

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, November 29 2023, from 8:35 a.m. to 10:37 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, Andrea Ranno, Bob Hochgertel, Dan Silvestri, Gary Klosner, Jackie LaMania Russell, Michelle Gillen-Dobrajh, Morgan Falasca, Scott Leonard, Sean Leonard, Colleen Bianco Bezich, Tricia MaGrann

Absent: Adam Puff

Staff: Michael Marciante

Chairperson's Comments

- * Sean informed the Board that he and Adam met with the Haddonfield Farmer's Market Committee; reporting that the HFM has a \$30,000 deficit in 2023, vendor fees are often collected day of (with no mechanism to collect otherwise) and their staff is paid \$1,100 a month. The HFM receives some donations but is often turned away as they are not a 501c3. It was Sean's opinion that HFM members indicated they are "done" with the market. The HFM brings in 27 vendors a week but does not have the capability of gathering analytics for attendance. Sean suggested to the HFM Board Pfh take over the market, though ultimately the HFM would prefer financial investment from Pfh.
- * Abigail noted that as a former vendor, the HFM does not bring in new foot traffic nor attendees from outside of Haddonfield. Board members noted the HFM has value for the Borough, with mention of the national notoriety of the Collingswood Farmer's Market, though possesses many challenges, especially in Kings Court. Bob noted that Ralley in the Alley had a successful event in the Mechanic St/ Mechanic St Parking lot and suggested the location.
- * Colleen presented the reality that the Borough cannot currently staff the closing of Mechanic St weekly on the current budget; asking the question of the Borough can allocate additional funds unless the public takes it on; noting Haddonfield is the crown jewel of South Jersey Colleen also noted public outcry regarding the HFM's trash, debris and unauthorized operational hours.
- * Board members discussed alternate locations for the Farmer's Market. Michelle added that parking lots should not be used for weekly events as parking is already a challenge in itself. The Board also discussed the vendor quality/ categories of the HFM.
- * No action was taken, though Board members noted the importance of the Haddonfield Farmer's Market noting that no investment should be made until the market is better managed.
- * The Board unanimously approved the Minutes from October 18, 2023. Bob made the motion, Gary seconded it.

Public Portion of the Meeting

- * David Hunter reiterated his opposition to the Saturday Parking, declaring it bad for businesses. He also provided a history of the Haddonfield Parking meters, particularly in front of the Post Office. David pointed out that with the current

parking system and the parking moratorium, the spot in front of the Post Office could be occupied all day. David circulated pictures of a proposed sign that he presented to the Haddonfield Commissioners earlier in the week. Sean pointed out the contradiction of paying for parking being “bad for the town” except in this one instance. Michael/ David confirmed the Post Office is often used during normal business hours (M-F, 9-5). David also circulated the petition, signed by 100 Haddonfield business owners against paid Saturday parking, David added that Haddonfield Today has suffered financially due to a loss in Haddonfield advertisers, whom blame Saturday Parking. David also noted this was the first year PfH did not advertise in Haddonfield Today.

*Michael asked David about his process gathering signatures from Haddonfield businesses. David explained he would enter the store, ask for the business owner and ask whomever had authority if they wanted to sign the petition. Michael asked David if he 1. Identified himself as a member of the press and 2. Indicated the signatures would be publicized. Both answers were, “no.” David noted he had not received any push-back on this, Michael noted he had.

*Sean’s response to David was that while he should pay for parking regarding the Post Office, he doesn’t and that the town doesn’t need more signage. David further pushed that people want free parking on Saturdays, Colleen added that parking is currently free until New Year’s Eve.

*No action was taken. The Board thanked David for attending.

Treasurer’s Report (Gary Klosner)

* Michael informed the Board about Credit Card fraud for the TD Bank Credit Card account. TD Bank is likely to issue the reimbursement without issue.

* Abigail asked if the Candlelight Shopping spend was reflected in the financials, Michael clarified it only went as far as October and most CLS spend was in November. The Board unanimously approved the Financials Report, Sean made the motion, Gary seconded it.

