

PARTNERSHIP FOR HADONFIELD, INC.

AGENDA: Wednesday, April 21, 2021 @ 9:00 a.m. to 10:34 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 Borough social media, the Borough website as well as on the bulletin board 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, Colleen Bezich, Andrea Miller, Adam Puff, John Master, Anne Picking, Sean Leonard, Gary Klosner, Andrea Ranno, Matt Cowperthwait, Jackie Russell, Scott Leonard
Absent: Bob Hochgertel

Staff: Arlene Fiorilli, Sharon McCullough, Susan Schmidt, and Vin Parker

Chairperson's Comments (Susan Hodges)

- * The Board of Trustees unanimously approved the March 17 board meeting minutes.
- * The Search Committee (Susan Hodges, Sean Leonard, Andrea Miller, Colleen Bezich, Adam Puff, Bob Hochgertel) is creating single job description for an executive director for the Partnership for Haddonfield. Salary needs to be determined. A final version should be ready for the May 19 meeting.
- * The May professional networking event invitation that went out yesterday needs to be rescheduled or have the venue relocated.

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 4/17/2021; PFH Profit & Loss, 2021 Budget and 2021 Actuals, April 17, 2021; Transaction Detail By Account January through April 2021. The Board unanimously moved to accept the treasurer's report as submitted.
- * The Marketing Committee will meet on Wednesday April 28 to review their budget.

Administration (Susan Hodges)

- * The Board approved to table the Farmers' Market request for sponsorship and weekly e-blasts.
- * A review of the current social media policy was tabled.
- * A phone meeting took place with Renaissance Craftables. Many issues were discussed (number of crafters, added costs due to Covid restrictions, crowd size of attendees, diluting the long-standing expectation of the Festival, reimagining the festival, relocating the festival, etc.). In conclusion, Susan requested that the Board support the cancellation of the 2021 Crafts and Fine Art Festival until July 2022. The board unanimously approved postponing the festival until July 2022.

Professionals (Anne Picking)

- * The April professional networking event at Ludovico's had about 15 attendees. It is anticipated that these events will continue as outdoor events.
- * Anne will get together with the Professional Committee and decide to either change the venue for the May

event or reschedule it.

Retail Retention and Recruitment (Susan Hodges, Arlene Fiorilli)

- * Denim BYOB knows that the recruitment money he was given needs to be returned to the PfH.
- * New Businesses include: RAM Arcade Museum, 122 North Haddon Avenue; Tumbling on Haddon, 600 block of North Haddon Avenue; Beauty Lounge, 14 South Haddon Avenue; and Tildie's Toy Box, 8 Kings Highway East.

Marketing (Andrea Miller)

Events

- * Andrea Miller proposed a new marketing committee member, Halle Hird, Owner of A Little Whimsy. A motion was made, and the board unanimously approved to add Halle as a member of the Marketing Committee.
- * Andrea felt that the Marketing team is filled with positive enthusiasm and is well-positioned to bring a renewed positive energy to our downtown.
- * Girls Day Out is tomorrow. The event was rebranded and many ideas were shared with the retailers suggesting In-store experiences. Andrea thanked Suasion for their quick responses to all the changes.
- * In May, a Haddonfield rewards program is being planned.
- * An Olympic inspired event is also being planned for summer.

Public Relations (Susan Schmidt)

- * Channel 6, 29, and WHY Y gave Haddonfield good coverage in response to Suasion's pitches and press releases when indoor dining was increased by the Governor.
- * Woman's history month was promoted, and highlighted many of our female entrepreneurs.
- * Haddonfield's downtown Instagram has reached 10,000 followers.
- * Suasion generated over 70 posts on social media this month.
- * Girls' Day Out was publicized with press releases, a digital marketing campaign, and social media ads.

Visual Enhancements (Sean Leonard)

- * No report

Borough News (Sharon McCullough, Colleen Bezich)

- * The Borough is making Improvements to Kings Court including electrical upgrades. Plantings will have a variety of plants and flowers to enhance a lively, colorful atmosphere.
- * The Borough gets complaints about the accumulation of weekend trash. It was suggested that the PfH consider investing in having a "clean and green team" with part-time employees. The Borough pays for trash pick-up six days a week in the downtown. There is no trash pick up on Sundays. Perhaps the PfH should look into sponsoring a Sunday trash pick up. PfH may also consider manning a sidewalk sweeper (which the Borough would buy) with a part-time person. Also more trash receptacles are needed.

Board of Trustee Comments

- * New Board member, Jackie Russell, is glad to be back on the PfH board.
- * Scott Leonard is looking forward to being a Board member and getting involved with the downtown.

Public Portion of the Meeting

- * No members of the public were present.

NEXT MEETING: May 19, 2021 @ 9 a.m.

2021 meetings: September 22 and November 17, 2021