

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

**Minutes: Wednesday, February 22, 2023, from 8:31 a.m. to 9:43 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, Gary Klosner, Michelle Gillen-Dooobrajh, Morgan Falasca, Scott Leonard, Sean Leonard

Absent: Jackie LaMania Russell,

Staff: Michael Marciante, Sharon McCullough

### **Chairperson's Comments**

\* The Board unanimously approved the January 25, 2023 Minutes

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

\*No Comments from the Public.

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

\* The Board unanimously approved the Financial Report with an amendment to the Retention Grant line.

### **Committee Reports**

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

\* The Board unanimously approved the Executive Director's salary increase of 3% for the entire 2023 calendar year. Adam Puff made the motion, and Morgan seconded.

\* The Board unanimously approved the 2023 Budget. Sean made the motion, and Andrea Ranno seconded.

\* The Board discussed the details of the Alloy & Silverstein letter of engagement. Michael informed the Board about the ongoing negotiations. The majority of the Board voted to award Alloy & Silverstein the Accounting & Financial Services RFP, with Colleen Bianco Bezich recusing herself from the vote. Sean made the motion, and Gary seconded.

\* The Board unanimously approved the changes to the By-Laws. Adam made the motion, and Abigail seconded.

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

\* Michael updated the Board on the Women's History Month Event: Malina Poshtova Delamere is set to be the keynote speaker. Michael and Abigail reached out to the NJ Association of Women Business Owners. Discussions with the association led to the prospect of offering them a table. The Board unanimously voted to offer the

NJAWBO a table at the Women's History Month Networking event. Abigail made the motion, and Colleen seconded.

- \* Board members asked questions about the capacity and appropriate age range for guests. Michael informed the Board the event will have a range of tickets between 75-100 people. Colleen noted she would purchase tickets for high school students.
- \* Michael discussed the committee's search for a caterer that meets the qualifications of being women-owned, located in Haddonfield, and can staff the event. Michael has already reached out to the restaurant community but will follow up. Bob H suggested Wanda BYOB, with Adam suggesting Mia's Meals and Downtown Cookies as they are women-owned and operated. The Board discussed the qualities of each business.

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

- \* Michael provided an update on the Retail Meet & Greet scheduled for March 20, 2023. The purpose of the event is to introduce new business owners to pre-existing ones and to receive feedback from them. Gary added he will be present to take notes. Michael encouraged any retail Board members to attend as attendees. Colleen noted that this event would not count as a quorum.
- \* The Board would like to see information about Retention Grants, the Yiftee Gift Card, and all PfH operations at the event. Sharon suggested having folders for businesses to review and take away.
- \* Sean suggested using visual mediums and the projector for the event.

### **4. Marketing (Abigail Sparrow)**

- \* Michael drafted the Public Relations RFP that needs to be reviewed by the Admin Committee. The current schedule of the RFP is March 15 – May 3, 2023. The Board unanimously approved the Admin Committee to execute the Public Relations RFP. Abigail made the motion, and Gary seconded.

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

- \* Scott provided an update on the proceedings of Visual Enhancements. The Committee has begun drafting the Visual Enhancements Outdoor Eating Grant which offers \$2,600 or 100% (whichever is less) for the costs of planters to make the town look more uniform. Abigail asked about spreading the information and volunteered to help walk through information about the grant.
- \* The Board discussed having the business apply for multiple PfH grants upon the Outdoor Eating Grant's release. The Board discussed enforcing guidelines for greenery/ vegetation. Sharon noted that is the Committee/ Board wants to guide businesses on vegetation, it must be included in the Grant.
- \* Scott informed the Board about the direction of Haddy Lane. A contract from Sal's office is being drafted regarding permanent lighting in Haddy Lane. VEC is starting a discussion with landscapers for redesigning Haddy Lane.

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

- \* Colleen provided an update about the 2023 Calendar of Events Downtown; encouraging participation, sponsorship, and cross-promotion from any business with the listed events. Renaissance Craftables met with the Mayor to discuss the Crafts & Fine Art Festival which will be brought to the Commissioners. Meetings with Celebrations are addressing the challenges with fireworks. The Fire Marshall is looking to redraw the lines with a possible move of the launch location; the use of small shells is being discussed, but the quality of the fireworks is taking priority. A meeting with the Skirmish took place to discuss challenges with the event: including cramming storefronts, use of private property, public safety, trash collection, conflicting events, and individuals in "red face" The month of June will have PRIDE events like Ride to Pride and supporting events.
- \* The Board discussed releasing a public-facing calendar of events.
- \* Michael made the Board aware of the finances of "The Souper Bowl" and the contribution of over \$1,700 to Cathedral Kitchen. A letter from Cathedral Kitchen was received to confirm the donation.

