

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, February 23, 2022 @ 8:30 a.m. to 10:35 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 is 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, Scott Leonard, Dan Silvestri

Absent: Jackie Russell

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

Chairperson's Comments (Susan Hodges)

* The Board of Trustees unanimously approved the January 23, 2022 Minutes.

* The Board of Trustees unanimously approved Committee membership.

* The Board scheduled the PfH Revisualization Session for Wednesday, March 23, 2022, at 8:30 AM in the Auditorium at Borough Hall.

* The Board unanimously approved the Little House furnishings budget.

* The Board discussed Public Safety:

*Colleen informed the Board about incidents of shoplifting, police response, and public outreach from Haddonfield PD. Colleen added any member of the business district can attend the monthly Police Chief Advisory Committee to address public safety and welcome comments/ questions. The biggest crime in Haddonfield is currently vehicle theft.

*Bob Hochgertel informed the Board about an incident of disturbing the peace at King's Road Brewing Co. and encouraged Michael to speak with Chief Jason Cutler about best course of action.

*Andrea Miller expressed frustration at the lack of communication from the PfH and a need for notification to business owners about crime in Haddonfield. Gary noted that Philadelphia is an indicator for crime in the suburbs and inquired about NJ prosecution laws. Colleen added that Haddonfield/ Camden County prosecutes theft/ shoplifting and emphasized the importance of reporting crimes.

* Sean noted that the PfH doesn't manage law enforcement and encouraged communication amongst retailers. Scott thanked Andrea for bringing the issue to PfH attention and spoke against self-policing.

*Susan Hodges noted that PfH can control the narrative, dissuaded against posting on social media, and encouraged the reporting of crimes.

*Michael will work with the Haddonfield Police Department on an SMS Program. Michael thanked the Haddonfield Auxiliary Police for their presence during the Carriage Rides.

Treasurer's Report (Ethan Wenstrom)

- * Ethan has spoken to 9 individuals at Fulton Bank and is still working towards a resolution on the isolated account.
- * Michael corrected the holiday gift card intake for 2021. Michael spoke about the possibility of a digital gift card provider. Michael added that switching vendors might uplift excitement for the town-wide gift card and that the fees are similar to that of PayPal.
- * Sean noted the town-wide gift cards have fallen over the years and noted a better system is needed to make better use of the Executive Director's time. Ethan added that 2018 had over \$100k in gift card sales.
- * Michael noted that each Committee needs to ratify their budgets by April. Michael asked Committees to review Sharon's email about the budget.

Committee Reports

1. Administration (Susan Hodges)

- * The Board unanimously approved the Bylaw changes.

2. Networking (Matt Cowperthwait)

- * Matt provided an update on the first Networking event at King's Road Brewing Co. Morgan Falasca from Downtown Cookies inceptioned this idea as a way of meeting the business owners in town.
- * Matt noted that a larger networking event is being planned at Tavistock; a formal affair to include a speaker. Matt encouraged PfH Board members to send ideas for a speaker.

3. Retail Retention and Recruitment (*)

- * Michael welcomed new members Andrea Miller and Dan Silvestri to RRR. Michael will send details on the full Grant Program to the new members.
- * The Committee will work towards reevaluating the Grant Program. Michael invited Board members to send ideas on how to better the Grant Program.

4. Marketing (*)

- * Michael provided an update on the downtown social media and its increase in engagement. Colleen expressed public praise for Michael's work.
- * Susan Schmidt from Suasion provided an update on press acquired for the Vow Renewals, Carriage Rides, and Restaurant Week. Love, Haddonfield generated a lot of press and news crew presence on Valentine's Day. Suasion is working on Women's History Month, Restaurant Renaissance, and Spring Trends releases.
- * Scott questioned if the Board has gone to RFP for professional services. Colleen added that the Board hasn't and the Admin Committee can address the budget for professionals. Susan added Admin will also address the banking RFP as well.

5. Visual Enhancements (Sean Leonard)

- * The VEC would like to change the parking signs to more conventional parking signs (illuminated, metal P signs).
- * The VEC is also looking to revitalize and beautify Lantern Lane. A rendering is in progress.
- * Bob H spoke about a problem with trash in certain areas of Haddonfield. This excess trash is attributed to the influx of food & beverage businesses. Sharon spoke about the costs for Saturday pick-up. Sharon noted that PfH can create a charge to the businesses and run it through the PfH budget. Swapping a weekday with a weekend would not be cost-efficient.
- * The VEC will meet again to address some of the challenges with trash. The Board will submit ideas/ solutions.
- * The VEC would like to see green lights in King's Court.

6. Events (Colleen Bezich)

- * Colleen vocalized a calendar of events including PfH, Borough, and external organization events.
- * Colleen and Event committee members expressed the differences between Marketing/ Events Committees. Colleen noted an opportunity for the Marketing Committee to market PfH's initiatives.
- * Andrea M is excited to see a calendar of events and emphasized the importance of retailers' input.
- * Susan H questioned the operations of the Event Committee and their execution. Bob discussed the purview of the Event Committee: engagement with visitors, analyzing success, overseeing measurables.
- * Scott L added that the Events Committee will be the "boots on the grounds" and welcomes new ideas to make the town better.
- * The Committee and Board members commended Andrea R for her ideas and participation.

Borough News

- * The Borough is in the middle of budget season and updating the parking system. Scott asked about the parking area zones. Michael and Scott will coordinate with the Borough regarding promotion and informing the public about the new parking system.

Board of Trustee Comments

- * Susan Hodges is excited to meet in person in March.

Public Portion of the Meeting

- * N/A

NEXT MEETING: Revisioning Session – March 23, 2022 – 8:30 AM

2022 Meetings: April 27, May 25, September 28, November 23.