

PARTNERSHIP FOR HADONFIELD, INC.

Summary of Meeting: May 27, 2020 @ 8:35 a.m. to 11:00 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, Sue Maslowski, John Master, Gary Klosner, John Picking, Colleen Bezich, Julie Beddingfield, Sean Leonard, Marcello De Feo

Absent: Kathy Gold, Matt Cowperthwait, Andrea Ranno, Anne Picking,

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

Chairperson's Comments (Susan Hodges)

* The Board of Trustees approved the minutes from the February 26, 2020 meeting.

* Sharon, Colleen, Arlene, Remi, and Susan Hodges have been meeting once a week to keep up with information affecting the downtown. The downtown website is being updated with all useful information.

2. Treasurer's Report (Vin Parker)

* PFH Profit & Loss 2020 YTD & Budget, 05/21/20, was emailed to the Board. The budget as originally submitted to the Commissioners was sent back for further review by the committee chairs. Colleen noted that the Commissioners asked every department to give their budgets an in-depth review not just the Pfh.

Vin explained that without the Craft Show income and income from other sources, the budget needs to be reduced by over \$100,000. There was much discussion centering on where cuts can be made.

For example, recruitment grants would be a priority at this time. It was suggested that the requirements of the recruitment grants should be revisited. There is certainly not enough money to give a rent subsidy to every business. The professionals cannot have large events, so maybe have zoom meetings to keep in touch. There are no raises for employees, and vendor contracts should be re-negotiated. Depending on how long Information Centers are mandated closed by the Governor, some of that money can be reallocated. The travel line under retail recruiter needs to be relabeled cause it covers Remi's phone and other non-travel expenses.

* The Board of Trustees approved to table the proposed 2020 Treasurer's report in order to give the committee chairs more time to discuss the allocations in more depth.

Committee Reports

Retail Retention and Recruitment (Remi Fortunato and John Master)

*Remi proposed a recruitment grant for Inkwood Books who moved to an expanded location. The Board of Trustees approved this \$9700 recruitment grant.

*Remi reported the following:

Avenue Travel Group/Powered by American Express closed.

Violins & Guitars by Mitchell is anticipating another space in town.

Garaguso Classical Martial Arts is expanding into a larger space, which was filled by the Yoga Center of Haddonfield.

Country Way is expecting to occupy the spot that was Wild Violet Natural Specialties.

The proprietor of Wild Violet Natural Specialties relocated to an office.

Pizza Crimine is replacing Le Café Crepiere.

Bread Board is expanding into the property that was going to be Pillar Chocolate.

Norris Barber Company is opening at 53 Kings Highway East.
Crepes and Shakes is opening on 472 North Haddon Avenue.
Sugarlove Studio is opened on Tanner Street.

b) Public Relations (Susan Scmidtt, Suasion Communications)

* Suasion's detailed monthly reports from April – May 2020 were emailed to the board. Susan coordinated a new campaign: "Haddonfield Open for Business" that included Facebook ads, instagram, and Google ad words. In addition to releases, Suasion's PR campaign includes on-going media pitching, which has garnered recent news stories on ABC-6, FOX-29, CBS-3,WCAU-10, WHYI, NJBIZ, etc.

Public Portion of the Meeting

Mayor Neal Rochford thanked everyone for their hard work and anticipates outdoor dining to happen soon.

****Next Board Meeting: To be determined**