

PARTNERSHIP FOR HADONFIELD, INC.

Summary of Meeting: July 1, 2020 @ 8:35a.m. to 9:05a.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, John Master, Gary Klosner, Colleen Bezich, Marcello De Feo, Kathy Gold, Matt Cowperthwait, Andrea Ranno,

Absent: John Picking, Anne Picking, Sue Maslowski, Sean Leonard

Resigned: Julie Beddingfield,

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

1. Chairperson's Comments (Susan Hodges)

- * Susan thanked the Board for getting together this morning.
- * The Board of Trustees approved the minutes of the June 8 PfH Board meeting.
- * Susan asked that the Board please plan to attend the Commissioners meeting on Tuesday, July 20 at 7:30p.m. The PfH budget will be open to public comment.
- * The Board approved to have the Haddonfield Rewards Program take place two or three times a year.
- * Julie Beddingfield resigned. The good news is that she is very busy with her business. Thank you to Julie for her dedication and service.

2. Treasurer's Report (Vin Parker)

- * The Board of Trustees was emailed a copy of the Treasurer's report: the Balance Sheet, June 30, 2020; PfH Profit and Loss, 2020 Year-to-Date Actuals; Transaction Detail By Account, January through June 2020. The Budget was approved by the Board of Trustees as submitted.
- * The PfH audit was completed and was without any problems.

3. Committee Reports

A. Administration (Susan Hodges)

- * The interview committee met, and recommends awarding the Public Relations contract to Suasion Communications Group. The Board voted to hire Suasion Communications Group.

B. Professionals

* No report.

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

* Remi presented the application for a retention grant from the Tea Shop, 130 Kings Highway East. The Board approved the grant.

* Remi also presented the retention grant from Ozzy's Tux, 11 Haddon Avenue. The Board also approved this retention grant.

* Remi announced that Meraki Market is expanding to a new location in September, 140 Kings Highway East.

D. Marketing

a) Event updates (Kathy Gold)

* The next Marketing meeting is next Wednesday, July 8 at 9a.m. to discuss Sidewalk Sale. A survey was sent to retailers about the August Sidewalk Sale. The survey requests their opinions about closing Kings Highway for Thursday, August 6 and Friday August 7, and moving their merchandise to the street. Results will be reviewed, and a plan will be adopted. New events and ideas will also be discussed.

b) Public Relations (Susan Schmidt, Suasion Communications Group)

* Suasion's May-June 2020 Ad Value, Social Media Report and Flash Report was emailed to the Board of Trustees.

* Susan thanked the Board for being awarded the public relations contract.

* Suasion is promoting the Haddonfield Rewards program.

* Suasion continues to pitch live videos from the news stations (i.e. Channel 17, Fox 29, and CBS 3, Etc.)

E. Visual Enhancements

* No report

4. Borough News (Colleen Bezich)

* Colleen welcomed back Suasion Communications Group.

* Colleen is speaking to the landlords about their office and residential vacancies.

* She thanked the board for attending this morning's meeting.

5. Board of Trustee Comments

* John Master noted that the professionals have spent their budget. If the need arises, a transfer of funds may be requested.

* Kathy was concerned with hearing comments that the businesses in town are closing and changing

on a regular basis. Remi stated that some of the closed businesses were closing before the covid crisis. There have been new businesses opening, and several existing businesses expanding during these extraordinary times.

* Vin addressed self-employed business owners who do not pay themselves a salary and think that they are ineligible for unemployment. Our accountant clarified that: "Self employed individuals who file a Form 1040 Schedule C, or receive a K1 from a partnership for their business, are allowed to apply for NJ unemployment on the NJ website. They can also apply for an SBA Payroll Protection Plan (PPP) grant / loan through their bank. I believe though you must have a business account with your bank. You need to have a completed 2019 Schedule C as support which may be required to be uploaded onto the bank's application on their website."

6. Public Portion of the Meeting

* No members of the Public were present.

NEXT MEETING: TBD or September 23, 2020

PLEASE NOTE 2020 MEETING DATES

23-Sep

18-Nov