

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

**Minutes: Wednesday, November 23, 2022, from 8:35 a.m. to 10:41 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, Dan Silvestri, Michelle Gillen-Boobraj, Sean Leonard, Scott Leonard

Absent: Jackie LaMania Russell, Gary Klosner, Morgan Falasca

Staff: Michael Marciante, Sharon McCullough

### **Chairperson's Comments**

\*The Board went into Closed Session to discuss personnel. Sean Leonard made the motion; Adam Puff seconded the motion. The Board exited Closed Session. Michael noted additional matters needed to be discussed in regards to personnel in Closed Session. Sean Leonard made the motion to go into Closes Session, and Adam seconded. The Board exited Closed Session.

\*The Board unanimously approved the Minutes from the September 28, 2022 meeting.

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

\*No Comments from the Public.

### **Treasurer's Report (Gary Klosner)**

\* Michael noted that a Treasurer's Report is not available. Assets from both Fulton Bank and Truist have been centralized into the Republic Bank account..

### **Committee Reports**

#### **1. Administration (Sean Leonard)**

\* The Board discussed the 2023 Budget.

\* Michael and Scott discussed changes required to the Visual Enhancements line item for Christmas Lights. Sean noted the historical challenges with invoicing and billing for the lights. Colleen noted challenges with available electricity in the area of Library Point. Board members discussed LED lights, alternative light options, and going out to BID for light installation.

\* The Board unanimously approved the allocation of \$3,200 to the Christmas Lighting line item from the Revenue surplus for the 2023 Budget.

\* The Board unanimously approved the Admin Committee executing an RFP for accounting services.

\*The Board unanimously approved the 2023 Budget Draft with further discussions for personnel wages to be added next month for a final review in January.

## **2. Networking (\*)**

\* Michael noted the Networking Committee is still without a Chair. Michael informed the Board about the “Joy to Networking” event at KRBC on December 1 from 5 PM – 7 PM. The event includes “A Taste of Haddon Ave” with samplings of food from different businesses along Haddon Ave.

\*Colleen commended the Networking committee for conceiving the idea. Abigail offered to bring decorations. Michael noted Tre Famiglia is conceptualizing something special for the event. Colleen informed the Board about Murmon’s Ugly sweater idea.

\*Michael informed the Board about the “Women’s History Month Networking” event scheduled for March 2023. The Committee is negotiating venue rates, eliciting sponsorship, and engaging the 4-dozen owned (and co-owned) businesses in Haddonfield, NJ.

## **3. Retail Retention and Recruitment (Adam Puff)**

\* The Board was given branded Downtown Haddonfield folders discussed in the last meeting.

\*Adam recommended to the Board the proposed Retention Grants.

\*The Board unanimously approved the Retention Grant for Nicky B’s Pizzeria on the condition that the grant is allocated once they are open.

\* The Board discussed the Lavish Loft Grant. The Board unanimously approved the Lavish Loft Retention Grant.

## **4. Marketing (\*)**

\* Colleen commended the graphics and social posts for Candlelight Shopping.

\*The Board unanimously approved the transfer of \$10,000 from the Retail Retention and Recruitment budget to Marketing for the use of a videographer.

\* Michael presented the “We Accept Gift Card” window clings to the Board and distributed them to Retail Board members. Scott inquired about the distribution and placement of the window cling. Michael informed the Board where the clings will be placed and how they will be distributed.

\*Gary and Michael worked to get funds to Yiftee in time. The Cyber Monday BOGO has the capacity for 100 customers. Michael anticipates \$20,000 will be available to be circulated into the community after the promotion. The Bonus dollars will be good until Labor Day 2023.

\*Michael informed the Board about the active Candlelight Shopping advertisements including a flight of radio ads on WXPB, social media ads, and some printed ads.

## **5. Visual Enhancements (Scott Leonard)**

\* The Board discussed the possibility of discovering additional electricity at Library Point for the Tree Lighting. PfH will work with the Borough to exhaust all possible options. Michael noted that this Board’s discussion on the logistics and execution of holiday lighting was more notable in this meeting than in years past.

