

PARTNERSHIP FOR HADONFIELD, INC.

Summary of Meeting: February 24, 2021 @ 9:03a.m. to 11:02a.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, Gary Klosner, Colleen Bezich, Andrea Miller, Adam Puff, Andrea Ranno, John Master, Matt Cowperthwait, Anne Picking, Bob Hochgertel

Absent: Sean Leonard

Staff: Remi Fortunato, Arlene Fiorilli, Susan Schmidt, Vin Parker, Sharon McCullough, Barb Raphael

Borough: Mayor Neal Rochford

1. Chairperson's Comments (Susan Hodges)

- * There has been two board resignations: Sue Maslowski and Kathy Gold. Susan thanks both of them for their many years of service.
- * The PfH Board unanimously approved the minutes of the January 20, 2021 board meeting.

2. Treasurer's Report (Vin Parker)

- * The Board of Trustees was emailed a copy of the Treasurer's Report. It included: the Balance Sheet as of 2/23/2021; PFH Profit & Loss, 2021 Budget and 2021 Actuals; Transaction Detail By Account January through February, 2021. The Board moved to accept the treasurer's report as submitted. There was no motion to approve the 2021 budget. Marketing needs to meet with its new Marketing chair to review the proposed numbers, have their budget reviewed in administration and presented to the entire board for their approval.
- * It was agreed by the board not to currently include the projected craft show income in this year's budget.
- * Camden County Chamber of Commerce membership renewal voucher was tabled. The Chamber will be asked to negotiate a reduced fee.

3. Committee Reports

A. Administration (Susan Hodges)

- a. Board Committees: Each board member was emailed a copy of the Committees. Andrea Miller was asked to confirm her role as the new Marketing chair and she accepted the position.
The Administration Committee meetings need to be announced pursuant under the Open Public Meetings Act.
A motion was made and seconded to approve board assignments with all in favor.
- b. Board Vacancies
Bob Hochgertel was moved from an alternate board member to fill the retail vacancy. The PfH board vacancies are for a landlord and an alternate member in any category. The Borough has advertised for Board vacancies and the pfh membership were also sent emails advising of the vacancies on the PfH board.

B. Professionals (Anne Picking)

- a. Anne reported that the Professionals Committee met and decided on in-person events from April through December. The first networking event will be on Friday, April 2 at Ludovico's parking lot.
Not all non-board professional committee members were reviewed by the Board. It was agreed that the Professional committee has the following non-board members: Scott Gutman, Collette Oswald, and Jackie Russell.
Non-board committee members need to be updated periodically at the Board meetings for review.
Each chair can either have Arlene notify its committee members of the meetings, take minutes and record attendance or the chair can do it themselves. Arlene will send the emails for each committee member to each Chairperson.

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

- * Re-allocation of money: retail retention and recruitment money is under one budget line.
- * Remi presented a retention grant from Pure Couture Consignment Store, 23 Mechanic Street for \$1000 (new entrance doors). Board unanimously approved this \$1000 retention grant.
- * A new store will open at 10 Mechanic Street: Sparrow's Gourmet Snacks and Gift Baskets in early summer.

D. Marketing (Susan Schmidt)

- * Suasion has been busy with Winterfest Sidewalk Sale in January including the ice-sculpting event sponsored by HOST. I Heart Haddonfield

in February included the Galentine's Day event, and then the Vow Renewals event in which was in collaboration with HOST and the Borough of Haddonfield.

- * The link for Lifetime Cable Channel TV thriller 'Death Saved My Life' movie with shots filmed in our downtown will be sent later today to the board.
- * The Philadelphia Councilwoman Parker Tour is scheduled for Friday, February 26, 11:30a.m. to 2:30p.m. in our downtown.

D. Visual Enhancements

- * Sean Leonard will be asked to review the holiday lights contract regarding the cost increase for 2021.

Executive Session (Closed Session)

At 10:15a.m. Adam Puff made a motion to go into closed session to discuss an attorney/client issue. John Master seconded the motion. The motion was approved by all in favor.

At 10:50a.m. the PfH Board returned from the closed session and continued with their Open Session agenda.

Present: Susan Hodges, Gary Klosner, Colleen Bezich, Andrea Miller, Adam Puff, Andrea Ranno, John Master, Matt Cowperthwait, Bob Hochgertel

Absent: Anne Picking and Sean Leonard

Borough News (Colleen Bezich)

- * The pink lights on the Kings Court trees will be replaced with green lights for two weeks in March.
- * The Commissioners will continue searching for candidates to fill the Borough board vacancies.
- * As everyone, Colleen is looking forward to coming out of Covid.

Board of Trustee Comments

Bob reported that last year Haddonfield Restaurant week was successful. As soon as the governor did not further restrict indoor dining, the Haddonfield Food and Beverage Collective moved quickly to put together a 2021 Haddonfield Restaurant Week. The information will be sent by Bob to the pfh for the downtown website.

Public Portion of the Meeting

- * No members of the Public were present.

Next meeting: Wednesday, March 3, 2021 @ 9 a.m.

2021 meeting dates: April 21, May 19, September 22, November 17.