

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, April 27, 2022 @ 8:30 a.m. to 10:55 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 of 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 clarifies that the officers of the organization is as follows:

Chairperson	-
Vice-Chair	-
Treasurer	Ethan Wenstrom
Secretary	-
Duly recorded, Michael Marciante Executive Director	

Attendance: Colleen Bezich, Adam Puff, Bob Hochgertel, Sean Leonard, John Master, Gary Klosner, Andrea Miller, Andrea Ranno, Matt Cowperthwait, Scott Leonard, Dan Silvestri

Absent: Jackie Russell

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

Old Business

*After reviewing each committee's budget and receiving commentary from each committee chair, the Board of Trustees unanimously approved the 2022 Budget.

*The Board reviewed the Yiftee Agreement. Upon review from the Solicitor and receiving a better understanding of the depreciating value of gift card law, the Board unanimously voted to move forward with a digital gift card from Yiftee.

New Business

* The Board discussed the request from The Skirmish for \$2,000 worth of Town-Wide gift cards. Colleen B noted that the ask is not included in the budget. Gary K noted that the Skirmish fulfills the PfH mission statement and should be supported. Bob H noted that the PfH does support the Skirmish, but not in this monetary way and it puts PfH in a difficult position to say "No" to other orgs.

*The majority of the Board voted to not acquiesce to the request, with Gary K voting against the majority and Adam P abstaining. The Admin Committee will work on a policy on how to address requests/ participation in other non-profit endeavors.

* The Indian King Tavern is seeking a National Park Grant. After confirming details and that it doesn't compete with any grant endeavors by PfH/ the Borough: The Board unanimously approved to write a letter of support.

Treasurer's Report (Ethan Wenstrom)

* Ethan forward Michael a Financial Report to share with the Board. The report reflected an updated Gift Card income from 2021. Michael noted that the encumbrance of the Haddonfield Partners LP aspect of the Café Lift grant should be reflected in the 2021 financials. An updated Financials report will be forwarded to the full board.

Committee Reports

1. Administration ()

* The Admin Committee has drafted and put out RFPs for Banking Services and will put out an RFP for PR services to be received in the month of May.

2. Networking (Matt Cowperthwait)

* Matt provided a list of upcoming events: June 7: A Lunch & Learn at Verona (with wine sponsored by Dynamic Language), Sept 22: A progressive networking event as part of Girls' Night Out, Nov/ Dec: a Networking dinner at a restaurant outside of town (possibly Farm & Fisherman) that is owned by a Haddonfield resident. The Board spoke negatively about the dinner event being outside of town.

* Sharon suggested incorporating multiple restaurants at a single location, big enough to hold 100 people. Venues such as the Fortnightly and Markheim were suggested to host larger events.

* The Networking Committee will workshop the year's final event.

3. Retail Retention and Recruitment (Adam Puff)

* Adam provided a summary of the new Retention Grant and the efforts the RRR Committee has taken to finalize them. The Board discussed and offered feedback on the new Retention Grant application form. At Andrea M's suggestion, a line stating, "Requests to be considered the general costs of doing business will not be considered." The Board unanimously voted for the new Retention Form.

* The Board discussed the Sealed with a Kiss grant. Michael explained how the grant was previously misplaced when submitted. The Board noted that the Ozzy Tux grant should have been denied. The Board unanimously denied the grant. A letter will be drafted by the Executive Director to explain the situation to the business owner.

* The Board reviewed a Grant from Jersey Java for outdoor seating. The Board unanimously approved the Grant. A letter congratulating Jersey Java will be drafted by the Executive Director.

4. Marketing (*)

* Susan Schmidt from Suasion recapped the PR efforts for the months of March and April. Andrea M praised Suasion's work as news coverage of Girls Day Out had reached Lancaster County.

* Michael recapped the Board's general favoring of rebranding the website. Sharon suggested going out to RFP in the Fall for a 2023 project so that budget can reflect the costs.

5. Visual Enhancements (Sean Leonard)

* Scott Leonard provided renderings of Haddy Lane to include murals and lanterns to make the alleyway more appealing. The rendering also includes images of new Parking signs. The committee spoke about the challenges with trash. Dan Silvestri requested an update on the Saturday pick-up. Michael noted the possibility of offering sponsorship to help offset the costs. Colleen noted that trash is a priority for the Commissioners.

* The Board discussed the challenges with trucks destroying signage, trees, and outlets along Mechanic St and Clement St. Sharon noted a previous agreement with the owners of the building Passariellos was reached about hosting deliveries in front of the store and a new one with Passariello's could be reached.

* Andrea M noted that Efreda, PA has a visual program of flags honoring veterans and suggested Haddonfield have a similar program that included more diversity. Colleen noted the Commissioners have already approved a similar program in Haddonfield at the suggestion of a high school student and that POST 38 is raising the funds.

6. Events (Colleen Bezich)

* Colleen provided an update of the First Annual Health & Wellness Festival: the interactive festival will have health screenings, wellness instructor, and a sensory zone for children which includes therapy hens and arts & crafts. Michael will be representing the Partnership with branded information tables. Michael requested the board consider volunteering during the festival.

* Michael recapped the April events (Girls' Day Out & Earth Day Bag Giveaway), the premier of the PfH activation and thanked Andrea R, Scott L, Matt C, Gary K, and Collen B for their help in managing the PfH tables.

Closed Session. The Board went into close session. Sean L made the motion, Seconded by Adam.

Borough News

* Sharon noted that the Borough Parking Kiosks have been delivered and will be implemented soon.

Public Portion of the Meeting

* N/A

NEXT MEETING: May 25, 2022– 8:30 AM

2022 Meetings: May 25, September 28, and November 23.