

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, May 24, 2023, from 8:30 a.m. to 10:29 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
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-Doobrajh, Morgan Falasca, Scott Leonard, Sean Leonard

Absent: Colleen Bianco Bezich

Staff: Michael Marciante

Chairperson's Comments

* Sean brought up an issue with transparency regarding the Committees and the approval of PRIDE flags Downtown without the Board's prior knowledge, adding that it's a slippery slope in regards to promoting activism. Sean noted that he did not have a problem with the LGBTQIA+ community, but noted the purpose of the Board is promoting a thriving downtown through events, providing grants, and the Board should focus on that mission. Michael provided background on the PRIDE Networking Lunch & Learn and cross-promoting Ride to Pride. Gary noted a trend in the culture of not being affirmative of a culture as being perceived as against it. Michelle thought the pride flags were great and a step in the right direction, noting a need for more communication. Bob asked if the issue was strictly communication; Sean said he doesn't think the flags are something the Partnership should be involved in. Bob provided background on the matter of purchasing pride flags and being involved in pride events. The Board discussed the autonomy of the Committees. Michael provided background on the By-Laws and how the Committees can allocate their budget and report back to the Board, noting that decisions with Events are often week-to-week. Michael presented options for the Board to address the matter in a quorum and noted a buyer was available to ascertain the funds spent. The Board discussed how Pride is celebrated and perceived by businesses and towns. Bob noted the Board should focus on the matter of communication. Sean warned the Events Committee about a slippery slope for being involved in activism. Adam and Abigail suggested adding a By-Line law stating matters going in front of the Commissioners or an outside entity, it should go in front of the Board. The Board seemed to be in favor of this addition. Michael provided a background of the flags purchased, their implementation (June 19-30), and their promotion of them. The Board discussed adding the By-Law Line before the September meeting.

* The Board unanimously approved the April 26, 2023 Minutes. Adam made the motion, and Gary seconded.

Public Portion of the Meeting

*No Comments from the Public.

Treasurer's Report (Gary Klosner)

* The Board unanimously approved the Financial Report. Adam made the motion, Sean seconded it. Michael presented a concern about PfH accounts not being FDIC insured in their entirety. The Board discussed what was needed to make sure both accounts were insured. The Board supported giving the Admin Committee the ability to explore the matter. Gary noted the sooner the better.

*Sean noted someone from PfH needs to be at the Commissioner's meeting when the Budget is approved.

Committee Reports

1. Administration (Sean Leonard)

* Michael provided a background on the Board's ability to award/reject the Public Relations REFP proposals; noting that proposals are good. The Board discussed both proposals, giving positive notes to Direct Development. The Board unanimously award both proposals to give the Marketing Committee options to work with. Adam made the motion, Dan seconded it.

2. Retail Retention and Recruitment (Adam Puff)

* The Board discussed the Retention Grant applications from Passariello and Patricia of Mullica Hill. Adam noted the Committee is recommending every grant application. The Board discussed the inclusion of interior paint in the Retention Grant going forward and making sure Retention funds are all spent each year. Michael noted the grant would need to be changed in order to exclude interior paint. The Board unanimously approved Passariello's retention grant. Andrea made the motion, Dan seconded it.

* The Board unanimously approved the Patricia of Mullica Hill Retention Grant. Abigail made the motion, Sean seconded it.

*The Board discussed the Bistro Outdoor Planters Grant application. Bob noted the bricks under the planters do not look good; Sean noted the current look of them goes against the principle of the grant. Sean made the motion to table the Grant Application until the visual of the planters is addressed. The Board approved the motion, with Andrea Ranno, Michelle Gillen-Doobrajah, and Morgan Falasca dissenting.

* The Board approved a motion to hold off on awarding all Outdoor Planters Grants until the Board can review how the planters look. Abigail made the motion, Sean seconded it.

*The Board unanimously approved the Cafe Lift Planters Grant, but only for the approved planters. Sean made the motion, and Andrea seconded it.

* The Board discussed the challenges of the fiber stone planter and the need to communicate the purpose of the grant program to the Bistro. Michael to discuss the challenges and solutions with the Bistro.

3. Marketing (Abigail Sparrow)

* Abigail provided an update on the PfH's participation in the Dad Vail Regatta, noting strong Downtown business support despite a lack of attendance at the event. Michael noted the Board received 29 email addresses from the event. Bob provided intel: noting an estimate of 10,000 attendees a day; 1/3 of the original projections. Michael explained the Regatta is not a consumer event and that this information was not relayed to the vendors. Abigail/Michael said the original investment for Dad Vail was minimal. Michael thanked Gary, Abigail, Visit South Jersey, and Camden County for their help in uplifting the event.