Committee Reports

1. Administration (Sean Leonard)

* No report.

2. Retail Retention and Recruitment (Adam Puff)

* Michael presented photos and supporting documents for the Retention Grant Application from the Paper Trail. The majority of the Board approved the Grant, with Andrea R abstaining. Board members complimented Andrea on her renovations.

3. Marketing (Abigail Sparrow)

* Michael provided an update on the Yiftee BOGO. The BOGO only had 107 transactions, 293 less than anticipated. Michael sent the primary promotion to subscribers who signed up at events, contests, and professionals, bringing in just over 30 transactions. Michael suggested using some of the funds towards another BOGO before the holidays, a \$25 for \$25, with the gift \$25 expiring before February 29, 2023, thus in fluxing cash to merchants during an otherwise slower time. Bob asked about raising the threshold, reporting a successful gift card program of his own. Michael indicated he believes that the threshold was partially responsible for the lack of sales. David Hunter suggested that the processing fee could be a deterrent for sales; Bob suggested PfH use the Yiftee to funds to cover the processing charge. The Board discussed unused fees and how to use up those with small amounts; Michael to look into accomplishing both. The Board unanimously approved the BOGO, with Abigail making the motion and Morgan seconding it.

*Abigail and Michael provided an update on the marketing spend for Candlelight Shopping, noting a significant spend on commercials with Hulu and CBS. Michael received reports that the commercial was seen on the Eagles game against the Bills.

4. Visual Enhancements (Scott Leonard)

* Scott reported that all holiday lights are up and that the landscaping on Haddy Alley had been completed. Scott asked legal for changes to a contract to entice landlords on Haddy Lane to sign off on lighting.

5. Events (Colleen Bianco Bezich)

*Michael provided a financial breakdown of the Halloween Night Market, with PfH bringing in over \$1,200 in profit. 100% of vendors and 91% of Haddonfield businesses who responded to a survey reported success. Michael provided positive anecdotes from businesses and David Hunter. Board members spoke of its success, how people love Halloween, and the correlation with the horror movie franchise. Michael provided background on vendor cross-promotion, marketing tools, and possible expansion. Colleen, Bob, and Andrea congratulated Michael on coordinating a successful event.

* Colleen was happy to report that the Tree Lighting was a success and was the largest crowd seen in recent memory. Sean noted he could not hear the sound system on Tanner. Colleen reiterated new sound systems require funding. Abigail and Morgan provided insight on a successful Black Friday, with lines out the door and staying open later than advertised. Abigail noted that Sparrow's credit card system can measure new customers/ transactions. Colleen noted a successful Santa Parade and Events has the Holly Trolley ready for December 1.

Executive Director's Report

* Michael asked the Board to confirm the 2024 calendar, stating the current April meeting conflicts with Passover. Michael encouraged the Board to meet in January to discuss bigger ideas, visions for the Downtown. The meeting is scheduled for January 18. The Board added a summer meeting date and altered 2 other meeting dates.

Mayor's / Administrator's Report

*Colleen informed the Board the Music Festival is postponed to Spring 2024 with all sponsors still on board. The Borough will be rolling out a senior parking pass (\$20 a year) with physical forms available at Borough Hall and Mable Kay. The Borough has received the LEAP grant but has not had time to review. Colleen dismissed rumors that the firehouse was closing and asked Board members to do the same. The Borough will be working with the County to execute a safe and successful Menorah Lighting on December 11. The Borough will also have the annual MLK Walk on Monday, January 15.

The Board entered Closed Session. Colleen made the motion, and Abigail seconded it.

The Board exited Closed Session. Sean made the motion, Colleen seconded it.

Old Business

* No Old Business.

New Business

* Sean congratulated Andrea on getting married and Scott on having a baby. Board members wished each other a safe and happy holiday season.

The Board unanimously voted to adjourn the meeting.

NEXT MEETING: January 18, 2024.

2023 Meetings: