

PARTNERSHIP FOR HADONFIELD, INC.

Summary of Meeting: November 29, 2017 @ 8:25 a.m. to 9 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: Susan Hodges, Julie Beddingfield, John Master, Jeff Kasko, John Picking, Andrea Ranno, Sue Maslowski

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

Absent: Colette Oswald, Jackie Russell, Sean Leonard, Joe Lynch, Kathy Gold, Anne Picking

1. Chairperson's Comments (Susan Hodges)

* The Board of Trustees approved the minutes from the October 25 meeting.

2. Treasurer's Report (Vin Parker)

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

* A motion was made and passed by the Board to approve transfer of 2017 monies, if necessary, between categories.

3. Committee Reports

A) Administration (Susan Hodges)

No report.

B) Professionals (John Picking)

* The Partnership for Haddonfield's next Professional Networking event will take place at The Bread Board Plus on Friday December 1 at 8 a.m.

* John Picking will speak with Debra from the Camden County Chamber regarding getting ten lunch tickets for their 2018 events and the Partnership for Haddonfield's Camden County 2018 membership dues.

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

* The Board approved a retention grant for The Bread Board Plus.

* The Board made a motion and approved an encumbrance for a 2017 recruitment grant for Marie's Sandwich Bar, 217 Kings Highway East.

* Melange, a Children's Boutique, will open at 45 Kings Highway East.

* Villa Rosa is moving to 51 Kings Highway East.

D) Marketing

a) Event Updates (John Picking)

* Candlelight Shopping is in full swing. Small Business Weekend was a success.

b) Public Relations (Susan Schmidt, Suasion Communications)

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

* Suasion is continuing to work on press releases for Candlelight Shopping.

* The number of "likes" on Facebook, and the number of "followers" on Twitter and Instagram, has been steadily increasing each month.

* Channels 10, 6, and 3 were in Haddonfield for Small Business Weekend.

* Camden County had a live remote on Small Business Saturday.

* The Shop Camden County promotional event will take place on December 15, 6-9p.m. during Candlelight Shopping in front of CVS along with their mascots.

E) Visual Enhancements

* The lights on the trees look great. Thank you Sean for being very responsive throughout the process.

4. Borough News (Jeff Kasko)

The Planning Board meeting for Bancroft redevelopment is November 29, 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, January 24, 2017, 8:15 a.m. in the Borough Hall Courtroom.**