

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, April 17, 2024, from 8:32 a.m. to 10:23 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, Gary Klosner, Jackie LaMania-Russell, Michelle Gillen-Doobraj, Morgan Falasca, Sean Leonard, Tricia MaGrann

Telecommute: Colleen Bianco Bezich

Absent: Dan Silvestri, Scott Leonard

Staff: Michael Marciante

Chairperson's Comments

* No Comment from the Chairperson.

The Board unanimously approved the Minutes from the February 28 meeting. Sean made the motion, and Andrea seconded it.

Public Portion of the Meeting

* No Public Comment at this time.

Treasurer's Report (Gary Klosner)

*The Board was presented with an expense sheet and 3 months of Bank statements; this will be presented quarterly.

Sean asked the Chairs to keep track of their budgets. Michael noted the PfH Budget has been introduced at the Commissioners' meeting. The Board unanimously approved the Financials Report. Adam made the motion; Sean seconded it.

Mayor's Report

* Colleen thanked the Board members for helping film the Free 10-Minute Parking; noting positive feedback/engagement. Colleen noted that the BID tax will not be increasing, siting trickle down from parking revenue. Affordable housing will be completed on Snowden behind Borough Hall. Boxwood Hall agreement is underway, noting Michael and Jennifer of Café Lift building a bed & breakfast. Lulworth Hall and Bancroft developments will be voted on/ announced soon. Colleen cited that Girls' Night Out, the String Band Parade and the Haddonfield Music Festival are upcoming; noting Michael has been helpful with the uplift. Conversations with Celebrations are ongoing for July festivities; citing financial shortfall.

Committee Reports

1. Administration (Sean Leonard)

- * The Board unanimously voted for the Committee Membership for 2024. Andrea made the motion; Sean seconded it.

2. Retail Retention and Recruitment (Adam Puff)

- * Adam presented the Committee's recommendations for the 2 Retention Grants: nineNORTH and Passariello's. Bob questioned the requirements of the retentions grant for a business that moves in town. Michael clarified that moving your business, expanding and adding fixtures is covered under a specific line in the Retention Grant. The Board unanimously approved the Retention Grant for nineNORTH, Bob made the motion, Andrea seconded it.
- * Adam discussed the application from Passariello's, noting the backend is technically an entrance. Michael clarified that the backdoor can act as a entrance. Adam noted the new flooring seemed like wear and tear that comes with flooring. The Board unanimously denied the grant application; Sean made the motion, Adam seconded it.
- * Michael noted he plans on hosting a Haddonfield "Trade Show" in Borough Hall to host information about everything PfH offers and offerings of its vendors. The current plan for timing would be June.

3. Marketing (Abigail Sparrow)

- * Michael met with Intersessions and adjusted the current PATCO advertising plan, with station sheets at 15th/16th & Locust, 8th & Market, Ashland and Woodcrest. Intersessions is open to the idea of PfH partnering with Haddonfield businesses/ organizations. Michael went into detail about the plans: \$1,000 for sponsoring and \$3,700 for a customized campaign. The current evergreen campaign will be designed along with the Big Belly evergreen campaign. The campaign will start on Memorial Day. Colleen noted she had a conversation with a rep from PATCO, the Board can take advantage of promotional opportunities.
- * Andrea asked about the business owner Facebook group; Michael answered that it was discussed in Marketing. Michael noted he would create the page and set up rules.

4. Visual Enhancements (Scott Leonard)

- * Michael noted he had green lights in Kings Court; still looking into permanent lighting. Michael reported Scott is in the middle of the parking audit.

5. Events (Colleen Bianco Bezich)

- * Michael provided an update on the upcoming Spring events: a polaroid decoration will be in Kings Court for Girls' Night Out. The committee wanted to put on a Sustainable Fashion Show; but the couldn't get enough uplift. Michael noted Paul Carpenter is finalizing the Crafts & Fine Art Festival.

Executive Director's Report

- * Michael provided a breakdown for the Main Street application; thank Judi Schumacher for her help putting the application together. There are 9 applications the State will only award 4. Michael also presented the mostly completed New Business Guide, as assigned by the Borough and will be listed on the Borough/ PfH website. Board members responded positively.
- * Michael noted that with some staff turnover that Michael is uplifting many aspects of the String Band Parade (promotion), the Music Festival (signs, banner, sponsor management, hospitality, promotion, etc.), the Health & Wellness Festival (day-of coordination) noting the events are taking up a lot of time.

Administrator's Report

- * Sharon is having a meeting with American Water to discuss the Haddon Ave construction. Michael will meet up with Sharon after the meeting to get a better understanding of the project.

The Board went into Closed Session. Sean made the motion, Andrea seconded it.

Old Business

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New Business

* No other Board Member's Comments were made.

The Board unanimously voted to adjourn the meeting.

NEXT MEETING: May 22,

2024 Meetings: May 22, July 24, September 25, December 4