

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

**Summary of Meeting: February 28, 2018 @ 8:25 a.m. to 9:35 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: Jeff Kasko, John Picking, Sue Maslowski, Kathy Gold, Anne Picking, Joe Lynch, Julie Beddingfield, Susan Hodges, Colette Oswald

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

Absent: Jackie Russell, Sean Leonard, John Master, Andrea Ranno

### **1. Chairperson's Comments (Jeff Kasko)**

\* The Board of Trustees approved the minutes from the January 24, 2018 meeting.

### **2. Treasurer's Report (Vin Parker)**

\* Vin distributed copies of the following documents: Partnership for Haddonfield Balance Sheet, February 27, 2018; PfH 2017 Profit & Loss, 2017 Actuals, 2018 Budget and January – February 2018; PfH Transaction Detail by Account from January through February 2018. The Board of Trustees made a motion to move \$9631 to the gift certificate discount line and the motion passed. The Board also then approved the 2018 budget. Lastly, the Board of Trustees approved the Treasurer's financial report.

### **3. Committee Reports**

#### **A) Administration**

No report.

#### **B) Professionals (Anne Picking)**

The next Partnership for Haddonfield Professional Committee networking event is at Sanook Thai Restaurant on Thursday March 2 at 5:30 p.m.

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

\* Tristen Sylk bought Gerry Levin's properties except the previous home of the Owl's Tale, Running Co. of Haddonfield and Passariello's Pizzeria and Italian Kitchen.

\* Melange is opening on March 1 at 45 Kings Highway East. It will feature a children's boutique of accessories, home décor, and clothing for kids.

\* The BOUTIQUE BAR is also opening on March 1 at 111 Kings Highway East having women's apparel and accessories.

\* Community Bikes and Boards closed.

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

\* Villa Rosa has opened in their new location, 51 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 Uncorked took place on Saturday February 24 with a record of eleven locations.

\* The next event is Haddonfield's Night Market on Thursday March 22 from 4 p.m. to 8 p.m.

Entertainment will be provided by Sweet Spot and DJ Frank Staff.

16 Trucks will be located on Kings Highway between PATCO and Borough Hall.

- [Beast of the Street](#)  
124 Kings Highway E.
- [The Cow and the Curd](#)  
136 Kings Highway E.
- [The Tot Cart](#)  
27 Kings Highway E.
- [Say Cheese](#)  
16 Kings Highway E.
- [Phyllodelphia](#)  
30 Kings Highway E.
- Carolina Blue (Baby Blue Rolling Kitchen)  
207 Kings Highway E.
- [Empanada Guy](#)  
105 Kings Highway E.
- [Oink and Moo BBQ](#)  
110 Kings Highway E.
- [Underground Donuts](#)  
27 Kings Highway E
- [Waffles & Wedges](#)  
23 Kings Highway E
- [MeatWagon BBQ](#)  
142 Kings Highway E
- [My Four Sons](#)  
35 Kings Highway E
- [Gyros to go](#)  
228 Kings Highway E
- [Loco Gringo's Street Taco Express](#)  
221 Kings Highway E
- [DumpnRoll](#)  
242 Kings Highway E
- [P.J. Whelihan's Wing Truck](#)  
127 Kings Highway E

\* Girls Night Out will be in April and "The Mother of all Sales" will be in May.

b) Public Relations (Susan Schmidt, Suasion Communications)

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

\* There was good coverage for Uncorked and Camden County sponsored this event.

\* There is a continuous need to educate and re-educate our businesses on what is available to them

through our Social media venues and press releases.

\* Suasion is also submitting for several awards, as done so in the past.

**E) Visual Enhancements**

No report.

**4. Borough News**

No report.

**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, March 21, 2018, 8:15 a.m. in the Borough Hall Courtroom.**