

## **PARTNERSHIP FOR HADONFIELD, INC.**

**Minutes: Thursday, January 13, 2022 @ 4:00 p.m. to 6:29 p.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 are 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, Gary Klosner, Andrea Ranno, Matt Cowperthwait, Jackie Russell, Scott Leonard, Dan Sylvestri

Absent: Andrea Miller, John Master

Staff: Michael Marciante, Sharon McCullough, Salvatore J. Siciliano

### **A. Welcome/ Introductions**

- \* Members of the Board present introduced themselves, their roles in PfH and their history in Haddonfield, NJ.
- \* Susan Hodges expressed that our Bylaws should address the existence of the Executive Director and the purpose of the meeting should be to make the most of the executive Director and his talents in order to make the Partnership more successful.
- \* Michael expressed that a recording of this meeting will be available. Michael would like the Board Members to keep an open mind to the possibilities of PfH. Michael would like to engage with every member of the Partnership in order to make each Committee more engaging.

### **B BID Bylaws**

- \* Salvatore Siciliano, the Borough Solicitor, wants to support the PfH as, by our Ordinance, he is also the Partnership Solicitor. Salvatore informed Board Members that the PfH is a public body, they serve at the pleasure of the Commissioners and are subject to certain laws and that communications are subject to a request through the Borough Clerk. Sal is happy to help revising our Bylaws and to be of assistance.
- \* Colleen thanks everyone for their efforts over her 2-year tenure. Colleen expressed that current Commissioners are very active in Haddonfield, its Business Community and the Downtown. Colleen reminded everyone she is the liaison to the PfH; every Commissioner is in supportive of PfH. Colleen emphasized that the larger picture of Haddonfield effects the business district and the perspective of PfH should reflect the concerns of the larger community.
- \* Colleen informed the Board of the history of the PfH and that the marketplace from when the Partnership was formed is very different than it is now. Colleen expressed that the Executive Director role is critical to the success of PfH and that Borough is to work in a supportive role of Michael. Colleen would like to see more collaborative energy between the PfH and the Borough.
- \* Michael presented a selection of By-laws that need to be addressed including mentions of Electronic devices, Officer positions, and Trustee term limits. Michael expressed he wants to build strong connections with other Executive Directors.
- \* Michael presented examples of other SID/BID Bylaws that mention Executive Directors. Michael expressed the management of the Chairperson should be the manager role of the ED.

- \* Michael challenged the Board members on how they can be more involved in the PfH in order to ensure success.
- \* Colleen pointed out that Committee Chairs and members are to be voted on every year; as per the Bylaws. Colleen suggested and requested Board Members to pick 1-2 Committees to serve and that the Agenda for January's meetings should include the nomination for Committees Chairs/ members for January's meetings. Colleen invited Board members to discuss/ meet (in gatherings under 6 people) to discuss interest/ nominations.

## **Administration**

- \* Susan moved to make appropriate changes to the Bylaws regarding the Solicitor, Electronic Meetings, Meeting notices.
- \* Susan and Colleen clarified that they and John Master are the only members. Sharon McCullough clarified that the Administration is composed of the Chairperson, the Commissioner and the Chairs of Sub-Committee. Colleen instructed Michael circulate the Ordinance. Colleen suggested changing the classification of members to reflect modern occupations of Board Members and the membership qualifications.
- \* Michael suggested the Administration should manage the Executive Director, Executive Director's budget, and all forms of communication (Constant Contact, Dropbox, Survey Monkey) to centralized communications and changing the name to the Executive Committee. Michael's suggestions can be found in his presentation. Michael will follow up with Admin Committee about implementing these ideas.

## **Professionals**

- \* Matthew Cowperthwait offered the history of the Professionals Committee and the challenges with COVID19 and informed the Board that nothing is planned for 2022. Michael offered to use ticket registration websites to track attendance and success of the Committee. Michael also wants to drive revenue, utilize experience driven events. Adam Puff agreed to the suggested changes, including changing the name to Networking Committee. Matthew Cowperthwait agreed to the name change.
- \* Sean Leonard expressed that redirecting money from Professionals to Marketing to revitalize the events and that the Professionals event struggled even before COVID. Michael agreed the Marketing of Professionals needs to be addressed, perhaps centralizing communications inside the Admin Committee. Colleen agreed with rebranding and emphasized that Professionals is cliquish, repetitive and inconvenient. Colleen agreed data-capture, bolstering attendance, driving revenue and impacting businesses should be the action items for Professionals.
- \* Gary Klosner wished to verify criticism of Professionals and emphasized the importance of validating reception; Michael agreed survey/ data-capture are key validating the reception of events. Susan agreed to rebranding but expressed the Professionals was otherwise well attended but disagreed of merging Professionals with another committee. Colleen finished with emphasizing the creation of new networking events (virtual and in person) and the collaborative effort of all Board Members.

