

PARTNERSHIP FOR HADONFIELD, INC.

Summary of Meeting: September 27, 2017 @ 8:15 a.m. to 9:30 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 a bulletin board here in the Municipal Building. This announcement is made pursuant to the Open Public Meetings Act.

Attendance: Joe Lynch, Anne Picking, Colette Oswald, John Master, Jeff Kasko, John Picking, Kathy Gold, Susan Hodges, Julie Beddingfield, Andrea Ranno

Staff: Remi Fortunato, Arlene Fiorilli, Susan Schmidt, Vin Parker

Absent: Sue Maslowski, Jackie Russell, Sean Leonard

1. Chairperson's Comments (Susan Hodges)

* The minutes from June 28, 2017 were approved.

2. Treasurer's Report (Vin Parker)

* Vin distributed copies of the following documents: Partnership for Haddonfield Balance Sheet, September 25, 2017; PfH 2017 Profit & Loss, January 1 to September 25, 2017; Transactions by Account as of September 25, 2017; PfH Transaction Detail by Account, January through September 2017. The Board of Trustees approved the treasurer's report from August 23, 2017 and the treasurer's report from September 27, 2017.

3. Committee Reports

A) Administration (Susan Hodges)

Discussion of sponsoring any Haddonfield non-profit organizations.

B) Professionals (Anne Picking)

* The Taste of Haddonfield took place on Thursday, September 14, 2017 @ Markeim Art Center, 5:30 p.m. to 7:30 p.m. There was a suggestion to move this event to October.

* The next PfH Networking event is a breakfast meeting on Friday, October 6, 8a.m. at Jersey Java and Tea.

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

* Curvy Girl Consignment changed ownership. The new name, Curvy Gal Consignment, has their Ribbon Cutting scheduled for noon on Saturday October 14.

* English Gardener Gift Shop requested a recruitment grant; they are doubling their space by expanding their store. A motion was made to approve this recruitment grant and was voted a "yes" unanimously.

Marie's Sandwich Bar is moving from Kings Court to 217 Kings Highway East. Marie's is applying to the planning board for a conditional use of the space.

Megu Sushi, rented 143 Kings Highway East, and is applying for a conditional use of their space.

Leaf, a Vegan Restaurant, rented 6 Kings Court.

D) Marketing

a) Festival Event Updates (John Picking, Kathy Gold)

* Girls' Night Out is Thursday, October 5 from 5p.m. to 9p.m.

*Haddonfield's Fall and Craft Show is October 14. A special thank you goes to the Commissioners for allowing Scarecrow Making in Kings Court during the Fall Festival. The Farmers Market is hosting this event and is responsible to clean the leftover hay.

b) Public Relations (Susan Schmidt, Suasion Communications)

* Copies of Suasion's August - September 2017 Public Relations Flash Report and the August - September 2017 Ad Value Report were emailed to the Board and Susan also had hard copies at the meeting.

* Susan is in the process of promoting Girls Night Out, Fall Festival & Craft Show, and Candlelight Shopping.

* CBS 3, Summerfest on August 25 was amazing. It was picked up by MSN.

Suasion Communications Ad Value Report totaled over five million. Congratulations!

* Susan is initiating press releases highlighting the businesses' Interactive Events and the Faces of Haddonfield.

* The Board and all the businesses need to be proactive about social media for your in-store events and experiences.

* The number of "likes" on Facebook and the number of followers on Twitter and Instagram have increased.

E) Visual Enhancements

No report

4. Borough News

No report

5. Board of Trustee Comments

Kathy Gold expressed the need for the Borough to be business friendly regarding tickets for warnings/infractions of Borough rules, be aware of the issues on Mechanic Street with barricades during non PfH events, bicycle riding in the downtown, and the lack of signage on Mechanic Street. It was suggested that a letter be written to the Commissioners requesting a discussion of these issues at a future Commissioners' work session.

6. Public Portion of the Meeting

No one from the public was present at the meeting.

****Next Board Meeting: Wednesday, November 29, 2017, 8:15 a.m. in the Borough Hall Courtroom.**