

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, January 25, 2023, from 8:31 a.m. to 9:55 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 (presiding Chairperson)
Treasurer	Gary Klosner
Secretary	-
Duly recorded, Michael Marciante Executive Director	

Attendance: Abigail Sparrow, Adam Puff, Andrea Ranno, Bob Hochgertel, Colleen Bianco Bezich, Dan Silvestri, Gary Klosner, Jackie LaMania Russell, Michelle Gillen-Doobrajh, Morgan Falasca, Scott Leonard

Absent: Sean Leonard,

Staff: Michael Marciante, Sharon McCullough

Chairperson's Comments

- * The Board unanimously approved the November 23, 2022 Minutes
- * Bob Hochgertel nominated Gary Klosner as Treasurer; seconded by Jackie LaMania Russell. The Board unanimously reelected Gary Klosner as PFH Treasurer.
- * Abigail Sparrow nominated Andrea Ranno; seconded by Dan Silvestri. The Board unanimously reelected Andrea Ranno as Vice-Chair.
- * The Board discussed the duties of the PfH Secretary Officer Role. Michael noted that taking Minutes is still the duty of the Executive Director and that the officer role can evolve. The Board will circle back to this position.
- *The Board unanimously ratified the Committees' Membership. Michael noted Committees will re-elect their Chair(s) in their next Committee meetings – per the PfH By-Laws.

Public Portion of the Meeting

*No Comments from the Public.

Treasurer's Report (Gary Klosner)

* The Board unanimously approved the Financial Report.

Committee Reports

1. Administration (Sean Leonard)

* Michael informed the Board that the Budget is not being finalized in this meeting. The budget will be ratified either during the February meeting or in a special March meeting. The Admin Committee is corresponding with the Accounting RFP respondent and what role they will have with the Board.

2. Networking (*)

* The Board discussed the Women's History Month Networking Event. Colleen noted that the Fortnightly is excited about the event; noting the fee is going towards the upkeep of the facility. Michael provided the details of the rental. Colleen and Abigail noted the Fortnightly is a good partner for an event like this. Bob noted that liability regarding alcohol can be added to the current PfH insurance provider. Adam and Jackie confirmed information regarding the rider. Michael will work on sponsorship forms and liability insurance information. Michael noted that attendance will have a higher fee than the average Networking event. The tentative date is March 28, 2023; Abigail noted that Fortnightly should provide a speaker for the event.

3. Retail Retention and Recruitment (Adam Puff)

* No notes for RRR at this time.

4. Marketing (*)

* Michael provided information about the Candlelight Shopping video shoot: Keasbey and Mattison was vetted against several proposals. The provider is working on audio for PfH to select audio clips to choose from for a series of commercials. Andrea R noted that the Christmas video was amazing, Bob H noted the video work was fantastic, and Colleen noted the professionalism of the provider. Michelle GD referred the video provider to the Marketing Committee; the Board thanked Michelle for the referral.

5. Visual Enhancements (Scott Leonard)

* Scott is focusing his efforts as Chair of Visual Enhancements to jumpstart the Committee for 2023.

* Bob H noted a challenge with the Mechanic St. trash receptacle area: if Waste Management doesn't return trash cans to their original location, retailers will allow trash to pile in front of the cans and the receptacle area. Sharon noted the Borough has been provided with pictures of the situation. The Board noted challenges with the weather affecting trash disposal. Sharon noted that signage has been placed to inform businesses about proper trash disposal and surveillance in the area. Colleen has received feedback about the situation as well.

6. Events (Colleen Bianco Bezich)

* Michael noted a special Events Meeting will be called to discuss Candlelight Shopping 2022.

* Colleen noted that Fridays during CLS had excellent energy with observable 70-80% retail participation.

Colleen noted Winterfest's ice sculptures looked very well. Abigail noted the police tape separating the public from the sculptures took away from the visual enhancements' appeal; rope & stations were suggested for future years. Bob, Colleen, and Abigail spoke highly about the "Souper Bowl." A QR code/ donation box would be a welcomed addition to the Souper Bowl. Cathedral Kitchen was very happy with the event.

* Colleen is hosting a volunteer recruitment event on Monday, January 30 via Zoom to showcase and highlight the need for day-of assistance from volunteers for Borough and PfH events.

* Colleen noted challenges with the potential "Friday by the Fire" event. Colleen listed off a calendar of events for 2023. The Wellness Festival has an indoor contingency. The Borough noted challenges with 4th of July fireworks; facing the reality of releases not being signed by those in the fallout zone. The topic of alternative entertainment and challenges was discussed.

* Michael made a note about the Partnership getting involved in the Veteran's Day banners. Colleen provided information about First Night: the Haddonfield Cultural Commission and its volunteers lifted First Night in the past. Sharon noted the excessive expenses of First Night and that it didn't benefit the Haddonfield community.

* The Board unanimously approved the finances of the Crafts & Fine Art Festival so that Legal and other committees can adjust/ add to the contract if necessary. Michael noted they hope to illicit additional sponsorship.

Executive Director's Report

* Michael provided an update from the Haddonfield Foundation and their March 1st deadline to hire an Ambassador. Michael suggested an Ad Hoc committee be formed to respond/ manage the hiring of an Ambassador. Bob H suggested sending the Haddonfield Foundation a letter requesting an extension. Sharon noted that the Board is finalizing the budget, the Board should offer consistent hours and how the Board is addressing other issues.

Colleen noted the previous work schedule didn't align with the Camden Special Services schedule; affecting their ability to provide candidates. The Board discussed the challenges of hiring a teenager for this position and the responsibilities of managing other children downtown.

* The Board unanimously adopted the creation of the Ambassador Ad Hoc Committee with Adam Puff, Bob H, Colleen Bianco Bezich, Dan Silvestri, and Jackie LaMania Russell as Committee members.

* The Board unanimously approved sending a letter to the Haddonfield Foundation requesting an extension. The Board discussed sending a letter and a verbal follow-up from Board members.

* Michael provided an update on the Yiftee electronic gift card. Michael noted 35% of the monies purchased have already been redeemed in Haddonfield businesses, with a \$20,000 increase in sales compared to 2021 sales. The BOGO sold out very quickly. Board members received many complaints about the availability of the BOGO; noting it was a good problem to have. Michael relayed that the "Buy \$100, Get \$50" is equally as popular, as per Yiftee specialists. Michael is looking into the application for sponsorship for future BOGO's. Michael has notes from the BOGO, timing, and wording of promotions. Michael noted that a semi-physical BOGO could be possible.

Mayor's / Borough Report

* Colleen thanked all the Board members for a great 2022. Colleen invited feedback from Board members. Sharon had no updates for Pfh. The Board thanked Sharon McCullough for her work assisting the Partnership.

Old Business

* The Board unanimously approved going into Closed Session.

* The Board unanimously approved leaving Closed Session.

New Business

* No new businesses at this time.

The Board unanimously voted to adjourn the meeting.

NEXT MEETING: February 22, 2023.

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