*Michael presented an update on "Small Business Summer," the social media campaign that stemmed from the last Board meeting. Sean inquired if the promotion stemmed from the Retail Meet & Greet, and Michael confirmed. The Board was generally in favor of the campaign. Michael noted he would follow up with businesses to encourage more participation, but not prioritize any one business.

*Michael noted that proposals for revamping the website, noting a need for at least three proposals. The Board should see an update in the summer.

4. Visual Enhancements (Scott Leonard)

* Scott provided an update on lighting for Haddy Lane; contracts have been sent to the property owners. The Board reviewed photos of the proposed renovations for Haddy Lane. The Board discussed the timing of flora renovations. Scott said he would follow up with VEC Board members.

5. Events (Colleen Bianco Bezich)

* Michael provided background on the dates of the Summer Sidewalk Sale and suggested the Board change the dates back to the original weekend: referring to suggestions from two businesses and a conflict with the Camden County stage. The Board unanimously approved the changing of the Summer Sidewalk Sale back to the original weekend (Aug. 3-6), Andrea made the motion Adam seconded it. The Board discussed the details of the Summer Sidewalk Sale.

*Michael provided details about Pride events and the Pride flags. The Board revisited the discussion of Pride flags, the communication to the Board, and adding a line under Section IV of the By-laws. Sean reiterated his concern about the report from the Event Committee and the Board should vote so that Board members can go on record regarding the matter of Pride flags. Michelle presented a concern about retracting the Pride flags after the mention of it in the public record. The Board discussed the resulting implications for the Partnership and the Commissioners if the Pride flags are retracted. The Board revisited the Pride events presented to the Board earlier in the year, with Michael providing more background on the Pride Lunch & Learn and the Mayor's Storytime. Ultimately, the Board did not have any action on the Pride flags.

*Sean stated that, as acting chairperson, the Partnership for Haddonfield will not be an activist organization. Sean and Gary said they would leave the Board if the Board gets involved in activism. Bob noted that hanging flags is not an act of activism. Sean inquired about the implantation of Jewish and Christian flags; reiterating a warning of a slippery slope.

*Michelle implored a need for a poll or survey about their support of Pride. Bob asked the Board about broader lenses regarding trends, Pride events in other communities, and missing out on those trends. Sean noted these matters should only be conducted by elected officials. Sean thanked the Board for their input, noting his respect for the Board on all fronts.

*Michael provided an update about sponsors for the Crafts & Fine Art Festival; noting similar numbers from last year. Michael presented information about the "up-and-coming artist" section of the event; offering space to up-and-rising artists could be a sponsored item for the 30th year. Michael noted the original budget line for the Crafts Festival will be met. Sean suggested reaching out to HET to be involved in that event. Bob noted an incorrect listing of the event's date in a search engine. Michael to rectify this. Michael provided additional information about Summer Sidewalk Sale and Girls' Night Out. Michael to look into the date of Girls' Night Out and scheduled back-to-school events.

Executive Director's Report

* Michael provided a verbal retention report. Michael asked the Board to attend Ribbon Cuttings on June 1, if they can. Michael noted that Wildfeather Distillery is set to open on May 26. The Board inquired about old Jay West building, BB&T, and 29 S Haddon Ave.

* The Board asked Michael to look into ordinances about having brown paper in windows. Michael to check with Tavis.

*Michael noted that the business district will be expanding at 220-222 Ellis St within the next 5 years.

*The Board unanimously approved going into Closed Session. Sean made the motion; Gary seconded.

*The Board unanimously left the Closed Session. Sean made the motion, and Abigail seconded it.

Mayor's / Administrator's Report

* The Mayor was not present at the meeting. At this time, Sean welcomed Jackie LaMania Russell as a full-time Board member and Tricia Magrann as an Alternate, with Morgan being moved to Alternate #1. Sean stated that the Mayor said the Board should utilize Joanna McDonnell as much as possible. The PfH Budget received a first

approval and will receive a second approval in June. Michael provided background on working with Joana, her expertise, and availability.

Old Business

* No old business.

New Business

* The Board recapped that the Admin Committee will add a line to the By-Laws.

*No additional Board Member Comments were made.

The Board unanimously voted to adjourn the meeting.

NEXT MEETING: September 27, 2023.

2023 Meetings: September 27, November 29