

PARTNERSHIP FOR HADONFIELD, INC.

Summary of Meeting: January 24, 2018 @ 8:20 a.m. to 9:10 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: John Master, Jeff Kasko, John Picking, Andrea Ranno, Sue Maslowski, Kathy Gold, Anne Picking

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

Absent: Susan Hodges, Colette Oswald, Jackie Russell, Julie Beddingfield, Sean Leonard, Joe Lynch

1. Chairperson's Comments (Jeff Kasko)

* The Board of Trustees approved the minutes from the November 29, 2017 meeting.

2. Treasurer's Report (Vin Parker)

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

3. Committee Reports

A) Administration

No report.

B) Professionals (Anne Picking)

The next Partnership for Haddonfield Professional Committee networking event is Friday, February 2, PNC Bank, 315 Haddon Avenue at 8a.m. It will be catered by Ludovico's.

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

* Valente's Italian Specialties is opening at 7 Kings Court.

* Villa Rosa has opened in their new location, 51 Kings Highway East.

* The Board approved the December 2017 retention grants for the Running Co. of Haddonfield (121 Kings Highway East), Sole Active (107 Kings Highway East), and Hooked Fine Yarn Boutique (411 North Haddon Avenue).

* Passariello's Pizzeria and Italian Kitchen, 117-119 Kings Highway East, is expecting to open at the end of January.

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

* T-Swirl Crepe will be coming soon to 115 Kings Highway East.

* Megu Sushi is coming soon to 143 Kings Highway East.

D) Marketing

a) Event Updates (Kathy Gold)

* Haddonfield's Winter Sidewalk Sale was January 18, 19, 20, and 21.

* Uncorked is set for February 24, 1p.m. to 4p.m. The participating wineries and their locations are: Auburn Road Vineyards @ Jersey Java & Tea, 140 North Haddon Avenue; Wagonhouse Winery @ Curvy Gal Consignments, 221A Kings Highway East; Bellview Winery @ Just Bella, 3 Tanner Street; Monroeville Winery @ LaBelle Art Gallery, Gifts and Framing, 53 Kings Highway East; Heritage Vineyards & Winery @ Maison Marcelle Boutique, 134 Kings Hwy East; Tomasello Winery @ Home on Haddon, 9 Kings Highway East; Laurita Winery @ The Lavish Loft, Quality Consignment for Women, 105 Kings Highway East; Summit City Farms and Winery @ Le Cafe Creperie, 139 Kings Highway East; Laurita Winery @ Hooked Fine Yarn Boutique, 411 North Haddon Avenue.

b) Public Relations (Susan Schmidt, Suasion Communications)

* Copies of Suasion's December 2017 - January 2018 Public Relations Flash Report, the December 2017 - January 2018 Ad Value Report, and the current Social Media Flash Report were emailed to the Board. Susan also had distributed copies at the meeting.

* Highlights include an article in the Philadelphia Business Journal, and solidifying a \$4000 Camden County sponsorship for Haddonfield's upcoming Uncorked event. Haddonfield's press kits have been updated. It was also noted that the numbers on all social media are up.

E) Visual Enhancements (Jeff Kasko)

* The Commissioners gave permission for the lights on Borough trees to remain lit through Uncorked on February 24.

4. Borough News (Jeff Kasko)

Last night at the Commissioners meeting, the Commissioners voted to pass the Borough regulations to mirror the state laws for breweries, wineries, and distilleries. It was noted that at King's Road Brewing Company as well as all restaurants, alcohol could only be consumed if customers are seated in the businesses designated outdoor seating area.

5. Board of Trustee Comments

* The PfH Board, as suggested by Kathy Gold, will submit a request to the Commissioners to consider banning smoking on Borough sidewalks.

* Sue Maslowski was concerned about icy Borough sidewalks and the overall cleanliness of Borough.

6. Public Portion of the Meeting

No one from the public was present at the meeting.

****Next Board Meeting: Wednesday, February 28, 2018, 8:15 a.m. in the Borough Hall Courtroom.**