## **Executive Director's Report**

- \* Michael provided an update on the Haddonfield Foundation's response. The Foundation is enforcing its terms of agreement and insisting on receiving compensation of the Ambassador grant minus expenses. Board members were approached by members of the Haddonfield Foundation to show their support of the initiative. The Board unanimously approved the return of the Foundation's Grant minus expenses. Sean made the motion, and Morgan seconded.
- \* Michael received feedback from the Most frequented redeemers of the Community E-Gift Card. Very positive and constructive feedback was received. Challenges like customers' ability to have e-gift cards ready and the use of the e-gift card from existing customers. Retail Board Members discussed some of the challenges with the E-Gift Card. The Board encouraged having the Yiftee One-Sheet available at the Meet & Greet. Similar complaints were circulated about paper gift cards; including the use of paper cards at the gas station. Michelle GB agreed with concerns brought up by Julie B. at Inkwood Books.
- \*The use of the BOGO from pre-existing customers as possible by releasing the information via promotional emails; which have repeat openers. Bob H noted that businesses not interested in the Yiftee program should not participate. Michelle noted that is a way to upset customers.
- \*Sean inquired about receiving more resources from Yiftee and offering feedback. Colleen enforced that Yiftee benefits financially from the program and should have an avenue to receive feedback. Michael M noted that a Facebook group for organizers is available for feedback.
- \*Dan and Sean inquired about incorporating the e-gift card with more e-commerce apps like Apple wallet, etc. Colleen encouraged reaching out to larger communities. Board members expressed interest in a physical card. Michael will look into alternate options.

## **Mayor's / Administrator's Report**

- \* The Borough is working to add Saturday pick-up to the Borough; Sal's office is drawing up a fee ordinance to pay for the service. Waste Mgmt is currently on strike and the Borough is waiting on their contract to be settled to get a final price.
- \* The Outdoor Eating & Lighting Ordinance is being read on Monday, 2/27/23. The most recent update of the Ordinance was emailed to food & beverage owners who attended the last meeting regarding it. Board members are encouraged to attend the Public Reading.
- \* Colleen's seat on the NJ Film Commission is focused on receiving the economic impact of filming in SoJo/Haddonfield. There film seminar a Kean University about making community films ready in April. Inquiries about using Haddonfield properties are already coming in. The Mayor requested the formation of a working group to discuss events outside of Haddonfield. The Reggattas and The World Cup are coming up this year; what is Haddonfield doing to advertise to attendees to spend dollars Downtown? Sharon suggested looking into vendor opportunities to promote the community e-gift card.
- \*The Commissioners have passed a resolution to make Haddonfield a Revolution community; additional resources become available to plan for the 250 anniversaries of the country in 2026. Adam asked about the availability of monies and incorporating the Skirmish. Sharon noted the program will be seeking fundraising and will be widely available and not just one group. A talent committee is being formed to create Borough events for 2026.
- \*Sean inquired about parking and directional signs. Sharon noted the app and new kiosks are active. Discussions are taking place about the color of the signs. Colleen asked for feedback about parking to see room for improvement. The Board rebuffed comments about the lack of "12-minute free parking."
- \*The Board discussed the changes to the parking ordinance, the elimination of shot-long term parking, and its effect on Mechanic St. parking. Deliveries in the lot also pose a challenge.

## **Old Business**

- \* No old businesses at this time.

## **New Business**

\*Sean implored the need for Chairs for Marketing and Networking. Colleen noted that without leadership, the committees will be dissolved. Abigail nominated herself as Marketing Chair; the Board unanimously voted for Abigail. Michelle made the motion; Sean seconded. Abigail expressed excitement about the role.

\*No Board members signed onto Networking Chair. After much discussion, with the history provided by Sharon and Colleen. Michael noted the events have changed since the Strategy Session with quarterly events. The Board discussed splitting the Marketing/ Event responsibilities of Networking. Michael noted there are 3 events scheduled with a need for a fourth. The Board reviewed the Bylaws to confirm that the committee could be merged/ dissolved. Citing 4.7 in the By-Laws, the Board unanimously voted to merge Networking into Events/ Marketing respectively. Colleen made the motion, seconded by Abigail. Sean noted he would speak to Board members not present.

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

**NEXT MEETING: April 26, 2023.**

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