

PARTNERSHIP FOR HADONFIELD, INC.

Minutes: September 24, 2014 @ 8:30am to 9:25am

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 a bulletin board here in the Municipal Building. This announcement is made pursuant to the Open Public Meetings Act.

Attendance: John Picking, John Master, Diann Wilson, Kathy Gold, Sue Maslowski, Susan Hodges, Joe Lynch, Colette Oswald, Ann Lawson

Absent: Jackie Russell, JoAnn Verdi, Jeff Kasko, Sean Leonard

Staff: Remi Fortunato, Vin Parker, and Arlene Fiorilli

1. Chairperson's Comments (Susan Hodges)

Susan Hodges welcomed Ann Lawson who is filling the Alternate II position on the Partnership for Haddonfield Board of Trustees.

2. Treasurer's Report (Vin Parker)

Vin distributed the following documents: PfH Balance Sheet as of September 24; the PfH Profit and Loss Budget vs. Actual Jan. to September 14; the PfH Transactions By Account as of September 23; Spending By Committee, January through September 2014. The Board passed the budget unanimously as presented by Vin Parker without comment.

3. Committee Reports

A. Administration (Susan Hodges)

* The Board unanimously approved the minutes from the July 23 and August 27 meetings.

B. Professionals (John Picking)

The Taste of Haddonfield event on Tuesday, September 23 was well attended in the beautiful Haddon Fortnightly venue. A big "Thank You" to John and Anne Picking for organizing the event and to Archer & Greiner for donating the wine. The next Professional networking event is Friday, October 3, 8am -9am at Susquehanna Bank; Ludovico's will cater this event.

C. Retail Retention and Recruitment (John Master/Remi Fortunato)

* Recently opened stores include Joey's Boutique, Sanctuary, Gorshin Trading Post & Supplies, Lotus Reflections, Two Fifteen Photography and Yo Fresh Yogurt. Ivivva, Haddonfield Acupuncture, Girlfriends Boutique, 08033 Haddonfield Apparel, Sew Pretty Studio and Painting With A Twist will open next month.

* The Board of Trustees approved the Fit-Out Recruitment Grant for Animo Juice.

* Remi will go to the October 6 Commissioners Work Session to ask permission to begin the process to remove the zoning parking regulations for new restaurants coming to Haddonfield.

D. Marketing (Jackie Russell/Kathy Gold)

a) Event updates

The July Crafts & Fine Art Festival was a financial success. Sidewalk Sale Days will continue as a four-day event, Thursday through Sunday. First Thursdays will be extended to include May, and run through September 2015. The Antique Car Show drew many visitors to town. Girls Night Out will take place on October 2, 5-9pm. Fall Festival is October 18, 10-5pm; rain date is Sunday, October 19, 12noon to 5pm. Last Thursday's Gift Certificate Flash Sale was a huge success and brought out over 45 customers in less than three hours.

b) Public Relations (Susan Schmidt, Suasion Communications)

* Haddonfield recently had numerous placements in the Inquirer, Philadelphia Business Journal, Channel 10 just to name a few.

* Suasion recently worked with the New Jersey Planning Association to nominate Downtown Haddonfield as a Great Place in New Jersey. The application was submitted on July 15. Suasion was proud to announce that Haddonfield won The "Great Place in New Jersey" award. Hooray! The time and place of the presentation of this prestigious award will be announced soon.

* The Information Center staff is aggressively following up bus tour companies set up by Suasion.

* Susan will lead the Fall "It's the People" Customer Service Seminar on Wednesday, October 1, 8:30am to 10am at Archer & Greiner.

* Joe Lynch will be featured on the next Comcast Newsmakers.

* Suasion's Ad Value for 2014 has already exceeded the total Ad Value for the entire 2013 totals.

*****Next Board Meeting: Wed., October 22, 8:30am @ Borough Hall Auditorium**