

## **PARTNERSHIP FOR HADDONFIELD, INC.**

**Minutes: Wednesday, June 22, 2022 @ 9:00 a.m. to 11:05 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:

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

Attendance: Colleen Bezich, Adam Puff, Bob Hochgertel, Sean Leonard, Jackie Russell,

Gary Klosner, Andrea Ranno, Dan Silvestri

Absent: Matthew Cowperthwait, Scott Leonard,

Staff: Michael Marciante, Sharon McCullough, Salvatore Siciliano

### **Welcome New Chair**

\*Michael announced that, by a unanimous vote from the Haddonfield Commissioners, Sean Leonard was named Chairperson for the Partnership for Haddonfield (Pfh). Sean thanked the Commissioners and the Board for the warm welcome. Sean noted this appointment is temporary, to help transition the Board until the Commissioners find someone qualified for the appointment.

### **Chairperson's Comments**

\*The Board unanimously approved the Minutes from the February 23 Pfh Meeting.

\*The Board unanimously approved the Minutes from the Revisualization Session.

\*The Board unanimously approved the Minutes from the April 27 Pfh Meeting.

### **Closed Session**

**\*The Board unanimously approved to go into Closed Session. Motion made by Sean L, seconded by Colleen.**

### **Public Portion of the Meeting**

\*Devon Perry of Segel Associates, along with her employees Kristen and Erin, addressed the Pfh; Segel Associates manages PR for The Skirmish and Haddonfield Farmers Market. Devon asked Pfh for answers to questions proposed to the Haddonfield Commissioners regarding the bidding by the Borough for the Pfh RFP. Sean L thanked Devon for her team's work and congratulated them on their success. Sean informed Segel and Associates that Pfh followed the public notice process for the RFP, Pfh is still reviewing the RFPS and that the Pfh has until mid-July to respond. Sean reiterated this statement when asked about the process again.

\*Segel and Associates expressed their frustration with the RFP process; stating it was during a very busy time for them and that a professional was hired to manage the project. They used their platform to express they will be formally withdrawing from the RFP. Michael noted that it would need to be a written withdrawal. Devon and members of the press asked if it was

ethical for the Borough to respond to an RFP. Sharon McCullough noted that it was ethical. Colleen explained that Minutes are not typically taken at an opening of RFPs because there isn't a quorum. David Hunter asked Sal for a copy of the procedure by which RFPs are addressed. Segel and Associates noted that the PfH, "will be judged in the court of public opinion."

### **Treasurer's Report (\*)**

\* The Board unanimously approved the Financials presented by Ethan Wenstrom. Sean and Colleen commended Wenstrom and Associates for their professionalism during this transition period.

### **Committee Reports**

#### **1. Administration (Sean Leonard)**

\* The Board discussed the details of onboarding Matthew Hurley for accounting services. Adam noted that his contract contained a rate cheaper than his original offer. Michael noted that Matthew is not being hired to be the PfH Treasurer and that a Board member will need to step up to the role, as per the Bylaws. The Board unanimously voted to move forward with Matthew Hurly.

\* The Board discussed the two options for Banking that were submitted to the RFP. Michael added that he visited most if not all banking branches in Haddonfield to inform them of the RFP. Sean Leonard noted that only Republic Bank had a branch in Haddonfield. Colleen noted that online banking with Republic is comparatively better. With Jackie LaMania Russell (manager of Republic Bank – Haddonfield branch) recusing herself and Matthew Cowperthwait (Vice President of 1<sup>st</sup> Colonial Bank) being absent, the Board unanimously (9 voted total) to move forward with Republic Bank.

\* The Board will reconvene in July to address the PR RFP, will Colleen noting the Board needs time to digest the events of this meeting.

#### **2. Networking (Matt Cowperthwait)**

\* Matt C was absent and so no report was given.

#### **3. Retail Retention and Recruitment (Adam Puff)**

\* Adam informed the Board that as of today, no additional grants have been applied for by the business community. Adam went into detail about Michael's plan for a Communication Campaign, purchasing branded folders and preloaded thumb drives to make available to downtown businesses. Michael noted this "Retention" communication campaign is separate but can support the Borough's campaign to address and greet new businesses with said information. That Board was in favor.

