

PARTNERSHIP FOR HADONFIELD, INC.

Summary of Meeting: November 28, 2018 @ 8:35a.m. to 9:25a.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: Andrea Ranno, Kathy Gold, Anne Picking, John Master, Colette Oswald, Jeff Kasko, John Picking, Sue Maslowski, Julie Beddingfield, Laura Link

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

Absent: Sean Leonard, Joe Lynch, Susan Hodges

1. Chairperson's Comments (John Master)

- * The Board of Trustees approved the minutes from the September 26, 2018 meeting.
- * A warm welcome to Laura Link to the Partnership for Haddonfield Board of Trustees.
- * Joe Lynch resigned from the Pfh board. Marcello De Feo was voted to replace Lynch pending Commissioners' approval.

2. Treasurer's Report (Vin Parker)

- * Vin distributed copies of the following documents: Partnership for Haddonfield Balance Sheet, November 28, 2018; Pfh Profit & Loss, Jan – November 2018; Pfh Cash Spending September 24 to November 28; Pfh Transaction Detail By Account, January through November 2018.

The Board of Trustees approved the Treasurer's report as presented.

3. Committee Reports

A) Administration

- * No report

B) Professionals (Anne Picking)

- * The November 1 evening event at Curvy Gal Consignment was well attended. Leaf Eatery catered a delicious vegan menu.
- * The next event is Friday, December 7, 8a.m. at Dynamic Language Services, 258 Kings Highway East. Ludovico's will cater this event.
- * The Professional Committee will now include Matt Cowperthwait (Republic Bank) and Laura Link (Archer Greiner).

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

- * The Board approved a recruitment grant for the new store SHOP, 8 Kings Highway East.
- * The Board approved a retention grant for Lavish Loft, Quality Consignment for Women, 105 Kings Highway East.
- * This year there have been 17 new stores and four stores have relocated within town.

D) Marketing

a) Event Updates (Kathy Gold, John Picking)

- * The Marketing Committee has added new venues: Re Targeting campaign (including geofencing) and a WXPn campaign for promoting Candlelight Shopping.

- * Small Business Weekend brought out many customers.
- * In addition to the Candlelight Friday Evenings filled with live entertainment and carriage rides, Sunday December 23 has been added to the calendar of festivities.

b) Public Relations (Susan Schmidt)

- * Copies of Suasion's Public Relations Recap, October – November 2018, was emailed as well as distributed to the Board.
- * Fox 29, and Channels 3, 6, 10 covered Small Business Weekend.
- * Channel 3 will be doing their live broadcast, "Holiday Fest," on Friday December 21 from 4p.m. to 6:30 p.m.
- * The Ad Value Report for October – November was \$373, 212.
- * Instagram was up by an impressive 165 followers.
- * The Chair of the New Jersey Motion Picture & Television Commission is scheduled to tour Haddonfield on Friday December 7 at 11a.m.

E) Visual Enhancements

No report.

4. Borough News (Jeff Kasko)

- * The Borough offers Free Parking from November 23 through December 25.
- * The Commissioners are keeping updated on Bill A4267, R1 and R2, which will create new types of liquor licensing that is more affordable for our downtown restaurants. The traditional liquor licenses are cost prohibited for the small local businesses.

5. Board of Trustee Comments

Sue Maslowski has called the Borough to consider cleaning leaves before Candlelight Shopping rather than on the weekends. Jeff will discuss this with the other Commissioners.

6. Public Portion of the Meeting

Mayor Rochford was present.

****Next Board Meeting: Wednesday, January 23, 2019 @ 8:30 a.m. in the Borough Hall Courtroom.**