

PARTNERSHIP FOR HADONFIELD, INC.

Summary of Meeting: November 18, 2020 @ 9:00 a.m. to 10:40 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 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, Kathy Gold, Anne Picking, Sue Maslowski, Andrea Miller, Adam Puff, Andrea Ranno, Sean Leonard, John Master

Absent: Bob Hochgertel, Matt Cowperthwait

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

1. Chairperson's Comments (Susan Hodges)

* The Board of Trustees approved the minutes of the October 21 PfH Board meeting.

2. Treasurer's Report (Vin Parker)

* The Board of Trustees was emailed a copy of the Treasurer's report dated 11/17/2020: the Balance Sheet as of November 16, 2020; PfH Profit and Loss, 2020 YTD Actuals & Balance of Year Estimates; Transaction Detail By Account, January through November 2020.

Upon review of the budget, the Board moved to approve the PfH budget as presented without questions. The Board also approved the transfer of funds as indicated in the treasurer's report.

* Vin applied for a grant under the Camden County Cares Program. The Partnership for Haddonfield received \$10,000.

* The membership renewal fee for Downtown New Jersey of \$295 will be discussed at the January 20, 2021 Board of Trustees meeting.

* There was an approved motion to move the PfH bank account from BB&T to Republic Bank.

3. Committee Reports

A. Administration (Susan Hodges)

* There was a formation of a sub-committee made up of Adam Puff and our banker members to get specific information on how to use electronic gift cards, instead of paper town wide gift certificates.

* The Commissioners approved the use of stickers on the free parking bags (turned inside out) that cover the meters from Thanksgiving through Christmas. The graphic will be reviewed by the commissioners.

* Other types of downtown signage, with the exception of A-frames, need to be explored for use after the holidays to keep Covid safety measures (use of masks, keep six feet apart, hand sanitizing) clearly visible for our visitors and residents.

* An Administration Committee meeting will be planned as soon as possible to discuss how the \$10,000 grant should be used. This Committee is comprised of the chairs of each committee, a commissioner, treasurer, secretary/administrator, and the retail recruiter.

Professionals (Anne Picking)

* After discussion relating to Covid restrictions, future professional networking events will be reviewed and planned at the January meeting. Anne related that her committee is herself as chair, Matt Cowperthwait, Collette Oswald, Scott Gutman. Jackie Russell, a former pfh board member, has relocated back to Republic Bank located on Kings Highway in Haddonfield, and expressed interest in getting involved with the PfH professional committee.

Retail Retention and Recruitment (Remi Fortunato)

* The Bistro at Haddonfield applied for a \$2500 retention grant. They are open seven days a week and spent over \$5000 on paint, awnings, heaters, signage, etc. The Board approved this retention grant.

* The newly opened stores and those who are scheduled to open within a week are: nineNORTH Boutique, 3 Kings Court; Pair of Jacks Collectibles, 9 South Haddon Avenue; Downtown Cookies, 123 Kings Highway East; Benefhiit Fitness, 16 North Haddon Avenue; and Groovy Smoothie, 223 Kings Highway East. Garaguso Classical Martial Arts is relocating to 21 Tanner Street under a new name, HADUKO Academy.

Marketing

a) Event updates (Kathy Gold)

* Our new event, "Friendsgiving Celebration" took place on a rainy evening. However it brought in more business than if there wasn't an event.

* Small Business Weekend is November 27, 28 and 29.

* Candlelight Shopping Friday evenings are November 27, December 4, 11, 18, in addition to Tuesday, December 22.

b) Public Relations (Susan Schmidt, Suasion Communications Group)

* Suasion's October - November 2020 Ad Value Report, Social Media Report, and Flash Report for the Partnership for Haddonfield was emailed to the Board of Trustees.

* Susan encouraged everyone to Vote for Candlelight Shopping in the 10 USA Today Best Readers' Choice 2020. A reminder email will go out one more time.

* Instagram was up 235 followers. Instagram total reach was over 128,000 (*Reach tells you the total*

number of people who have seen your post).

Visual Enhancements (Sean Leonard)

The lights on the trees are almost completed. The Gazebo and the Kings Court trees will be wrapped next week.

Borough News (Colleen Bezich)

As per the Commissioners' work session on Monday evening, the commissioners are not in favor of ribbon cuttings unless they are completely outside. Remi and Colleen will discuss various ways of doing future ribbon cuttings with the new Covid restrictions of indoor gatherings no more than ten people.

Board of Trustee Comments

- * Adam suggested closing Kings Highway to vehicular traffic at a specific time/day during the holiday season to create a more festive atmosphere. Arlene had given Colleen some costs for tables and chairs. Sean pointed out that the closing of the Highway is not taken positively by many businesses. It was suggested that the businesses be surveyed.
- * Sean suggested that perhaps the recruitment money could be used to retain our businesses that are already here, and/or for more events. It was suggested that recruitment of new businesses could be done without recruitment grant money.

Public Portion of the Meeting

- * No members of the Public were present.

NEXT MEETING: Wednesday, January 20, 2021 @ 9 a.m.

PLEASE NOTE 2021 MEETING DATES:

20-Jan 24-Feb 21-Apr 19-May 22-Sep 17-Nov