#### **4. Marketing (\*)**

\* Michael noted a Marketing Chair was needed in order for the Marketing Committee to be successful. Bob Hochgertel added he would re-join the Marketing the Committee. The Board unanimously voted Bob into the Committee. A meeting will be called soon.

#### **5. Visual Enhancements (Scott Leonard)**

\* Sean noted he was resigning as Chair for Visual Enhancements and that Scott Leonard will take the role. Sean provided updates on Haddy Lane; both landlords are onboard for beautifying the area. Sean asked Sharon about the status of Saturday trash, Parking Signs, and the new system. Sharon and Colleen noted that Phase 2 of the new Parking system will address signage later in the summer.

#### **6. Events (Colleen Bianco Bezich)**

\* Colleen provided an update on Yankee Doodle Do and the 4<sup>th</sup> of July parade, as well as a revisioning of the Fall Festival and the Haddonfield Health & Wellness Event. Bob noted conflicting information on Summer events. Michael would follow up with Bob. Michael noted that the Crafts & Fine Art Festival is progressing well. Michael thanked Scott Leonard for

letting Michael and Recrafts staff use a vacant property during the event. Colleen noted that Summer Sidewalk Sale is in front of the Commissioners for review. Sal's office has been asked to comment on the sale and involvement of alcohol with the pending Dining on Kings event.

### **Executive Director's Report**

\*Michael noted that a member of the Board is no longer a member due to them not completing their Financial Disclosure Form. By not completing the form, they created a vacancy in accordance with State statute. Colleen emphasized that fines are involved when the forms are not completed.

\* Michael implored the Board to hire a Treasurer to manage financials with Michael and the new Treasurer. Gary asked to be nominated. Sean L made the motion to nominate, and Colleen seconded. The Board unanimously voted for Gary Klosner to be the PfH Treasurer. Andrea Ranno informed the Board that Michael discussed the position of Vice Chair with her. Colleen made the motion to nominate, and Sean seconded. The Board unanimously voted for Andrea Ranno to be Vice-Chair of the PfH.

\*Michael informed the Board that Colleen and Michael applied and received a grant from the Haddonfield Foundation for the Clean and Green Ambassador Program. The Grant is contingent on the Board matching the Grant in its budget. Adam noted that the mission of the Ambassador Program fits in with the RRR Committee's Goals and that the cost can be absorbed by the Committee. Adam made the motion to approve the Ambassador Program under Retail Retention and Recruitment, seconded by Colleen. The Board unanimously approved the Clean and Green Ambassador Program.

\*Michael noted a series of paintings were donated by Archer to the PfH. They depict cityscapes in Haddonfield. The Board thanked Archer for the donation and noted they will be put to good use.

### **Mayor's Report**

\*Colleen provided an update on Borough happenings. The Borough is seeing issues with organizations in town, especially with maintaining active volunteers and maintaining capacity. Celebrations, which is a 501c3 is finalizing details for the Fireworks special. Parking Downtown will be entering Stage 2 by the end of the summer. The Budget is to be ratified June 27. Last Friday, Cooper/Riba hosted a Ribbon Cutting – to be publicized at a later date. The facility replaced a Blight on Grove St into a beautiful facility. The Borough working on a Master Plan with an RFP for a Master Planner. The Mayor thanked the PfH for all of its efforts.

### **Old Business**

\* Michael noted that the Yiftee Community E-Gift Launch will be the week of July 4. 50 businesses have signed on, but less than half have activated their cards. A BOGO Sale will launch with the Summer Sidewalk Sale.

### **New Business**

\*No New Business was addressed. Sean, in his first meeting as Chair, called for a motion to end the meeting. The motion was made by Colleen. Gary seconded. The Board unanimously voted to end the meeting.

**NEXT MEETING: Early July**

**2022 Meetings: September 28, and November 23.**