

## **PARTNERSHIP FOR HADONFIELD, INC.**

**Minutes: Wednesday, January 26, 2022 @ 8:30 a.m. to 10:51 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
Vice-Chair	-
Treasurer	Ethan Wenstrom
Secretary	-
Duly recorded, Michael Marciante Executive Director	

Attendance: Susan Hodges, Colleen Bezich, Adam Puff, Bob Hochgertel, Sean Leonard, John Master Gary Klosner, Andrea Miller, Andrea Ranno, Matt Cowperthwait, Jackie Russell, Scott Leonard, Dan Silvestri  
Absent: \*

Staff: Michael Marciante, Sharon McCullough, Susan Adelizzi-Schmidt , Ethan Wenstrom

### **Chairperson's Comments (Susan Hodges)**

\* The Board of Trustees unanimously approved the November 17 & January 13 minutes.

\* Susan Hodges noted a good crowd on the Sunday for Winterfest the previous weekend.

### **Treasurer's Report (Ethan Wenstrom)**

\* Spending for 2021 was down due to a lack of events in the previous year. Ethan clarified that the surplus spending is mostly allocated to the Executive Director's salary.

\* The main operating account at BB&T is healthy. The cash position is healthy.

\* Ethan reported that the signor for Pfh account at Fulton Bank has deceased. Ethan is working with the branch manager at Fulton Bank to move the money from Fulton to another Bank. Colleen offered any assistance necessary from the Borough.

\* Gift Card spending in 2020 was spread out throughout the year. 2021 was also consistent but had even less activity.

## **Committee Reports**

### **1. Administration (Susan Hodges)**

\* Michael recapped the action items from the Strategy Session. Michael asked the board if they had any changes to the Bylaws. Colleen added any changes should be brought to Michael and review by the Borough Solicitor.

\* Colleen added that she would like to remain on as the Borough representative for the Administration Committee. Sean Leonard would like to stay on as the Visual Enhancements Chair. Adam offered to assist in any way he could.

\*Susan Hodges indicated the Administration Committee should meet to address the By-Laws.

\*Michael presented an adjusted work order for the Fine Art & Craft Festival. The Board voted for the Work Order without further review, with 1 No vote.

### **Professionals/ Haddonfield Networking (Matt Cowperthwait)**

\* Michael recapped the Strategy Session suggestions.

\*The Board unanimously approved to change the name of Professionals Committee to the Haddonfield Networking Committee. Susan added that the Bylaws need to include the specificities of the Committees.

\* Matthew C. was unanimously voted to Chair of the Haddonfield Networking Committee.

\*Jackie Russell reaffirmed her participation in the Networking Committee.

### **Retail Retention and Recruitment (\*)**

- \* John Master stepped down as Chair of the Retail Retention and Recruitment Committee and encouraged the participation of other Board Members. Michael thanked John Master for heading the Committee and for remaining onboard.
- \* The Board unanimously approved the Tea Shop Grant.
- \* Andrea Ranno and Dan Silvestri expressed interest to join the Committee.

### **Marketing (\*)**

- \* Board Members discussed the hierarchy of the Board, its Executive Director, being effective with Marketing efforts and the possibility of an Events Committee.
- \* Andrea M noted that she has resigned as Marketing Chair earlier this month.
- \* Colleen and Susan suggested establishing some of the points being made at the next Strategy Session. Michael mentioned tentative dates.
- \* The Board unanimously approved the creation of an Events Committee.
- \* The Board unanimously approved the new proposed Social Media Policy.
- \* The Board commended Andrea M for her efforts as Chair of the Marketing Committee. Andrea attributed her success to the members of the Marketing Committee.
- \* Susan Schmidt presented the Marketing efforts for Valentine's Day; including Carriage Rides, the Host vow renewals and spoke to the success of Winterfest and Candlelight Shopping.
- \* Andrea M thanked Susan and the Suasion Team for their efforts in 2021.
- \* Susan affirmed that Committee and Chair positions need to be filled. Sharon McCullough suggested holding off developing the committees until after the Strategic Revisioning meeting.

### **Events (\*)**

- \* Colleen, Bob, Matt. C and Scott volunteered to be part of the Events Committee.

### **Visual Enhancements (Sean Leonard)**

- \* The Borough noted that the lights in King's Court will be pink for Valentine's Day. The Board agreed to move forward with those lights.
- \* Bob and Colleen affirmed their participation on the Visual Enhancement Committee.

### **Borough News**

- \* Bob Bergbaur, Michael and Susan Schmidt informed the Board about the Plastic Ban Joint Committee's efforts to communicate to business owners the importance of the NJ Plastic Ban. Meetings are tentatively scheduled for February 21 & 22; Pfh website to be used communicate resources and a rollout of sanctioned bags will be done in King's Court on Earth Day (April 22).
- \* Colleen informed the Board about the Borough's Health & Wellness event, the support for Haddonfield restaurants and Restaurant Week. The Borough has also updated its Ribbon Cutting & Special Events Form to address the needs for special events in Haddonfield. The Borough is also updating its Parking Meters.
- \* Colleen also informed the Board about the new part-time police officer, Kurt Ernie who patrols the Business District. Michael spoke to Officer Ernie's kind and welcoming presence in the Downtown during Candlelight Shopping.

### **Board of Trustee Comments**

- \* Gary Kloser proposed that committees create mission statements that are easy to understand.
- \* Bob proposed to the Board that they redefine the Executive Director's job description. Colleen suggested a combination of reviewing the job description and the Bylaws.
- \* Colleen was appointed to the South Jersey Film Collective – Colleen's advocating for picturesque Haddonfield helped ensure her participation. Colleen added this was the best Board meetings she's attended.

**Public Portion of the Meeting**

\* Joe Murphy presented the updates for The Skirmish: a town-wide historical reenactment. The Skirmish is looking to proactively include the businesses with a Shop Window Contest and the PATCO Freedom Program. The Skirmish team is also working on an interactive Map. Joe also mentioned that the PfH has supported the Skirmish with gift certificates. Sharon McCullough encouraged Joe to coordinate with the Police soon.

**NEXT MEETING:** February 23, 2022.