\* Sharon informed the Board about the Commissioners’ scheduled to approve the Outdoor Eating & Lighting Ordinance that the VEC worked to give suggestions on. The ordinance has a 3-year grandfather clause. Issues like expanding seating beyond storefronts are addressed on the application which includes sign-off from landlords and tenants.

\*Michael informed the Board about the VEC Outdoor planter grant to help the food & beverage businesses transition to the new ordinances.

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

\*Colleen noted challenges with eliciting volunteers for different organizations. Colleen thanked Nick from the Bistro and Bob from KRBC for donations (and attempted donations) to the Tree Lighting Ceremony. The Mayor is working with

orgs to create DEI events including the MLK Evening Walk for Peace. Colleen asked Board members to give feedback on participation from the business community.

\* Colleen noted that the Leos and volunteers are assisting with the Luminaria. Celebrations are all set for the Tree Lighting Ceremony/ Santa Parade with Santa Claus ready to greet the crowds. Colleen asked Board members to offer testimonials to elicit more volunteers to different orgs.

\*Michael asked the Board to join him in thanking Andrea Ranno's mother for constructing the Luminaria. Michael provided flowers as a way of saying, "Thank you." Michael noted that the letter that he, Morgan, and Andrea R circulated has had great success in getting businesses to extend their shopping hours and has increased social media chatter from businesses.

\*The Board unanimously approved the transfer of \$5,000 to Events for additional carolers, porta-johns and visual enhancements.

### **Executive Director's Report**

\* The Board unanimously approved the 2023 Meeting Schedule.

\* Michael reported to the Board about the progress of the Yiftee Gift Card. Bob H inquired about the percentages of participating businesses. Michael noted that 50 businesses are actively accepting and believes that the BOGO will encourage more participants. Sharon noted that a Retail focused push will be important to measure. Abigail asked about Analytics to which Michael noted reports can be provided.

\*Michael asked Board members to send him their intentions about Committee participation in the month of December. Michael asked Board members to think about the goals for 2023.

### **Mayor's / Borough Report**

\*The Mayor informed the Board about Santa Ride through Haddonfield on December 13, 14, and 15. Bob H asked about the times as he has a Santa scheduled for the 15<sup>th</sup>. Sean Leonard asked for coordination with Happy Hippo due to their public greeting of Santa. Michael noted that Marketing is coordinating on a Santa Schedule.

\*The Mayor wished all retailers a successful Black Friday/ Small Business Saturday.

\*Sharon informed the Board about the Mayor's meeting with the food & beverage businesses about the ordinance and Restaurant Week.

\*Sharon talked about Parking Ordinance: Employee parking permits will no longer be available with the dissolving of short-term/ long-term parking. The new app can be used by employers to pay for employee parking. Meters will be disappearing in the last weeks of December. Kiosks will be available by January 1. Rates will change; for the first time since 2004. Costs for parking rises with the increased use of credit cards. The Board was generally in favor of these changes. Sharon noted that the Borough is looking to relinquish its agreement with the Presbyterian lot. Parking for the high school will also be changing. Board members were in favor of these decisions.

### **Old Business**

\*Michael noted action items regarding letters to businesses for CLS, gathering contact info for press calls, and promoting retail participation for the BOGO have all been done.

### **New Business**

\*The Board congratulated Andrea Ranno on her recent engagement.

\* Michelle inquired about the availability of a videographer. Michael informed the Board that PfH is following Purchasing laws to get different quotes for the Marketing Committee to decide on. Footage of the tree lighting will be ascertained by Michael. Sean and Sharon discussed having high school students capture footage and the challenges it brings.

\* Bob H noted that KRBC will be donating the first round of drinks for the Joy to Networking event and offered to hire live music.

\*Bob H, Adam, and Abigail discussed the success and execution of the HET "Rally in the Alley." Michael noted there was mistreatment of volunteer organizations from the business community in the event's general proximity. 2 businesses in particular caused disruption for the event. Sharon discussed the logistics of executing a new

event on Mechanic St. Michael asked Board Members to encourage businesses to accept the future that is experiential events; noting negative attitudes repel economic development.  
\*The Board wished everyone a, "Happy Thanksgiving!"

**The Board unanimously voted to adjourn the meeting.**

**NEXT MEETING:** January 25, 2023.

**2023 Meetings:** January 25, February 22, April 26, May 24, September 27, November 29