

PARTNERSHIP FOR HADONFIELD, INC.

Summary of Meeting: February 26, 2020 @ 8:35 a.m. to 9:50 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.

The Board of Trustees of the Partnership for Haddonfield, Inc. hereby clarify that the officers of the organization are as follows:

Chairperson	Susan Hodges
Treasurer	Vincent Parker
Secretary	Arlene Fiorilli

Duly recorded,
Arlene Fiorilli
Secretary PFH

Attendance: Susan Hodges, Sue Maslowski, John Master, Gary Klosner, Anne Picking, John Picking, Andrea Ranno, Colleen Bezich, Matt Cowperthwait

Absent: Julie Beddingfield, Sean Leonard, Kathy Gold, Marcello De Feo

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

1. Chairperson's Comments (Susan Hodges)

* The Board of Trustees approved the minutes from the January 22, 2020 meeting.

2. Treasurer's Report (Vin Parker)

* Copies of the following documents were distributed this morning: Partnership for Haddonfield Balance Sheet, December 31, 2019 at 2/16/2020; PfH Profit & Loss, 2019 YTD Actuals; PfH Profit and Loss, 2020 Preliminary Budget vs 2019 @ 2/23/20; PfH Profit & Loss, 2020 Actuals Jan- Feb23 at 2/23/20; PfH Transaction Detail By Account, January through December 2019; PfH Transaction Detail By Account, January through February 2020.

* The Board of Trustees approved the Treasurer's entire report with the encumbrances included.

* The funds that Wells Fargo sent from our account to the state have been reimbursed to us.

3. Committee Reports

A) Administration (Susan Hodges)

* Susan reported that she was downtown this past Sunday, and the town was crowded.

B) Professionals (Anne Picking)

* The Thursday evening networking session on February 6 at Cliff Mautner Photography was well attended.

* The next breakfast networking event is on Friday, March 6, 8 a.m. to 9 a.m. at the Bistro of Haddonfield.

C) Retail Retention and Recruitment (Remi Fortunato)

* Two leases are out for 140 and 115 Kings Highway East.

* Sew Pretty Studios relocated to a property out of Haddonfield.

D) Marketing

a) Marketing Updates (John Picking, Arlene Fiorilli)

* The Marketing Committee reviewed the analytics from our Twitter account and it will be terminated early March.

Also, the Marketing Committee recognized that Suasion has been managing Social Media for the PfH with a very limited and outdated budget. After researching value, we are prepared to allocate an appropriate amount of our budget going forward capping the monthly expenditure at \$1500/month. The Committee will solicit "requests for quotes" for social media including Suasion Communications.

* The RfP for the Public Relations contract will be available Friday, February 28, and are due back on Wednesday,

April 8, at 3 p.m.

* A brief survey will be sent out after events to be read by the Marketing Committee in an effort to get as much feedback as possible from our business community.

* Our first Cash Mob event on January 30 was a success with many attendees showing their receipts of \$30 or more. The party was a Kings Road Brewing Company; food was from Passariello's Pizzeria and Italian Kitchen with live music by QUARTET 33. Giveaways were every 15 minutes between 7 p.m. and 8 p.m..

* The GALentine Chocolate Crawl was Thursday February 13, 5p.m. to 9p.m. The Vows Renewals were on Friday February 14 at the Heart Sculpture in Kings Court.

* Over twenty restaurants along with beverage and food boutiques are participating in Haddonfield's first Restaurant Week from March 3 through March 8.

* Girls' Night Out is Thursday, March 26.

* On March 10, Philly 17 will broadcast live in Kings Court from 6 a.m. to 9 a.m. for its morning segment "In Your Neighborhood."

b) Public Relations (Susan Schmiddt, Suasion Communications)

* Suasion's detailed monthly reports from January – February 2020 were emailed to the board. Susan also circulated hard copies at the Board meeting this morning.

* It was noted that there were 135 posts last month.

* On Tuesday, February 25, an Instagram takeover was piloted for the first time. Pictures were taken throughout town from an outsider's point of view.

E) Visual Enhancements

No report.

4. Borough News (Commissioner Colleen Bianco Bezich)

Commissioner Bezich has been meeting with Police Chief Jason Cutler about the large number of children recklessly riding their bicycles on Borough sidewalks while speaking in a vulgar manner to pedestrians. Both Colleen and Jason are meeting with the Middle School and High School principals.

The peak times of large groups are 3 p.m. to 5 p.m. on weekdays. These aggressive behaviors are also taking place 6 p.m. to 10 p.m. on Friday and Saturday evenings. The police have issued summonses. The discussion will continue at a follow-up meeting to further work on possible solutions.

5. Public Portion of the Meeting

* Mayor Neal Rochford and Andrea Miller, owner of Maison Marcelle Boutique, were present.

* A representative from the Garden Club informed the Board of their creation of a "Blue Star Memorial Marker" to honor service men and women. This is coordinated by the Garden Club of New Jersey, Inc. Donations can be made to the "Haddonfield Garden Club." This dedication of a "Blue Star Memorial Marker" will take place in front of Borough Hall on May 25 at 11:45 a.m.

****Next Board Meeting: Wednesday, April 22, 2020 @ 8:30 a.m. in the Borough Hall Courtroom.**