

PARTNERSHIP FOR HADONFIELD, INC.

AGENDA: Wednesday, September 22, 2021 @ 9:02a.m. to 10:39 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 boards 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

Duly recorded,

Deanna Bennett

Acting Secretary PFH

Attendance: Susan Hodges, Colleen Bezich, Adam Puff, Gary Klosner, Andrea Ranno, Matt Cowperthwait, Bob Hochgertel, Jackie Russell

Staff: Sharon McCullough, Deanna Bennett, Susan Schmidt, and Vin Parker, Ethan Wenstrom, Robert Comaglia, Phil Tabile

Public: Devon Perry

Chairperson's Comments (Susan Hodges)

* The Board of Trustees unanimously approved the May 19, 2021 board meeting minutes without comments. Motion to approve by Matt Cowperthwaite and seconded by Bob Hochgertel

* An update was provided on the status of hiring temporary staff during events. A motion was made to hire temporary, part-time staff at the current minimum wage, and for the use of Arlene Fiorilli's services the cost would be \$25.00 per hour, for upcoming events by Susan Hodges. The motion was seconded by Gary Klosner, which was approved unanimously. Mr. Hochgertel requested additional information on why these employees were necessary and what the budget would be. Ms. Hodges replied that Ms. Fiorilli would get no more than \$300 per month for helping with the gift certificates during the holidays. Additionally, the part-time staff would be to make miscellaneous deliveries of PfH information/documents to the businesses in town. Ms. Ranno suggested paying the part-time employees at \$12.00 per hour. All agreed.

* Ms. Hodges asked Mayor Bianco Bezich to review a grant available through Camden County. The Mayor announced that this grant is for up to \$10,000. It will not be required to be paid back and the deadline to apply is November 1st. She recommended that PfH apply for this grant. Susan Hodges made a motion to approve an application be submitted. The motion was seconded by Mayor Bianco Bezich and approved unanimously.

Treasurer's Report (Vin Parker)

* Treasurer's Report: The Board of Trustees were emailed a copy of the Treasurer's Report. Gary Klosner made a motion to accept the report, which was seconded by Adam Puff. The motion was approved unanimously.

2022 Budget Season

* Sharon McCullough reviewed the 2022 budget process and noted that moving forward this will be a more formal process. She will send out work sheets to each of the PfH Committees for completion. Meetings will be set up for November to review these completed documents with each committee.

Professionals Committee

* Susan Hodges advised that a new Chairperson needed to be chosen for this committee as Ms. Picking is no longer a member of the Board. Matt Cowperthwaite advised that the committee members would discuss this at their next meeting.

Retail Retention and Recruitment

* Sharon McCullough noted that this committee was supposed to meet to put new programs in place, but this has not been done. Susan Hodges noted that she would reach out to the Committee Chairperson to discuss, but also noted that the Board is not receiving requests for the current program in place. Andrea Ranno suggested sending something out to the businesses in town to remind them that this program is available. The Board agreed to have something sent out. Ms. McCullough suggested that a letter be sent in addition to an email, as the data shows that these emails are only opened by 16% of the recipients.

Marketing (Andrea Miller)

* Ms. Miller announced that all is well and getting better for the businesses. The Sidewalk Sale, which has been going on for 27 years now, was a huge success. The Self-Care September event was well received. The salons were appreciative of the attention to their establishments. The Committee would like to build on this event for the future. The next event will be Boutique Week for October 12th to 14th will be launching soon. In November the Rewards Program titled "The Season Starts Now" will be launched. We are starting this early because of the limitations on product availability this year. Candlelight Shopping is moving forward with carriage rides and carolers this year. She thanked Gary Klosner for his help with these events.

* Susan Hodges stated that PfH is moving forward with scheduling the Crafts & Fine Arts Festival for July 9-10, 2022. They are looking for local sponsors to this event. Ms. Hodges made a motion to approve moving forward with this 2022 event and to sign an agreement with Renaissance Crafters. Gary Klosner seconded the motion, which was approved unanimously.

Public Relations (Suasions)

* Susan Schmidt reviewed the press releases and social media campaigns for the various events that have been held since the last meeting. They are now also handling the website updates. She stated that she has heard this will be a very good holiday season.

* A request to have PfH open a Drop Box account for all the documents involved by the various committees for all the events held was requested.

Visual Enhancements

* Mayor Bianco Bezich provided an update on the visual enhancements. Various businesses have recently reached out to her with concerns about the use of restrooms and such during the holidays. She is in the process of creating guidelines and standards for use of restrooms, as well as standards for the tables and chairs used in the downtown, as well as the use of planters.

* Bob Hochgertel asked if there could be a proposal to be flexible with these standards, as he did not want to overburden business owners with strict guidelines. Additionally, he asked if there could be a pickup of restaurant trash on Saturdays. The Mayor talked about the installment of the new Big Belly cans throughout downtown in the near future, as well as the revenue source from the use of advertisement space on them. Susan Hodges asked if in the next contract for trash collection through the Borough an additional Saturday business district pickup could be included. Sharon McCullough noted that there would be an added cost for this pickup and pointed out that Haddonfield is almost the only town who pays for trash pickup in their downtown. Mr. Klosner expressed concerns about the standards to be written for planters, chairs and tables and how this could make it more difficult for businesses. Ms. McCullough replied that these standards would be done to make it easier on the business owners.

Public Portion of the Meeting

* Devon Perry announced that Segal Associates, in conjunction with the Farmer's Market has four more newsletters that will go out. If there is anything PfH wants included the deadlines are Thursdays at 10:00 a.m. Additionally, she noted that they are researching tables and chairs for Kings Court, but will follow any guidelines that are put out.

NEXT MEETING: November 17, 2021 at 9:00 a.m.

Gary Klosner made a motion to adjourn the meeting at 10:39 a.m., which was seconded by Adam Puff. The motion was approved unanimously.

Respectfully submitted,

Deanna Bennett, RMC
Borough Clerk