## **Retail Retention and Recruitment**

- \* Susan addressed Michael's role in the Committee and wanted to emphasize the importance of tracking the success of grants. Michael noted that Retention is in good standing and emphasized how the Committee should be used to streamline communications to address challenges for businesses. Michael proposed redirecting efforts of the Committee.
- \* Andrea Ranno volunteered to be involved in the Committee. Andrea expressed that, as a business owner, many owners aren't aware of grants available to them and suggested taking a look at making information available.
- \* Michael suggested utilizing the Committee to support special endeavors of businesses and that PfH should cater to the unique endeavors of the businesses.
- \* Sean Leonard expressed that Committee should move away from Recruitment and more on Retention. Some challenges over his 13-year tenure is that Recruitment has made mistakes on new, but repetitive, businesses. Sean brought up the legality of offering grants to businesses; Sal addressed his concerns.

## **Marketing**

### **Events**

- \* Sean Leonard offered a history to events he thought were successful. He emphasized that experiential events were the most successful and suggested lowering the number of events to create larger events and utilizing King's Court more and drive larger crowds. Sean also suggested acquiring a liquor license. Bob Hochgertel countered that the idea would go against Sean's sentiment about Retention.
- \* Bob expressed the need for Experiential Events, citing the success of the events in Medford, NJ; the site of his brewery's other location. Bob circled back to the Bylaws: pointing out that the Commissioners involvement, the new Executive Director, expressing the opportunity to change the Bylaws to address the hierarchy within PfH to streamline the pipeline of experiential events.
- \* Susan agreed the need with hosting more experiential events and addressing the By-Laws. Susan expressed that her vision is the Committees give direction to the Executive Director and they implement that direction. Matthew Cowperthwait agreed to bringing Michael into all Committees and to work together to let Michael be the point person.
- \* Susan expressed implementing the Social Media Policy and to decipher on what's needed from third-parties. Susan's action items: Committees figure how to work with Michael, how to operate with the Executive Director and how we can improve the Downtown/ Haddonfield.
- \* Colleen expressed that the current model for events is non-inclusive, not the in line with the Commissioner's vision, and would like a process to evaluate new ideas, to be open to new ideas and to be collaborative. Colleen suggested currently planned events may not be as experiential and emphasized the need for collaborative events; which involved coordination of the Borough. Colleen finished that new Events need to be in coordination with the Borough, brought to the entire Board and need to have their success tracked.
- \* Adam inquired if any items can be acted upon today. Michael clarified items can be voted at the next meeting. Michael listed a calendar of events on his Agenda.
- \* Colleen listed some action items for all Board Members: Review and Comment on the Bylaws, Review the Ordinance, send comments to Michael, sign up for Committees and make a calendar for what is 23' going to look like? Colleen added Board Members should express interests in taking the roles of Treasurer and Secretary to be in supportive capacities of the Executive Director and Accountants.
- \* Susan iterated with have meeting on January 26 and the items above will be on the Agenda.
- \* Michael expressed the challenges of coordinating events in a short window and asked if a Marketing Committee was necessary because of his experience. Michael suggested having more of a collaborative effort and having more participation from Board Members.

### **Visual Enhancements (**

- \* Michael expressed the need for permanent Visual Enhancements and bolstering the budget for the Committee. Michael shared that businesses in town might be interested in participating in Visual Enhancements and tying it in with Retail/ Retention.
- \* Sean agreed that seeing an inflow of Budget and working with Business owners in order to drive more experiential events.
- \* Sharon McCullough invited Sean and the Visual Enhancement Committee to coordinate with the Commissioners and the Borough to improve Visual Enhancements. Scott Leonard clarified the items to discuss with the Borough (seating, sidewalks, etc.)
- \* Colleen offered ideas on grant applications, coordinating with Borough officials, and working towards acquiring Ambassadors to improve Visual Enhancements.

**Public Portion of the Meeting**

- \* David Hunter, publisher of Haddonfield Today, was pleased with the tone and content for the meeting. David offered the support of the PfH, Executive Director and their initiatives. Michael presented posters created by David that could be offered to businesses in town to address COVID concerns and promotions.
- \* Michael thanked everyone for joining the meeting and looks forward to the next Session.

**NEXT MEETING: January 26, 2021 @ 8:30 AM**