

## **PARTNERSHIP FOR HADONFIELD, INC.**

**Minutes: June 28, 2017 @ 8:30am to 9:05am**

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: Colette Oswald, John Master, Sue Maslowski, Andrea Ranno, Julie Beddingfield, Jeff Kasko, John Picking

Staff: Remi Fortunato, Arlene Fiorilli, Susan Schmidt

Absent: Anne Picking, Jackie Russell; Vin Parker, Kathy Gold, Joe Lynch, Sean Leonard, Susan Hodges, Matthew Hurley

### **1. Chairperson's Comments (John Master)**

\* The Board unanimously approved the Partnership for Haddonfield minutes from May 31 2017.

### **2. Treasurer's Report (John Master)**

\* Arlene distributed copies of the following documents: Partnership for Haddonfield Balance Sheet reflecting Balance Sheet at June 26, 2017; PfH 2017 Profit & Loss, January to June 2017; the PfH Transaction Detail By Account, January through June, 2017. The Board of Trustees accepted the Treasurer's report.

### **3. Committee Reports**

#### **A) Administration**

No report

#### **B) Professionals (Colette Oswald)**

\*\*The next Professional networking event is Friday, August 4, 8am hosted by Mark S. Kemenosh, DC located at 320 Haddon Avenue (Suite 5) in the Training Room.

September is the Taste of Haddonfield @ Markeim Art Center.

#### **C) Retail Retention and Recruitment (Remi Fortunato, John Master)**

\* The Commissioners confirmed to the state that the Borough supports Kings Road Brewing Company.

\* Ammix Boutique is moving from Kings Court to 134 Kings Highway East.

\* Maxappeal Boutique is moving from Kings Highway to 7 Kings Court.

\* The Lavish Loft is moving to 105 Kings Highway East.

\* The Mayor and staff from Newton, New Jersey came to Haddonfield to ask us questions about the Partnership for Haddonfield. They wanted to learn from our success and understand how we get things done.

## **D) Marketing**

### a) Event Updates (John Picking)

\* The June Night Market was a huge success. The next and last Night Market for 2017 is scheduled for September 7.

\* The 25<sup>th</sup> Haddonfield Crafts and Fine Arts Festival is July 8 (11am -7pm) and July 9 (12 -5pm).

\* The Partnership for Haddonfield Marketing Committee is launching a new initiative, "Weekday Dollars," to drive traffic to Haddonfield during daytime hours. During the month of July, customers shopping and dining on weekdays before 3pm will be rewarded when they bring their original receipts to the Information Center (by mail or in person), and will receive 10% back of their total sales in a Haddonfield Gift Certificate.

\*\* Sidewalk Sale is to take place on August 3, 4, 5, and 6.

### b) Public Relations (Susan Schmidt, Suasion Communications)

\*\* Copies of Suasion's May - June 2017 Public Relations Flash Report and the May - June 2017 Ad Value Report were circulated to the Board as well as previously emailed to the Board.

The total ad value was over one million dollars for the month.

\*\* On June 19, Susan gave a presentation, "The State of Downtown Retail," to our Haddonfield businesses.

\*\* Haddonfield was named as one of "The 12 Best Day Trips You Can Possibly Take in New Jersey."

\*\* For the Social Media Flash Report from May 10 – June 23, the number of impressions delivered and the click through rate was over the national average. Haddonfield's numbers are up for Facebook, Twitter, and Instagram. Susan reported that posted videos are also getting a good response. Cassidy (from Suasion Communications) was in Haddonfield yesterday taking more pictures.

## **E) Visual Enhancements**

No report

## **4. Borough News**

At the Commissioners' meeting last evening, the Boxwood Art project was given permission for a span of one year to pursue their approvals from the state and local boards.

## **5. Board of Trustee Comments**

No comments

## **6. Public Portion of the Meeting**

No one from the public was present at the meeting.

**\*\*Next Board Meeting: Wednesday, August 23, 2017, 8:15am in the Borough Hall Courtroom.**