

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, January 24, 2024, from 8:35 a.m. to 10:23 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, Andrea Ranno, Dan Silvestri, Gary Klosner, Jackie LaMania-Russell Michelle Gillen-Doobrajh, Morgan Falasca, Scott Leonard, Colleen Bianco Bezich, Tricia MaGrann

Telecommute: Bob Hochgertel

Absent: Adam Puff, Sean Leonard

Staff: Michael Marciante

Chairperson's Comments

* The Board unanimously approved the Minutes from the November 29, 2023 meeting. Andrea made the motion, Abigail seconded it.

Public Portion of the Meeting

* No Public Comment at this time.

Treasurer's Report (Gary Klosner)

* The Board unanimously approved the Financials Report. Gary made the motion; Jackie seconded it.

Committee Reports

1. Administration (Sean Leonard)

* Michael noted that the previously scheduled January meeting was canceled in place of a Budgetary Strategy Session for February 21, 2024, to discuss/ tackle larger year-to-year items that the Board has previously discussed. Colleen noted that the last time a marketing professional was brought to study the Downtown's demographic was when she was in college: 2003.

2. Retail Retention and Recruitment (Adam Puff)

* Michael presented a spreadsheet of Retail business hours, specifically in relation to their hours of operations after 5 P; 17 retail businesses are typically open after 5 PM. Michael noted this information could be applied sometime in the future. Colleen noted this information was last collected by an officer of HPD.

3. Marketing (Abigail Sparrow)

* Abigail presented some early 2024 projects Marketing is looking to tackle: universal/ evergreen signs for the 50 Big Belly downtown. The purpose is to make sure the big belly signs are full at any given time throughout the year.

4. Visual Enhancements (Scott Leonard)

* Scott provided an update on budgeting for LED lights on the Library Point Tree for 2024. By using LED, it would accommodate the electricity problem at Library Point. Sharon noted that DPW helped with the problem during the last Candlelight Shopping. Sharon also noted that the quotes need to include labor for removing and storing the LED lights for future years.

5. Events (Colleen Bianco Bezich)

* Colleen noted, speaking of the Library Point Tree, that the 2023 Tree Lighting brought over 2,000 people. On the Borough end of events, Colleen is looking into getting new barricade for police and volunteers. Colleen noted that Haddonfield has been featured in the cold opening of 6 ABC Action News. Colleen discussed the success of Winterfest; Board members added they would like to see live carvings and have the event be more of a street fair in 2025; comments were made about adding a "Half-Time" entertainment to the Souper Bowl.

*Colleen provided a schedule of events: 4/20, String Band Parade Haddon Ave, 4/27: Music Festival with Jeffrey Gaines and local talent; Special Affairs permit provided by Visit SJ. 5/11: Mayor's Wellness Event, with expanded kid's area/ sensory zone. Abigail noted Sparrow's can offer a celiac awareness activity at Sparrow's.

*Michael provided the Board with a Financial contract for the 30th annual Crafts & Fine Art Festival. The Board unanimously approved the contract; Dan made the motion, and Scott seconded it. Board members expressed making the event bigger with entertainment, live art, caricatures, upside-down paintings, and more. Sharon expressed that 7 artists defied Borough orders to vacate last year, even cursing at police. Michael confirmed that those 7 vendors would not be returning.

*Michael provided the Board with samples of Paul Carpenter's artwork and noted a deal is in the works to have Paul design the 2024 poster. Board members were elated to hear this; Michelle noted that she, "couldn't believe we pulled this off."

Executive Director's Report

* Michael provided a 2023 Report on the Partnership for Haddonfield. Highlights include \$14,000 in event revenue and sponsorships outside of the Crafts Festival, 800 new email addresses, and 21 calendar events included 5 nights of Candlelight Shopping. Colleen thanked the Board members for all that they contribute to help with the 2023 year

Mayor's / Administrator's Report

* Colleen discussed the Parking Malay and asked for feedback from Board members; iterating that the point of passing the costs to parking was to avoid raising taxes on landlords and then consequently, passing the costs to retail businesses; noting there isn't a Downtown of note that doesn't charge for parking. Despite this, rents have increased regardless and at least 3 businesses have closed, noting the increase in rents as the reason. Colleen plans on calling a landlord meeting in 2024.

* Other Borough matters include the Bancroft development, Coles Mills Rd adding drainage, and Boxwood Hall should have developments starting in Feb/ March. Sharon noted that DPW is looking into adding a Pizza Box receptacle in key areas Downtown to help with clogging Big Bellies. An RFP is in the works for the Snack Stand at Crow's Woods.

*Sharon/ Colleen took time to discuss Haddonfield Celebrations and the Independence Day Celebrations. The org is currently \$35k in the red, despite \$10k from the Borough each year, they cannot raise the funds. The Board discussed involving the celebration in Pfh or face the reality that the event may go away. Michael noted that incorporating the event into the business district should be successful for the business as it currently is not; it's one of a few times of year business owners can take off.

* Sharon informed the Board that Haddon Ave will be having a 2-year development project, replacing the water main with PSE&G and the County making upgrades simultaneously. This will impact the Business District.

Old Business

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New Business

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* No other Board Member's Comments were made.

The Board unanimously voted to adjourn the meeting.

NEXT MEETING: February 21, 2024

2024 Meetings: February 21 & 28, April 17, May 22, July 24, September 25, December 4