seconded. After clarifying the businesses' previous applications and gathering individual votes: The Board unanimously approved the \$1,000 Happy Hippo grant application.

* Adam made a motion to approve the Melange Grant. Andrea seconded. After gathering individual votes: Michael noted the Board unanimously approved the \$508 Melange grant application.

*Colleen expressed excitement about approving two grants. Bob inquired about the consistency of grant presentations.

* Michael updated the Board on Retention matters in the business district, marketing the grants to new/ existing businesses. Michael noted the RRR Committee is reviewing purchases to be responsible with funding.

*Morgan expressed the importance of centralizing information for both PfH matters and the Construction Office.

Michelle noted a digital copy would be helpful. Colleen noted updates in the Construction Office and having more information readily available.

*Michael and Colleen invited the Board to offer feedback on what should be included in the digital packet. Michael noted that once forms are finalized, the Committee will look into pre-loaded flash drives.

4. Marketing (*)

* Michael noted the Marketing Committee will be busy with coordinating/ promoting Candlelight Shopping.

* Michael reported that King's Road Brewing Co & The Running Co were featured in a Visit South Jersey promotional video. The assets will be made available to the Partnership.

* Board members of the Retail community expressed an interest/ need for accessing digital assets to promote town-wide events. Abigail volunteered to help manage this digital folder.

*Michael expressed interest in gathering information on the appearances of Santa Claus for Christmas.

5. Visual Enhancements (Scott Leonard)

* Michael noted that both landlords have verbally committed to adding lighting to Haddy Alley; however, that one landlord did not approve of a mural on their building. Michael invited feedback from the VEC on alternative ways to beautify the space. Bob H presented an alternative to adding art to the alley. Sean noted difficulties hearing from both property owners.

6. Events (Colleen Bianco Bezich)

*. Michael asked the Board for feedback on Summer Events, thanked 60% of the Board members who uplifted the Summer Sidewalk Sale kick-off, and noted the event has the potential to be fine-tuned.

*Colleen updated the Board on the Health & Wellness Festival: activities, screenings, and challenges with the weather.

*Michael invited the Board to attend Fall Festival to introduce themselves to the community. Michael noted that the PfH Fall Photobooth is expected to be a large attraction for that day. Colleen noted that so long as the Board does not discuss official PfH business, public notice is not required.

*Colleen informed the Board about Halloween/ Christmas decorating contests for residents and the business community. Board members noted challenges with Window decorating contests and the realities of the process. The Board noted the universal aspect of the upcoming holidays makes the idea more accessible. Colleen updated the Board on the two movie nights, one for children and adults. Colleen noted the challenges of ascertaining movie rights for the "Grown-Up Movie" Night.

*Michael provided an update on the Halloween Night Market; the event is sold-out for vendor participation. Colleen noted that window/decorating contest winners will be announced at the event.

*Michael thanked Play @ Art, Book Restoration Bindery, Sparrow's Snacks, King's Road Brewing Co., and Duffy's Candies for donations and for helping uplift Fall events.

* Michael updated the Board on improvements/ additions to Candlelight Shopping: Luminaries will have new lights, placed by volunteers (not by businesses). Carolers and Carriage Rides are returning. PfH Events Committee is also hiring a brass band for two nights and Mrs. Clause for several nights. Michael noted Santa is also scheduled to appear for two occasions. Sharon M noted it's imperative that Santa is not in two places at the same time. Candlelight Shopping will run from Black Friday (11/25) to December 17 (4 weeks).

*The Board expressed challenges and possible solutions for encouraging businesses to stay open late during Candlelight Shopping. Challenges with spending promotional dollars when businesses are not open was noted by several Board members. Michael invited feedback on addressing the challenge. Sean noted this issue has been ongoing for many years.

*Andrea R and Michael will lead a communication campaign on encouraging business participation. Abigail, Colleen, and Morgan all volunteered to assist.

Executive Director's Report

*The Board unanimously approved Abigail joining the Marketing Committee. The Board unanimously approved Morgan joining the Events Committee. The Board unanimously approved Michelle joining the Marketing committee. Michael invited new Board members to attend and learn more about the other Committees.

***Colleen made a motion to go into a Closed Session. Sean seconded. The Board unanimously approved.** The Board unanimously approved leaving Closed Session.

*Michael updated the Board on working with the Borough Construction Office to address challenges in the business community; communicating/ assisting them with renewing applications. Michael is inviting feedback from the business owners on how the ordinances can assist in their success.

*Michael provided an update on Yiftee Community Gift Card Sales and how the Marketing Committee can assist: BOGOs for Cyber Monday and window cling. Andrea noted we do not promote the gift card enough. Sean L invited feedback on the Yiftee gift card.

Mayor's / Borough Report

* Sharon noted that VEC needs send their recommendations for outdoor lighting and seating. Sharon expressed a need to measure participation for Candlelight Shopping to be responsible with spending. Sharon noted the importance of advertising participating retailers for the Cyber Monday Sale. Sharon noted a need to collect feedback on promotional availability and contact information for press calls, promo videos, and before/ during/ after business hours to **the entire business community.**

*Sharon instructed each committee to send budget recommendations to the Admin Committee to construct the 2023 budget in November.

Old Business

* N/A

New Business

*Morgan Falasca of Downtown Cookies brought cookies for the Board to celebrate her first official PfH Board meeting.

The Board unanimously voted to conclude the meeting.

NEXT MEETING: November 23.

2022 Meetings: November 23.