

PARTNERSHIP FOR HADONFIELD, INC.

Summary of Meeting: October 25, 2017 @ 8:25 a.m. to 9:05a.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: Anne Picking, Sue Maslowski, Colette Oswald, John Master, Jeff Kasko, John Picking, Andrea Ranno

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

Absent: Jackie Russell, Sean Leonard, Joe Lynch, Kathy Gold, Susan Hodges, Julie Beddingfield

1. Chairperson's Comments (Jeff Kasko)

* The entire Board of Trustees approved the minutes from the September 27 meeting.

2. Treasurer's Report (Vin Parker)

* Vin distributed copies of the following documents: Partnership for Haddonfield Balance Sheet, October 23, 2017; PfH 2017 Profit & Loss, January 1 to October 23, 2017; Transaction Detail by Account as from January through October 2017; PfH Transaction Detail by Account, September 28 through October 31, 2017. The Board of Trustees approved the treasurer's report.

It was noted that transfer of money between categories will take place at the November 29 Board of Trustees meeting.

3. Committee Reports

A) Administration (Jeff Kasko)

* Jeff Kasko announced that Suasion's Communications was chosen as the Partnership for Haddonfield's Public Relations firm. Congratulations to Susan and her team.

B) Professionals (Anne Picking)

* The Partnership for Haddonfield's Professional Networking event that took place at Jersey Java and Tea on October 6 had a nice turnout of over 35 attendees.

* The next event will be November Fest at In The Kitchen Cooking School and Boutique located at 10 Mechanic Street on November 2, 5:30p.m. to 7:30p.m.

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

* The Board unanimously approved retention grants for both Rent-A-Chef, 14 Tanner Street and Indulgence Cupcakery, Haddy Lane #2.

* There will be two Ribbon Cuttings next month. The first is Saturday November 4, 12noon at Maison Marcelle Boutique, 134 Kings Highway East. The next one is Saturday, November 11, 1 p.m. at Leaf, 6 Kings Court.

D) Marketing

a) Event Updates (John Picking)

* Haddonfield's Fall Festival was a huge success.

* The Committee is working on partnering with the Haddonfield Rotary for a joint event in early summer.

* The Committee is also doing a cooperative event with the three Haddonfield elementary schools for a Red/Black shopping weekend.

b) Public Relations (Susan Schmidt, Suasion Communications)

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

* Suasion is working on press releases for November and December events.

* Remi was excellent in the recent Comcast Newsmakers.

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

* "Faces" of Haddonfield has had a tremendous response on social media as well as lots of participation from Haddonfield businesses.

E) Visual Enhancements

* The Board requested that Arlene remind Sean Leonard to only have white lights on the trees in the Court during the holiday season.

4. Borough News (Jeff Kasko)

The Planning Board meeting for Bancroft redevelopment is November 8, 7:30p.m. at Borough Hall.

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