

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, April 26, 2023, from 8:31 a.m. to 9:27 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:

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| Chairperson | Sean Leonard |
| Vice-Chair | Andrea Ranno |
| Treasurer | Gary Klosner |
| Secretary | - |
| Duly recorded, Michael Marciante Executive Director | |

Attendance: Abigail Sparrow, Adam Puff, Andrea Ranno, Bob Hochgertel, Dan Silvestri, Gary Klosner, Michelle Gillen-Doobraj, Morgan Falasca, Scott Leonard, Sean Leonard

Telecall: Colleen Bianco Bezich,

Absent: Jackie LaMania Russell

Staff: Michael Marciante, Sharon McCullough

Chairperson's Comments

* The Board unanimously approved the February 22, 2023 Minutes. Adam made the motion, Bob seconded.

Public Portion of the Meeting

*No Comments from the Public.

Treasurer's Report (Gary Klosner)

* The Board unanimously approved the Financial Report. Gary made the motion, Andrea seconded it.

Committee Reports

1. Administration (Sean Leonard)

* Michael gave an update on the Tax Exemption application status; after conferring with counsel, specific language was added to the By-Laws. Michael noted the Exception will be dated to 2022 when the application was submitted.

* The Board unanimously approved the changes to the By-Laws. Dan made the motion, and Bob seconded.

2. Retail Retention and Recruitment (Adam Puff)

* Michael provided details about a Retention Grant Application from Jersey Java & Tea. Michael noted the owner is making efforts to be more involved in Borough events. Adam added confirmed these efforts, noting Jersey Java is open from 7 am- 7 pm and that the Committee recommends the grant application. Colleen noted that the application didn't include information about the business receiving grants in the past and that all applications need to be completed; Michael noted the business had received Retention Grant monies 12 months before. The Board unanimously approved the Jersey Java & Tea Retention Grant

*Michael debriefed the Board about the Retail Meet & Greet. Andrea noted that the event had a great turnout, noting that Retailers want to be heard and to “have a seat at the table” but noted that no solutions were brought to the Board by them. Andrea noted an effective form of communication could be beneficial. Sean noted complaints were about communication and promotion. Sean provided a history of efforts to promote businesses along with the challenges of repetition with it. Morgan suggested a PfH Inbox, putting the responsibility onto the business owner for promotion. Michael noted that the Minutes and follow-up survey was provided to the businesses, with only Andrea Ranno responding. Colleen expressed positive notes about the use of surveys and that social media promotions used to be incestuous. Colleen noted better communication is needed, but spending time/ energy to feature businesses is not a priority for the Borough. Colleen thanked Board members and Borough staff for attending.

*Adam suggested having Meet & Greets bi-annually; Abigail suggested a Spring/ Fall event. Colleen suggested a survey page on the Downtown Haddonfield website. Michael also noted physical forms were provided at the meet & greet.

3. Marketing (Abigail Sparrow)

* Abigail provided information about networking Downtown through the Dad Vail Regatta on the Cooper River. Michael informed that Board that donations being collected from Haddonfield businesses to giveaway and to drive foot traffic Downtown that weekend and that information will be collected at the event.

*Michael noted he is collecting quotes to revamp the Downtown Haddonfield website.

*Michael also discussed the details about “Feature Friday” a campaign that came out of the Meet & Greet to feature businesses on social media. Ultimately the Committee did not move forward with the campaign because it is not sustainable. Andrea, who is a retailer, suggested not highlighting on Fridays; Morgan and Andrea suggested adding a personal touch. Bob and Sean also suggested not limiting it to one day. Michelle added people respond well to learning about small business owners and that people don’t pay attention to schedules. The Board discussed promoting retailer events. Colleen and Sean spoke against the idea since it could conflict with and cause scheduling challenges with Borough wide events and to focus on the Story Telling.

*Michael noted that certain promotions are already covered under the current social media policy. Michael noted the Marketing Committee will work on the “feature” campaign to bring back to the Board.

4. Visual Enhancements (Scott Leonard)

* Michael provided details about the proposed Outdoor Planters Grant. Scott noted the look of the planters and the hope of making the downtown look uniform. The Board unanimously approved the Outdoor Planters Grant. Bob made the motion, and Andrea seconded it.

*Scott provided details about the phases of revamping Haddy Lane, including cleaning up some vegetation, placing stones, and adding an interchangeable art exhibit. The purpose would enhance the throughway of parking to and from Downtown Haddonfield. Scott noted that VEC is in the final stages of getting approval for the permanent lighting.

*Sean inquired about the Borough’s universal parking signage. Colleen noted they didn’t have an update, with a focus on the new parking system and Spring cleaning. The old parking meters will be removed with the Borough going out to bid.

5. Events (Colleen Bianco Bezich)

*Michael provided a budget breakdown for the Women’s History Month Networking event that brought in \$2,750 in revenue. Adam and Andrea noted it was a good event. Colleen made notes about the String Band event on Haddon Ave for Saturday, April 29, regarding staging, street closures, and detours. Colleen provided an update on Health & Wellness Festival, encouraging employees to come out for free screenings. Colleen noted the annual campaign is still accepting sponsorship with a second Health Symposium scheduled for June. The County is providing PATCO tickets for Ride to Pride, June 8. Fireworks are likely for June 3.

*Michael provided an update about Wellness Weekend. Participating businesses are not plentiful, but their contributions are generous.

Executive Director's Report

* Michael has been very focused on executing Committee campaigns. Michael implored the Board to fill out their Financial Disclosure Statements by the end of the month. Sharon noted fines will be issued this year for those that don't complete it.

Mayor's / Administrator's Report

* Sharon provided an update about parking signage and parking kiosks signs with completion likely in June with the all the polls being removed by 2024. The Board discussed the parking fees and the use of credit cards.

*Sharon provided an update on Saturday Trash Pick-up: the ordinance was passed with the pickup beginning in May. Michael noted that this was great for the business community. Sharon also noted that every business will receive Saturday pick-up regardless of their profession and that businesses currently paying for Saturday pick-up will no longer have to pay for it.

Old Business

* Michael provided feedback from the Board to the Yiftee reps. Michael will reach out to other BIDs that utilize Yiftee to tackle some of the challenges that come with the card. Michael informed the Board about other possibilities with the Yiftee card and its other dynamic features.

New Business

* No new business at this time.

The Board unanimously voted to adjourn the meeting.

NEXT MEETING: May 24, 2023.

2023 Meetings: May 24, September 27, November 29